

LOWELL MILKEN INSTITUTE SANDLER PRIZE FOR NEW ENTREPRENEURS

FINAL ROUND OF COMPETITION

APRIL 19, 2017
5:00 P.M. – 8:30 P.M.
UCLA SCHOOL OF LAW



UCLALawPrize.com

LOWELL MILKEN INSTITUTE
FOR BUSINESS LAW AND POLICY



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Cover Photos: Scenes from the Inaugural Lowell Milken Institute-Sandler Prize Competition and from our 2015-16 and 2016-17 Meetups.



Welcome to the Final Round of the second annual Lowell Milken Institute-Sandler Prize for New Entrepreneurs. Offering \$100,000 in prizes, the Lowell Milken Institute-Sandler Prize is the largest university entrepreneurship prize awarded through a law school. This year, two prizes are offered: a first prize of \$70,000 and a second prize of \$30,000.

The Lowell Milken Institute-Sandler Prize for New Entrepreneurs is a team business plan competition exclusively for UCLA students promoting a new venture. Each team consists of two to six members who are full-time students enrolled in any UCLA school (the college, graduate school or one of the professional schools). One member of the team must be a UCLA School of Law student graduating in 2017 or who graduated in 2016. The new venture may be commercial or social entrepreneurship; it may be for profit or not-for-profit. The new venture must not be venture-backed.

The Lowell Milken Institute for Business Law and Policy provided each team with an experienced entrepreneur, investor or startup lawyer as a team mentor. The Lowell Milken Institute further arranged for the Gunderson Dettmer law firm to instruct the law students on the teams on working with and counseling a new business. In addition, teams were encouraged to take advantage of the many outstanding resources supporting entrepreneurship on the UCLA campus including StartUp UCLA, Blackstone Launchpad and Bruincubate, among others.

This year, twenty teams of UCLA students submitted business plans. Team members include students from the college, the graduate schools, UCLA Anderson School of Management, the Henry Samueli School of Engineering and Applied Science, and UCLA School of Law. In the first round, six judges reviewed the plans and narrowed the field to the six teams in this Final Round. During the Final Round, each team will have 25 minutes to present its venture and answer questions from the judges.

SCHEDULE:

5:00-5:10	Dean Mnookin Opening Remarks
5:10-5:35	Team 1 Presentation
5:40-6:05	Team 2 Presentation
6:10-6:35	Team 3 Presentation
6:40-6:50	Break
6:55-7:20	Team 4 Presentation
7:25-7:50	Team 5 Presentation
7:55-8:20	Team 6 Presentation
8:20	Judges retire to deliberate
8:20-8:30	Break
8:30-9:00	Audience Favorite Award and LMI-Sandler Prize Winners Announced

AUDIENCE FAVORITE AWARD:

This year, we are introducing the Audience Favorite Award to the Final Round of the competition. The Award is \$1,000 and it is given to the team with the highest rating.

If you are an audience member and wish to participate in voting for the Audience Favorite winner, please follow these steps:

1. Go to crowdsmart.io/event/8
2. Enter your email address and click "Save".
3. After each team finishes their pitch, rate on how compelling it was.
4. You will be asked to provide feedback for each team.

Lowell Milken Institute thanks Crowdsmart for its help and support!

TEAMS COMPETING IN THE FINAL ROUND:

GOOD LUCK GAMING

Purvi Goyal	Business/2017
Peter Hammon	Law/2017
Sampo Hynynen	Business/2017
Joseph Lee	Business/2017
Anish Patel	Business/2017
Julius Seok	Business/2017



In recent years, the video game industry has blown up as worldwide digital gaming sales reached \$64.7 billion in 2015. Companies like Twitch.tv have shown that consumers are willing to spend significant time and money to watch video game celebrities (i.e. professional gamers or famous streamers) play video games online. These consumers consist of highly loyal fan bases who pay for interaction and engagement with their favorite video game celebrities, and represent a market opportunity of \$3.8 billion.

Good Luck Gaming was created to allow any consumer a chance to play with their favorite video game celebrity while supporting a good cause. Twitch revolutionized the way fans interact with their favorite gamers but it is still a one-way method of engagement. So we created an avenue where fans can interact at a deeper level with the celebrities that they watch every day. For each gaming session, fans can buy raffle tickets that democratize the opportunity to participate in unique gaming experiences that they cannot attain anywhere else. The proceeds from the raffle are split between the video game celebrity, charity of the celebrity's choice, and Good Luck Gaming.

Each raffle will have tiered pricing with raffle tickets ranging from \$10 - \$150. Higher priced raffle tickets will offer more entries and include guaranteed merchandise such as t-shirts, gaming gear, or autographed memorabilia. Proceeds from ticket sales will be split in the following way: 50% to a charity of the video game celebrity's choice, 30% to the video game celebrity, and 20% to Good Luck Gaming. The winner of the raffle gets to have a 2 hour online gaming session with the celebrity. As we expand, we want to fly the winner out to hang out with the celebrity in person in addition to playing with them.

MECHANODONTICS

Jeng-Ya Chen Law/2017
Angela Li Law/2017
Mehdi Roein-Peikar Dentistry/2019

Mechanodontics

Mechanodontics is reinventing dental braces for orthodontic treatment. Its patented braces will be the most hygienic and aesthetic option, while also reducing overall treatment time by half, cutting the number of visits to the clinician by 75%, and minimizing overall pain.

Our dental braces revolutionize the orthodontic industry, which has been stagnant for the past four decades. Our co-founder and clinical lead, Mehdi, first visualized this design while he was a professor in Iran, but was told that it was impossible to manufacture given the available orthodontic technologies. Undeterred, Mehdi brought his idea to the United States, where advanced orthodontic technology and a supportive entrepreneurial community paved the way for him to make his vision a reality.

Currently, the company is conducting clinical trials with five patients overseen by professors from UCLA and private practice clinicians in the LA area with decades of experience in orthodontics. One professor, Dr. Claudia B. Torok, DDS, renowned orthodontist and a lecturer at UCLA, commented on the clinical trials stating, "The results have been amazing so far. There is no other appliance that can fix the torque from the beginning of treatment.... Truly Revolutionary."

Mechanodontics is seeking \$400k in convertible note financing as a bridge to its Series A round. This will enable Mechanodontics to bring manufacturing in-house and expand the clinical trial in preparation for commercial launch.

At Mechanodontics we believe that patients of all ages deserve to have their perfect smile without the many inconveniences typically associated with orthodontic treatment.

ORIGINAL COLLINS

Jocelyn Coney	Law/2017
Ian Daily	Law/2017
Andrew Nauseda Murcia	Law/2018
Reginald Young	Law/2017



Original Collins aims to be the first-to-market real-spirit, full-proof craft cocktail in a portable, ready-to-drink format, capitalizing on nascent industry trends of premiumization and convenience. As consumers look for alternatives to beer, Original Collins offers an authentic craft cocktail experience without the hassle or expense of home preparation or on-site consumption. Our target market is alcohol consumers looking for an alternative to beer & wine who aren't willing to sacrifice quality. We've segmented our target market into four distinct personas that we feel will most value Original Collins' unique approach, and we plan on beachheading the West LA/Venice/Santa Monica region, where we believe consumers are most likely to value a premium product that revives the American cocktail tradition, starting with the Tom Collins - a refreshing blend of lemon, syrup, soda, and gin.

WHITE RIVER

Federico Bianchi Business/2017
Ricardo Da Silva Law/2017
Corey McCullough Business/2017



White River offers sustainable footwear and accessories to drive a more conscious approach to fashion by sourcing materials that were historically wasted by the fashion industry (a process known as “upcycling”). This allows us to reduce the waste created by the industry instead of generating new waste. We use sustainable manufacturing processes to meet the highest standards of social and environmental performance. In a world where people grow more concerned about the future of the environment, this innovative concept constitutes a strong competitive advantage and will make us an industry leader in sustainable fashion.

White River is addressing a U.S. market of \$1 billion and will sell its products primarily through online channels. Our first product, casual sneakers, will remain one of our core products for future years and we will diversify our product portfolio by adding other types of accessories including wallets, belts, backpacks, and handbags. By leveraging our strong network in the Italian fashion industry and establishing collaborations with bloggers, designers and influencers, the sneakers will represent a unique combination of sustainability and “cool factor”. Additionally, the fact that most of the products will be part of limited edition lines will respond the consumer’s need for uniqueness and personalization.

As a team, we are committed full-time to this mission and we have already invested our personal savings in this project to acquire raw material and to design and manufacture the first prototypes in Italian factories. *During the past months, we have* been building relationships with manufactures, suppliers and strategic partners. Furthermore, we are proud to have a board of advisors that includes some of the most successful and well-respected leaders in sustainability and in the fashion, retail, footwear, and luxury industries.

We are looking for seed investment to launch the production the first lines of sneakers and start commercialization.

WHO'S GOT GAME?

Brooke Chatterton	Law/2017
Arleen Fernandez	Law/2017
C.J. LongHammer	Theater, Film & Television/2017
Erik Melton	Computer Science/2020
Shaan Parmar	Business/2017
Matthew Weber	Law/2016



Who's Got Game? ("WGG") is a web and mobile application that caters to sports fans who want to watch the sports and e-sports game of their choice in a public setting.

In major cities across North America, home town teams are blacked out for fans by regional sports networks owned by cable companies. Dodger's games in Los Angeles are blacked out for the fourth year in a row! Coverage disputes are a nationwide pain for both professional and collegiate sports.

WGG solves the problem of where to watch the game for these frustrating black-out scenarios. We help college alumni find their alma mater's games from across the country. We help expats find the soccer and rugby match, we help hockey fans in non-hockey cities join others, and we ensure travelers they won't miss their favorite team while on the road.

Our utility tells you what's playing like TV Guide, gives you venue choices like Yelp and checks you in like Foursquare. "Who's Got Game?" is always free to users, because we're in it for the love of the game.

YT AGRICULTURAL ENGINEERING, LLC

Sofia Beltran Law/2017
Jared Xu Law/2016
Tim Yingtian Yu Engineering/2017



Bees are responsible for the pollination of one-third of all the food on our plates (valued at \$577 billion per year). The commercial pollination industry maintains millions of beehives used to pollinate major food crops. Billions of bees have died from 2012 to 2016 at the rate of nearly 50 percent each year. As a result, commercial bee farms have lost over \$1.2 billion worth of bees each year, thus putting our commercial food supply at risk.

YT AG. (YT) is positioned to become the first-in-market industrial-grade pollinator healthcare IT provider. We provide bee health diagnostic technology to commercial pollination businesses and corporate farms, thus allowing them to control the devastating bee loss.

YT offers a three-tiered solution, starting with the *BeeWatch™* health monitor, a hardware device that is designed to attach safely and easily to any standard commercial beehive, turning an ordinary beehive into a fully equipped healthcare platform in minutes. Second, YT's *BeeIntelligence™* software automatically aggregates and analyzes real-time health data sent from the beehives and supports communication between managers and their crews via visualized health information. In 2-3 years, YT will integrate a third tier, our *BeeIntelligence™* service module, which features artificial intelligence (machine learning) analytics and a treatment network platform. *BeeIntelligence™* will further conserve treatment resources and provides predictive insights on bee health.

YT's initial target market includes U.S. commercial beekeeping businesses and corporate farms, and adopts Software as a Service (SaaS) as our model for generating revenue. YT's projected net income in 2022 (fifth year) is \$47.3 million.

Our team consists of Ph.D. candidate environmental/mechanical engineer Tim Yingtian Yu (CEO/CTO), J.D. candidate with background in food law and policy Sofia Beltrán (COO), and J.D. business lawyer with a background in venture capital and finance Jared Xu (CFO).

FIRST ROUND JUDGES:

George Abe

Lecturer and Faculty Director, Strategic Management Research, UCLA Anderson School of Management; Lecturer in Law, UCLA School of Law; UCLA '69 & '71

Deanna Evans

Executive Director of Entrepreneurial Programs (UCLA), StartUp UCLA and Blackstone Launchpad (UCLA)

Schaffer Grimm

Business Strategist, Institute for Technology Advancement, UCLA Engineering; CFO, Craytex LLC; UCLA, Anderson '11

Thomas Lipkin

Head of New Ventures, UCLA Technology Development Group

Jeff Suto

Outside GC to emerging companies; Executive Committee Member, UCLA Venture Fund; UCLA Law '88

Nathan Wilson

Professor, UCLA Anderson School of Management; Medical Software Entrepreneur; UCLA, Anderson '11

FINAL ROUND JUDGES:

Josh Green

Vice President Corporate Development and General Counsel, Carbon3D, Inc.; General Partner, Mohr Davidow Ventures; UCLA Law '80

Lowell Milken

Chairman and Co-Founder, Milken Family Foundation; UCLA Law '73

Jules Miller

Partner, LunaCap Ventures; Co-Founder & Managing Director, Evolve Law; UCLA, '03

Richard Sandler

Executive Vice President, Milken Family Foundation; Partner, Maron & Sandler; UCLA Law '73

Michael Silton

Managing Director, Act One Ventures; Chair Emeritus, UCLA Venture Fund

TEAM MENTORS:

Jeff Annison
Levi Brooks
Daniel Broukhim
Calvin Cheong
Eugene Chong
George Colindres
Joseph Daniels
Tobin Dommer
Ari Engelberg
Adam Ettinger
Aaron Gafni
Jeff Green
Rex Hatch
Aimee Haynes
David Hernand
Marc Jones
Mark Kapczynski
Lucas Krump
Veronica Lah
Will Lee
Nicholas Lum
Atif Noori
Shaina Oake
Celaena Powder
David Sands
Nick Warshaw
Neil Wertlieb

UCLA LAW ENTREPRENEURSHIP MEETUP SPEAKERS

The Lowell Milken Institute sponsored meetups at UCLA School of Law for the purpose of inspiring young entrepreneurs and encouraging team formation. The entire UCLA student community was invited to hear our speakers discuss their experiences in entrepreneurship.

October 2016 Meetup

Joseph Aigboboh, CEO, PlayQ Inc.

Joshua Browder, Founder, DoNotPay Bot

Nicholas Lum, Founder, BeeLine Reader and Read Across the Aisle

January 2017 Meetup

Michael DeGiorgio, Founder, Commercial Real Estate Exchange, Inc.

Carrie Norton, Founder, Green Business Base Camp

UCLA LAW STARTUP LAWYER PROGRAM

This year, lawyers from the law firm of Gunderson Dettmer Stough Villeneuve Franklin & Hachigian, LLP came to UCLA Law on two consecutive evenings. They held two hour presentations for the law students on each team concerning the basics of counseling a new venture, including entity selection and formation, basic issues regarding intellectual property, legal and regulatory risks and negotiating with an initial venture. The Gunderson lawyers also distributed forms and guides for startup lawyers. We thank the Gunderson firm and especially Gina Marek, Catherine Kwon and Cody Peterson for their excellent presentations and Glen Van Ligten for helping us arrange the presentations.

StartUp UCLA

UCLA Director of Entrepreneurship, Deanna Evans, one of our first round judges, also arranged for special meetings for any team with the staff of StartUp UCLA, the first source for help with new ventures on the UCLA campus. StartUp UCLA provides valuable mentorship to entrepreneurs as well as a very successful summer accelerator for UCLA faculty and students.

THANK YOU

UCLA School of Law and the Lowell Milken Institute offer their thanks to Lowell Milken, The Milken Family Foundation, Richard Sandler and the Richard Sandler Family Foundation for their vision and support.

We offer a special thank you to Dean Jennifer Mnookin for her support and guidance and Lowell Milken Institute Faculty Director, Kirk Stark, the Barrall Family Professor of Tax Law and Policy, for his encouragement and assistance.

We also thank our judges and mentors listed in this program for their time and expertise.

Finally, we thank the Lowell Milken Institute staff, who make everything run smoothly and always keep their senses of humor: Sarah Korobkin, Rachel Estrada, Andrea Munoz and Chloe Coss.

About the Lowell Milken Institute for Business Law and Policy

The Lowell Milken Institute for Business Law and Policy at UCLA School of Law supports the law school's Business Law and Policy Specialization. It works with UCLA Law's preeminent business law faculty in broadening curricular offerings and providing co-curricular programs for law students. In addition, the Lowell Milken Institute provides a forum for the business and legal communities to discuss cutting-edge issues and develop policy solutions to business and legal problems.

About UCLA School of Law

Founded in 1949, UCLA School of Law has garnered a reputation for artful teaching, influential scholarship and enduring innovation. As the first public law school in Southern California and the youngest top-ranked law school in the United States, UCLA Law has consistently pushed new boundaries in the study and practice of law.

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