



**LOWELL MILKEN INSTITUTE
SANDLER PRIZE FOR NEW
ENTREPRENEURS**

FINAL ROUND

04.16.19

UCLA School of Law

UCLA School of Law
**Lowell Milken Institute for
Business Law & Policy**



LOWELL MILKEN INSTITUTE SANDLER PRIZE FOR NEW ENTREPRENEURS

Welcome to the Final Round of the fourth 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 2019 or who graduated in 2018. 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 Gunderson Dettmer law firm instructed 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-six 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, seven judges reviewed the plans and narrowed the field to the six teams in this Final Round. During the Final Round, each team will have 20 minutes to present its venture and answer questions from the judges.



Program Schedule

- 6:00 PM** Opening Remarks by Jennifer L. Mnookin, Dean and David G. Price and Dallas P. Price Professor of Law, UCLA School of Law
- 6:10-6:30 PM** Team U-Defi
- 6:35-6:55 PM** Team Sweetpea
- 7:00-7:20 PM** Team EvaluateMe
- 7:25-7:45 PM** Team Edenos
- 7:50-8:10 PM** Team BruxA
- 8:15-8:35 PM** Team Neighborhood Works
- 8:35 PM** Judges Deliberate
- 9:00 PM** Audience Favorite Award and LMI-Sandler Prize Winners Announced

How Are the Winners Selected?

The competition rules provide that in selecting the winners, “the [Final Round] judges will consider the entire business concept, looking at overall feasibility, viability, attractiveness to investors and possibilities for growth, as well as the Team’s performance in the oral presentation and its response to the judges’ questioning. The judges shall award the Prizes... drawing on their experience and exercising their independent judgment.”

The Final Round judges receive the business plans of the six finalist teams about a week before the Final Round. They are not advised on the scoring of the first round judges.

After the Final Round judges hear the presentations of the six finalist teams, they retire to a private room to discuss the presentations and the business plans. They reach a result after a full discussion of all the teams.

- Audience Favorite Award -

The Audience Favorite Award is a **\$1,000 prize** awarded to the team with the highest rating from the Final Round audience.

How to vote (one vote per attendee):

1. Check off the name of the one team you wish to vote for on the ballot you were given at check-in.
2. Return the ballot to LMI Staff at the registration table.

Finalists

– U-DEFI

Thea Pham

UCLA Bioscience 2020

Van Nguyen

UCLA Anderson 2019

Katie O’Sullivan

UCLA Law 2019



U-Defi is an innovative personalized anti-aging skincare product that is scientifically formulated to your unique skin biomarker profile. U-Defi – the tailor-made skincare!

As a team of female founders, we are passionate about helping every woman feel confident in her own unique skin. The current model of skincare is expensive and one-size-fits all. U-Defi will take the guessing game out of your skincare routine.

How it works: Upon signing up for the U-Defi subscription, a test kit will be mailed to your home to collect your skin samples using non-invasive adhesive tapes. Once we receive the test kit, the laboratory will analyze your skin samples for relevant biomarkers. We then translate this into a skincare cream formulation uniquely designed just for you. And then voila, the cream will be shipped to your door step!

— SWEETPEA

Daniel Frandsen

UCLA Anderson 2019

Chenxi Li

UCLA Law 2019

Jennifer Limb

UCLA Anderson 2019

Josh Miller

UCLA Anderson 2019

John Olson

UCLA Anderson 2019

Tania Tung

UCLA Anderson 2019



Sweetpea leases quality baby and children's gear and equipment, such as bassinets, swings, and baby carriers, to growing families. Our mission is to simplify a complicated time for new parents by helping them plan for what they need and providing affordable access to premium baby gear. We provide high-quality, cost-efficient, and eco-friendly rentals to save parents money and time, which is better spent on and with their children.

THE PROBLEM. Expectant parents are overwhelmed with endless books, registry lists, and resources on-line detailing everything their baby needs, spending weeks researching which items they need and which

models are best. Especially in the first few months, babies grow incredibly fast – outgrowing their gear and toys, leaving parents to wonder whether the items were worth the investment and struggling to find space to store bulky gear for future children.

THE SOLUTION. Sweetpea saves parents effort, money, time, and clutter. Our service helps parents avoid the anxiety of sifting through thousands of baby items, and investing in products that babies quickly outgrow. Given the high cost of purchasing quality gear and the limited time that the family uses it, there is a perfect opportunity to provide rentals.

THE OPPORTUNITY. Four million babies are born every year in the US, accounting for \$23 billion in annual spending on baby products; limiting to the top 50 counties and families with middle-to-upper income suggests a potential market of \$500 million annually. Sweetpea is initially focusing on infant gear in the Los Angeles market, with future expansion opportunities into more products for infants, items for older children, and additional geographies.

PROGRESS TO DATE. Having validated and refined the business model through research, interviews, and surveys, Sweetpea launched a bootstrap phase. We have procured inventory, are refining the operational model for initial customers, and will continue to focus on demand generation.

– EVALUEME

Hunter Carlisle
UCLA 2019

Nathan Cox
UCLA Law 2019

Shirin Nikaein
UCLA Anderson 2019

Barbara Wong
UCLA Law 2020



Though increasing diversity in company leadership has been shown to increase company profits, many companies still lack diversity in leadership. Biases in hiring and promotions contribute to the lack of diversity, but thus far the market has only attempted to address biases in the recruitment process. Failure to mitigate bias costs U.S. companies about \$500

billion annually, due to high voluntary turnover, low engagement and productivity, and public lawsuits which impact brand reputation and the ability to recruit top talent. Employee performance reviews, written or spoken, are most directly related to promotions, salary increases, and the representation of women and minorities in leadership.

EvaluateMe's first product is a Software-as-a-Service tool that uses Artificial Intelligence to reduce biases in performance reviews and guides managers in providing employees with meaningful and actionable feedback. Using behavioral science, EvaluateMe's proprietary AI technology will coach employees privately, in a non-accusatory way, and in real-time as they type performance reviews. EvaluateMe will identify vague, subjective, assumptive, and potentially biased language, and will ask employees to provide specific examples, clarify statements, or consider alternative interpretations in order to improve the quality and effectiveness of their reviews. EvaluateMe's solution can be a stand-alone tool for small companies, and as a plug-in for mid-to-large enterprise customers to integrate into their existing tools and processes, like SAP/SuccessFactors, Workday, Cornerstone OnDemand, Reflektive, etc.

Many HR managers spend nearly half of their time manually monitoring the quality of performance reviews and having one-on-one coaching sessions to address issues or help managers give feedback to their direct reports. Research shows that traditional methods of training (whether it's bias training or new-manager training) are often public (embarrassing), one-time, generic, and easily forgotten. EvaluateMe differentiates itself by providing ongoing, private, and customized coaching, allowing employees to be more receptive to the training.

— EDENOS

Jason Chang

UCLA MD/Anderson 2019

Tony Chan

UCLA Law 2019

Babak Moatamed

UCLA Computer Science 2020

Michelle Xu

UCLA Law 2019

Ziyou Zhu

UCLA Law 2019



Clinical trials are the crux of medical innovation. However, over 60% of clinical trials fail to meet their enrollment timeline. Not only does this result in biotech/pharma companies losing millions of dollars per day, it also hampers many life-improving medical advancements.

Leveraging a centralized social network with disease specific communities, Edenos uses machine learning to connect patients to each other for support, to health experts, and ultimately to clinical trials. Users can blog about their treatment experiences and track their improvement over time, while they interact with each other and the health content generated from our physician partners. Utilizing these user posts and interactions, we can use natural language processing and machine learning algorithms to better understand the user's condition. Our platform can subsequently apply these insights to elegantly introduce users to others who have similar experiences for social support, recommend pertinent quality health resources, and optimize clinical trial recruitment and engagement.

— BRUXA

Wanqiu Li

UCLA Law 2019

Pablo Osorio Martini

UCLA Anderson 2019

Iness Mouhou

UCLA Law 2019

Joe Upchurch

UCLA Anderson 2019

Tey Li Ying

UCLA law 2019

BruxA

BruxA aims to improve oral health care and make it more accessible for everyone by lowering the costs to protect against the damaging effects of nighttime teeth grinding (also known as sleep bruxism). Currently, sleep bruxism affects 13% of the adult population and custom night guards are the most commonly used treatment to prevent teeth wear. But with the average dentist's price close to \$500, many consumers are forced to forgo protecting their teeth or to suffer with an uncomfortable one-size-fits-all boil-and-bite night

guard. Other consumers avoid replacing their custom night guard due to its high cost, which can lead it to accumulate dental plaque and turn yellow.

BruxA provides a more affordable, comfortable, and hygienic night guard option through its consumer-centric subscription service "ClearClub". On BruxA's ClearClub website (www.joinclearclub.com), consumers can subscribe to receive their first night guard for just \$50. Customers will initially receive a kit to take their own teeth impressions, which BruxA will use to manufacture a custom night guard to perfectly fit their teeth. By retaining customers' teeth impressions, BruxA can send renewal night guards on a periodic basis for only \$25. As the most affordable custom night guard available, ClearClub delivers the most value to consumers.

Although BruxA has only just begun, it's no longer just an idea. Within the past month, BruxA has started sales through its ClearClub website and has shipped to customers across the country. In the near-term, BruxA's focus is on reducing the costs to acquire a customer through development of its brand, expansion into new sales channels, and optimization of its marketing efforts. By providing clear pricing and increasing the value captured by the consumer, BruxA's ClearClub service will improve the accessibility of custom night guards and ensure all consumers are able to protect their teeth.

– NEIGHBORHOOD WORKS

Greg Comanor

UCLA Anderson 2019

Sonya Falcone

UCLA Anderson 2019

Daniel Fine

UCLA Anderson 2019

Michael Polvi

UCLA Law 2019

Aaron Sassiounian

UCLA Anderson 2019

Molly Tarrant

UCLA Anderson 2019



**Neighborhood
Works**

Neighborhood Works is an affordable real estate development company focused on building housing for Los Angeles' homeless population. By taking advantage of recent zoning and regulation changes, newly available public funding sources, and modular construction, we are able to build this critical housing faster and cheaper.

Founded in 2018, Neighborhood Works is on the front lines of affordable and homeless housing real estate development within the City of Los Angeles. Within the midst of severe affordable and homelessness crises – with over 55,000 individuals living on the street on any given night – Los Angeles and the State of California

have aggressively funded development programs and updated applicable zoning regulation to incentivize the development of supportive housing developments. Neighborhood Works is well-positioned to take advantage of these tailwinds to build affordable and supportive housing throughout the City. As housing affordability continues to worsen throughout our communities, we expect more funding to become available to support affordable housing far into the future, and are well positioned to leverage these trends to scale our development operation.

Our first project, Watts Works, is a 25-unit modular supportive housing development in South Los Angeles. The project is the cheapest per unit project within the City's pipeline, and will be constructed with decommissioned shipping containers in Boise, Idaho. With \$2.5 million already committed from the Los Angeles Housing + Community Investment Department (HCIDLA), we expect to begin construction in Q4 2019. We are also in development on a 40-unit development in North Hollywood and a 64-unit development in Hyde Park. We have applied for over \$11.5 million from HCIDLA for these projects, and expect further funding commitments at the County and State level.

With over 130 affordable units in the development pipeline, Neighborhood Works is building a business to maximize purpose and profit here in Los Angeles.

Final Round Judges

Greg Gilman

Founder, Science Inc. and Science Blockchain

Tabetha Himan

Co-founder, Mimosa Networks;
UCLA J.D. '98

Lowell Milken

Chairman and Co-founder, Milken Family Foundation; UCLA J.D. '73

Richard Sandler

Executive Vice President, Milken Family Foundation; Partner, Maron & Sandler; UCLA J.D. '73

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 B.A. '69 & M.S. '71

Minji Cho

Entrepreneur, Investor and Attorney, including General Counsel

Deanna Evans

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

Joel Feuer

Executive Director, Lowell Milken Institute for Business Law and Policy at UCLA School of Law

Schaffer Grimm

Business Strategist, Institute for Technology Advancement, UCLA Engineering; CFO, Craytex LLC; UCLA M.B.A. '11

Elaine Hagan

Executive Director, Harold and Pauline Price Center for Entrepreneurship and Innovation at UCLA Anderson School of Management, UCLA M.B.A. '91

James Park

Professor of Law, UCLA School of Law; Faculty Director, Lowell Milken Institute for Business Law and Policy

Team Mentors

Paula Barnett, UCLA B.S. '95
Matt Beaudoin, UCLA J.D. '15
Keenan Behrle, UCLA J.D. '70
Michael Brown
Eugene Chong, UCLA J.D. '07
John Corrigan
Caroline Downer, UCLA J.D. '16
Andrew Erskine, UCLA J.D. '09
Shauna France, UCLA J.D. '09
Joshua Geffon, UCLA B.A. '00 & J.D. '04
Jeff Goldberg
Ari Haber, UCLA J.D. '15
Aimee Haynes, UCLA J.D. '15
Michael S. L. Heath
Mark Kapczynski, UCLA B.A. '93

Mac Kennedy, UCLA J.D.'18
Doug Lipstone, UCLA J.D. '88
Nick Lum, UCLA J.D. '07
Stan Maron, UCLA J.D. '72
Todd Maron
Maureen Montgomery, UCLA J.D.'13
Cody Peterson
Celaena Powder, UCLA J.D. '16
Brian Ross, UCLA B.A. '93 & J.D.'97
Mary Vu, UCLA J.D. '18
Matt Weber, UCLA J.D. '16
Larry Weiss
Neil Wertlieb
Neil Wolff, UCLA J.D. '85
Anita Wolman, UCLA J.D. '76

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 2018 Meetup

Keith Gibson, Senior Venture Consultant at Startup UCLA; UCLA B.A. '11

Mac Kennedy, Co-founder and CEO of Mote, Inc; UCLA J.D. '18

Mary Vu, Associate, Law Offices of Richard Pech; UCLA J.D.'18

Alexandra Guthy, UCLA J.D. '20

Jenny Leung, Founder of BellaNové; UCLA M.B.A. '18

UCLA Law Startup Lawyer Program

Lawyers from the law firm of Gunderson Dettmer Stough Villeneuve Franklin & Hachigian, LLP held a two hour presentation 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 Carolina Downer and Glen Van Ligten for their excellent presentations.

An Update on Last Year's Winners

Mote

Fleet vehicle carbon capture

Mote started with the goal of reducing transportation's major role in air pollution. Outdoor air pollution kills approximately 4.2 million people every year. The far-reaching public health impacts mostly affect those most vulnerable, yet least responsible, such as children and the elderly. 99% of cars in the United States burn hydrocarbons every day. According to most economists, the optimistic view is that by 2040 only one-third of U.S. cars will be electric. This stands in stark contrast to what one might expect of a more sustainable future. Americans are buying bigger cars and keeping them longer.

After demonstrating prototype iterations with prospective customers, Mote has developed (and will soon announce) a product that they want: a discreet, inexpensive tailpipe filter to trap particulate air pollution.

Since winning the 2018 Lowell Milken Institute Sandler Prize, Mote, led by UCLA Law alum Mac Kennedy, has made significant progress in getting to market. Without the Prize, Mote would not have been able to actually start its business. Since fall 2018, Mote has hired a full-time Ph.D. chemical engineer, Harshul Thakkar, who has helped now fully commercialize the technology at Los Angeles Cleantech Incubator. Mote is now ready to launch its first product.



2018 Lowell Milken Institute-Sandler Prize for New Entrepreneurs first place winners, Team Mote.
Left to right: Mary Vu (J.D.'18) and Mac Kennedy (J.D. '18).



2018 Lowell Milken Institute-Sandler Prize for New Entrepreneurs second place winners, Team BellaNové. Left to right: Jenny Leung (M.B.A '18), Grace Bowden (J.D. '18), Alexandra Guthy (J.D. '20), Alysia Anderson (J.D. '18) and Roxana Soroudi (J.D. '18).

BellaNové Italian for “Beautiful Nine,” BellaNové was born to help the hundreds of expectant mothers stay stylish and feel beautiful during their pregnancies. With a monthly membership, a mother can rent a variety of quality and sophisticated pieces that acts as her revolving maternity closet and adapts with her growth. Fit is guaranteed through BellaNové’s proprietary algorithm, shipping is free both ways, and items are dry-cleaned upon return. BellaNové is here to make her life easier!

“The Lowell Milken Institute-Sandler Prize competition allowed for the chance to work with UCLA Law students and I had 4 amazing teammates who came from very different backgrounds: creatives and entertainment, gender studies, resale economy, and transactional law. They contributed in diverse and valuable ways that have led to better business planning and execution. This team dived in and not only conducted risk assessments and mitigation plans, but also helped with business development and PR opportunities.

From the Lowell Milken Institute-Sandler Prize competition, we were introduced to more companies to expand our corporate offerings where they could sponsor BellaNové memberships as a maternity benefit. It’s been great to see, and be part of, the change in tide of support that companies are building for their employees who want to have a career and a family!

- Jenny Leung (M.B.A '18), Founder of BellaNové



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 to the Lowell Milken Institute's Faculty Director, UCLA Law Professor James Park, 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, Daisy De Leon and Estephany Gomez-Bautista.

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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