

THE JOHNS HOPKINS UNIVERSITY BUSINESS PLAN COMPETITION

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The finals for the two categories (General Business and Life Sciences) were held on Friday, April 11th from 3PM to 5PM, followed by a reception. The finals were held in Hodson Hall, with General Business Presentations occurring in Hodson 213 and Life Sciences presentations occurring in Hodson 311.

The General Business finals were judged by Neil Kleinberg, George Pohle (IMB Global Business Services Group), and Nora Zietz. The finals in the category of Life Sciences were judged by Edward Chan (Siemens Venture Capital), Wes Kaupinen (Synthes), Maria Maroulis (Synthes), Chris Mengler (Barr Pharmaceuticals), Amita Shukla (New Enterprise Associates) and Mike Ward (QuestMark Partners)

▪ **General Business Category**

▫ First Place: BuildingBlok (\$5,000)

Justin Nolan, Nolan Matthews

BuildingBlok LLC was founded to make the construction industry more efficient by using innovative technological advances that will offer construction firms solutions that will save time and money. The company has an advanced system, also known as “The Blok System” that effectively links all players in the construction process from clients to workers. This system, comprised of a virtual office, servers and PDA’s for work onsite, allows the client to reduce costs through improved efficiency in data collection and dramatic reductions in labor needed and time spent during the construction process.

▫ Second Place: Homewood Real Estate Investment Corporation (\$3,000)

Andrew Faulkner, Akshay Paintal, Justin Waite

Foreclosures, vacancies, and code violations have risen this year, mortgage rates have fallen, and home prices are at a cyclical low. Now is the ideal time to purchase and refurbish homes within walking distance of Homewood campus. Currently these increasingly deteriorating homes threaten the safety and wellbeing of JHU students, while offering no relief to their bank account. By purchasing and renovating these homes we create a safer, more enjoyable environment. The JHU community will be provided with additional housing options at competitive market prices.

▫ Third Place: Blanco (\$1,000)

Stephen Fedder, Ben Stein

Asphalt has been the main paving material for hundreds due to the lack of any viable alternatives. It is a byproduct of oil, with all the economic, societal, and environmental problems that come with it. With the current trend towards “green” technologies, the potential market for a better alternative to asphalt is huge. Blanco's main product is a paving material derived entirely from recycled or renewable materials. It is mechanically superior with a longer lifespan, is safe for workers and the environment, and will actually be cheaper.

- Runner-Up: Innova Orthopaedics (\$250)
Aaron Noparstak, Benjamin Lee, Charles Wang, Gabriel Kim, Mark Kim, Robert Rasmussen, Scott Decker, Shanna Sprinkle
- Runner-Up: Radiogenics Therapeutics (\$250)
Javed Aman, Pauline Che, Juinting Chiang, Andrew Harwell, Brian Hsi, Ian Lee, Alina Pak, Deepika Sagaram, Linmiao Xu, Yiyu Zhao