

W. T. CLARKE HIGH SCHOOL STUDENTS WIN FIRST PLACE AT THE 2010 JANY BUSINESS PLAN COMPETITION

Winning Business Plan Uses Innovative Fabric to Eliminate Runs in Hosiery

On Friday, May 28, students from **W.T. Clarke High School**, located in Westbury, Long Island, were **awarded top honors** at the **final city-wide round of the 2010 Junior Achievement of New York Business Plan Competition (BPC)**, for their amazingly innovative beauty product idea “Infinity Hosiery.”



AND THE WINNING TEAM IS...

For the second year in a row, students from W.T. Clarke HS, Long Island celebrate snagging the top prize in the Junior Achievement of New York Business Plan Competition: [back] W.T. Clarke HS teacher, Joe Pavia students [Front: L-R] Samantha Wendorf, Samantha DiFilippi and Kareema Roushdy.

Infinity’s business plan promised to take the hosiery industry to a new level by introducing a new material to withstand rips pulls and runs for up to three months. The team’s detailed business plan sold the premium product at an affordable price and included a line of products including leggings, tights and knee highs in various colors and patterns. The team’s witty sales pitch, “Ever gotten a run on the run? With Infinity Hosiery, say goodbye to runs forever!” won over the panel of judges at the final showdown presented and hosted at NASDAQ MarketSite in Times Square.

The winning team was one of six teams who made it through a high impact 6-week educational program and a series of lightening competition rounds to present their plan in the finals. More than 700 students from thirteen schools representing four boroughs in New York City (Manhattan, Bronx, Brooklyn, and Queens) and Long Island submitted entries to the 2010 BPC, a 135 percent increase in the number of students participating

in the competition since its launch in 2008. Members of the winning team were awarded a cash prize of \$3000 for each team member, iphones courtesy of AT&T, a trophy for their school, business resource support to help them further develop their enterprising ideas and an opportunity to participate in the NASDAQ Stock Market Closing Bell Ceremony on June 4th in recognition of their outstanding achievement.

The JA New York Business Plan Competition encourages students to work in teams to develop and present a comprehensive business plan that identifies a need in the marketplace and presents a sound business concept to address that need. Junior Achievement corporate volunteers serve as mentors and coaches to help the students conceive and develop their plans.

The competition was sponsored by The NASDAQ OMX Education Foundation, which awarded a \$1 million grant to JA New York to help fund the growth, impact and student reach of the competition over the next five years. The grant recognizes the increasing demand for entrepreneurship and business education at the high school level.

Congratulations to the members of Infinity!

Two other NYC High School teams received second and third place recognition in the competition along with cash prizes for the team members...

Student team **Phoenix Incorporated**, from the **Bronx High School of Science** were awarded second place in the competition and received a trophy for their school and \$2000 cash award for each team member. Phoenix Incorporated was coached by corporate volunteers from HSBC. Junior Achievement of New York congratulates the students of Phoenix Incorporated!



[L-R] Sabina Smajlaj – student, Bronx HS of Science, Ann Sam – Student, Bronx HS of Science, G. Chris Andersen – BPC Founding Partner, JA New York Board Member & Founding Partner, G.C. Andersen Partners LLC, Alexander Guo – Student, Bronx HS of Science, Patricia Urban – BPC judge & AVP, Human Resources – NASDAQ OMX, Mindy Chen – Student, Bronx HS of Science and Joseph A. Peri – President, Junior Achievement of New York, celebrate winning 2nd place in 2010 JA New York Business Plan Competition.

Student team **MyShopper Pro** from the **High School of Hospitality Management** were awarded third place in the competition and received a trophy for their school and \$1,000 cash prize for each team member. MyShopper Pro was coached by corporate volunteers from PricewaterhouseCoopers. Junior Achievement of New York congratulates the students of MyShopper Pro!



L-R] Third place winning team members from the HS of Hospitality Management: Seanna Pierce, Anne Adams, Yajaris Nunez and Charles Scalice celebrate placement in the top 3 winning teams of the 2010 JA New York Business Plan competition along with G. Chris Andersen – BPC Founding Partner, JA New York Board Member & Founding Partner, G.C. Andersen Partners LLC, Patricia Urban – BPC judge & AVP, Human Resources – NASDAQ OMX, Joseph A. Peri – President, Junior Achievement of New York, Alicia Mezritz – Educator, HS of Hospitality Management.

About the Junior Achievement of New York Business Plan Competition

The Business Plan Competition was originally inspired by an Art & Design High School entrepreneurial contest hosted by JA New York Board Company KPMG.

In 2008 Junior Achievement of New York and G. Chris Andersen, JA Alum & Board Member, co-founded the city-wide JA New York Business Plan Competition. Mr. Andersen saw an opportunity to expand upon KPMG's model by formalizing and creating an entrepreneurship incubator program for high school students and the JA New York Business Competition was born.

Two years and nearly 1,000 students later, the JA New York Business Plan Competition attracted the attention of the NASDAQ OMX Education Foundation, which saw an opportunity to invest in an educationally enriching, high-impact program that had captured the enthusiasm of NYC and Long Island students within a very short

period of time. In 2009, the NASDAQ OMX Education Foundation made a \$1 million grant commitment to JA New York to fund the growth and reach of the Business Plan Competition over a 5-year period in NYC & Long Island.

With the generous support of the NASDAQ OMX Education Foundation, JA New York's vision is to (a) inspire and seed NYC and Long Island students' interest in entrepreneurship as a pathway to economic and social empowerment and (b) to encourage the use of entrepreneurial thinking to conceive and drive solutions to tackle business and social problems and (c) to reinvigorate the entrepreneurial spirit in a new generation to secure America's place as a global business innovator and technological and economic leader. By successfully engaging students in entrepreneurial thinking and creativity within a business context, the JA New York Business Plan Competition is designed to make education more relevant and exciting to students by helping them to make connections between what they learn in school and practical applications of this knowledge in the real world.

JA New York is grateful for the support of founding partner, G. C. Anderson Partners, LLC and pro-bono partners: Angelsoft, AT&T, and Columbia Business School.