



**LOWELL MILKEN INSTITUTE  
SANDLER PRIZE FOR  
NEW ENTREPRENEURS  
FINAL ROUND  
APRIL 18, 2022**

**UCLA** School of Law

**UCLA**

School of Law

**Lowell Milken Institute for  
Business Law & Policy**

# THE NUMBERS

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6

Years of Competition for the Lowell Milken Institute-Sandler Prize for New Entrepreneurs

109

Teams Have Submitted Business Plans

545

UCLA Students Participated including more than 200 UCLA Law students



## LOWELL MILKEN INSTITUTE SANDLER PRIZE FOR NEW ENTREPRENEURS

Welcome to the Final Round of the sixth annual competition for the Lowell Milken Institute-Sandler Prize for New Entrepreneurs! We took advantage of last year's hiatus, caused by the pandemic restrictions, to do some reimagining of the competition.

We changed the prizes and added a new prize to encourage new entrepreneurs.

**First Place Prize:** Each member of the team awarded the First Place Prize will receive \$4,000.

**Second Place Prize:** Each member of the team awarded the Second Place Prize will receive \$2,000.

And we added a new category – the New Venture Prize – for a venture created for this competition that has not won an award in any other entrepreneurship competition prior to the date of the Final Round. Each member of the team awarded the New Venture Prize will receive \$2,500.

The team that wins the New Venture Prize is also eligible to win the First Prize or the Second Prize.

We did not change the basic structure of the competition which has been so successful in the past. The Lowell Milken Institute-Sandler Prize for New Entrepreneurs is a team business plan competition exclusively for UCLA students promoting a venture they created. 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). Each team must have at least one UCLA School of Law student graduating in 2022 or 2023. The venture may be commercial or social entrepreneurship; it may be for profit or not-for-profit. The venture must not be venture-backed.

This year, twelve 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.

# PROGRAM SCHEDULE

5:00 PM	Welcome
5:05 - 5:23 PM	Team Lost Abroad
5:25 - 5:43 PM	Team Vesty
5:45 - 6:03 PM	Team Orafay
6:03 - 6:15 PM	Break
6:15 - 6:33 PM	Team Vite.st
6:35 - 6:53 PM	Team SportSwap
6:55 - 7:13 PM	Team Kommu
7:30 PM	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.”





# FINALISTS

## KOMMU

Bo Abrams, UCLA Anderson 2022

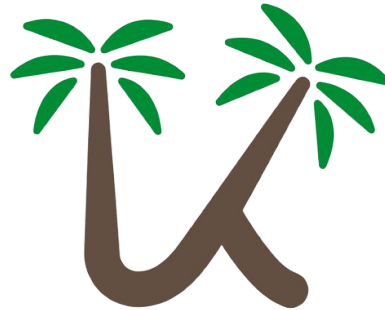
Darren Douglas, UCLA Anderson 2022

Branden Nikka, UCLA Law 2023

Katie Schiff, UCLA Anderson 2022

Gus Woythaler, UCLA Anderson 2022

Devin Yaeger, UCLA Law 2023



Kommu is Icelandic for “arrival” and connotes what we are building: a community. For travelers, digital nomads, and citizens of the world, Kommu is a cost-effective private home sharing network that connects users with their direct network of travelers to (1) help users find connections as they travel and (2) assist members in finding a home away from home on those trips via exchange. Kommu is a web and mobile travel platform that enables users to seamlessly connect with fellow travelers and propose home exchanges with the people they trust most – their personal network – while also allowing members to discover other “Kommunity” members who are a degree or two removed from direct connections. A user’s home is only viewable to the connections that she establishes on the Kommu platform unless she wants to become a member and share her home with the broader Kommunity.

Trust is built on relationships; those who we meet, know, and connect with are those whom we trust. In exchange for an annual membership fee, users can upgrade to become verified Kommunity members, connecting with a larger trusted network of fellow travelers – second and third degree connections – who seek to stay in their empty homes while away and suggest local experiences. Kommunity members consent to identification and address verification services and have access to key features and benefits that the Kommu platform provides to ensure safe and secure home exchanges at scale. Beyond the subscription fee, Kommu will derive revenue from selling damage and travel insurance policies for exchanges.

# FINALISTS

## LOST ABROAD

Jackson Browning, UCLA Anderson 2022

Siyi Chen, UCLA Anderson 2022

Jack Du, UCLA Anderson 2022

Brent Oberlin, UCLA Anderson 2022

Zi Ye, UCLA Law 2022

Beineng Zhang, UCLA Law 2023



Lost Abroad is a language learning game that offers U.S. language learners conversational fluency through modern pedagogy, practical immersive content, intrinsic motivation and fun: a combination rarely offered in the language learning space. Our 1-module prototype is currently in the playtesting and product interaction phase, and a social media marketing campaign has started to raise awareness and create a following. With the prototype and business plan, a crowd equity funding campaign and pre-seed round is planned for May 2022 to raise \$300k to fuel the development and completion of our first game, titled “An Afternoon in Shanghai” which will teach players how to get around in many of the most common situations in China. We also plan for a \$1M Q2’23 fundraiser, and a \$4MM campaign at the launch of our game in 2024. We plan to provide the game as a one-time purchase for each language, with additional content and advanced topics purchasable for smaller fees.

# FINALISTS

## ORAFAY

Raul Hernandez, UCLA Anderson 2022

Naomi King, UCLA Law 2023

Iryna Lopushenko, UCLA Law 2022

Crystal Xiao, UCLA Engineering 2022

Cher Zheng, UCLA Engineering 2022



Orafay is a pre-clinical stage company developing a uniquely scalable, bio dissolvable, and easy-to-apply microarray patch that allows for a local delivery and prolonged release of an off-patent antibiotic that can not only eradicate bacteria but also aid in tissue regeneration.

Periodontitis, gum disease, is a severe infection of the gum tissue that leads permeant bad breath, gum and tooth sensitivity, and eventually tooth loss. It is also associated an increased risk for cognitive dysfunction, cardiovascular disease, diabetes, and cancer. Periodontitis affects up to half of adults worldwide and is treated with scaling and root planning (SRP), a painful and costly procedure. After SRP, trained professionals place local antibiotics on site further, thus increasing the cost of treatment. The current antibiotics faces physical challenges such as retention, placement, and leakage. These limitations can lead to an incomplete dosage of antibiotics, therefore increasing the associated risk of using antibiotics.

Orafay's first product, Sal-patch, uses a patented microarray drug delivery system that is painless, easy to place, localized and provides sustained drug release. Small animal experiments have demonstrated that usage of Sal-patch results pocket closure and bone regeneration. Furthermore, Sal-patch does not require the existence of dental pockets so treatment can be administered before pocket formation thus allowing for earlier intervention.

# FINALISTS

## SportSwap

Daniel Del Giorno, UCLA Law/Anderson 2022

Melis Kilic, UCLA Law/Anderson 2022

Keaton Lipson, UCLA Anderson 2022

Justin Moorad, UCLA Anderson 2023



A couple years ago, our founder Keaton and a group of friends began to bet with one another in a groupchat. They were tired of playing against the sportsbooks who take high commissions (in the form of vigorish via bad odds), positioning them for long-term failure due to the house's baked-in advantage that rigged the game against them. As Keaton and his friends began to invite more and more individuals into the chat, they realized they needed to expand to a more efficient system. They moved to a Discord execution and the invite-only chat quickly grew to over 1,000 people, at which point they capped the chat in order to maintain quality of userbase. But the opportunity was apparent: tons of bettors are feeling the pain and are looking for an alternative to the predatory house model. In conducting more formal interviews and surveys, the SportSwap team has further confirmed the problem and has gained full conviction in the opportunity. Taking inspiration from Robinhood's upending of the equity markets, SportSwap will introduce a user-friendly model with market-leading odds and a simple user experience. In doing so, SportSwap will appeal both to experienced bettors seeking the best odds, and position itself as the go-to sports betting destination for casual sports fans and first-time bettors. Simply put, SportSwap makes sports betting easier to understand and fairer by offering the best odds on the market without the high 10-20% commissions the traditional sports betting companies currently charge. SportSwap's features and application design were created through multiple focus groups and surveys with over 100 unique participants.

# FINALISTS

## Vesty

Evan Aluyen, UCLA Engineering 2022

Taylor Arterburn, UCLA Law 2022

Gabrielle Forte, UCLA Anderson 2023

Marc Policastro, UCLA Law 2022



Influencer marketing is a \$16.4 billion industry, with over 30,000,000 “influencers” in the world. About 80% of these influencers are so-called “micro” influencers with between 1,000 and 100,000 followers. These micro influencers are seeking to further develop and monetize their brands, but doing so is incredibly challenging. Additionally, followers are the backbone of every influencer’s success. Yet, nothing exists today that allows followers to invest in – and mutually benefit from – the success of their favorite influencers. Vesty (the “Company”) is an incubator that facilitates the growth and development of influencers’ brands. Our Company will provide a select group of influencers (the “Partnered Influencers” or “Influencers”) with capital, resources, and industry connections, accelerating their path to success. Vesty will also provide an investment portal where anyone (“Users”) can invest in Partnered Influencers. Once Users purchase equity in an Influencer’s brand, they will receive a non-fungible token (“NFT”) conveying ownership of the share certificate. When Equity NFTs are traded on NFT marketplaces, the Company and Influencer will receive a percentage of the transaction value. Vesty will grow quickly. In the first year, we aim to manage eight influencers in our Incubator. By the third year, we will manage 45 influencers, and by the fifth, 250. Vesty’s Influencers will scale to the size of a major talent agency’s client roster, providing a diversified portfolio to attract Vesty Investors. Further, Vesty’s marketing team will keep costs low by capitalizing on its Influencer clients to spread the word at low CPMs.

Vesty’s financial projections are strong. The Company plans to raise Pre-Seed, Seed, Series A and Series B funding. Vesty will be cash-flow positive by Year 5, with EBITDA of \$1,530,259. As expected, there are legal and regulatory risks, but the costs associated with these risks are built into our financial projections.

# FINALISTS

## Vite.st

Juan Banchs, UCLA 2022

Michael Lo, UCLA 2025

Ashvin Nagarajan, UCLA 2022

Diana Yen, UCLA Law 2022

Brandon Zelner, UCLA Law/Anderson 2024



Vite.st is a breath-based, reusable COVID-19 diagnostic sensor device that fits in the palm of your hand. Vite.st's device provides point-of-care, accurate, and low-cost test results within 5 minutes. The user simply attaches a disposable test pod to the reusable handle, blows through the handle, and receives a conclusive test result via an easy-to-interpret LED panel. The disposable test pod permits on-the-go testing and can be recycled.

Vite.st's novel diagnostic mechanism is based on the proprietary research developed by our biology partners based in Italy. Our research demonstrates sensitivity and specificity that matches that of the PCR gold standard test.

Further, due to the biological mechanism of the Vite.st device, lab tests have proven the Vite.st device successful in detecting all known variants of COVID-19, even with diluted viral loads associated with early-stages of infection.

Vite.st is currently targeting businesses in the hospitality industry, which is facing a labor shortage and an urgency to return to full and ordinary in-person work. Through rapid and accurate COVID-19 detection, Vite.st will dramatically lower the risk of virus spread across hospitality workforces. Lower risk of virus spread reduces time, financial, opportunity, and other costs associated with employee absences, finding an appropriate test, and waiting for those test results.

Beyond COVID-19, Vite.st has strong potential to launch additional product lines related to other virus and cancer detection with minor modifications to the disposable pods.

# FINAL ROUND JUDGES

**Jenny Leung (UCLA M.B.A. 2018)**

Program Director, Techstars Los Angeles;  
Entrepreneur and Winner of 2018 LMI-Sandler Prize

**Moujan Kazerani (UCLA J.D. 2000)**

Founding Partner and General Counsel, Bryant Stibel

**Richard Sandler (UCLA J.D. 1973)**

Executive Vice President, Milken Family Foundation; Partner, Maron & Sandler

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# FIRST ROUND JUDGES

**Deanna Evans**

Executive Director of Entrepreneurial  
Programs at UCLA;  
Executive Director, StartUp UCLA

**Thomas Lipkin, Ph.D.**

Director, UCLA Innovation Fund & New  
Ventures at UCLA Technology  
Development Group

**Elaine Hagan**

**(UCLA M.B.A. 1991)**

Executive Director, Harold and Pauline Price  
Center for Entrepreneurship and Innovation at  
UCLA Anderson School of Management

**Andrew Verstein**

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

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# TEAM MENTORS

Each team is provided a volunteer mentor to serve as a consultant and sounding board. These mentors include entrepreneurs, investors and lawyers who represent startups.

**Douglas Adler**

**Keenan Behrle, UCLA J.D. '70**

**Eugene Chong, UCLA J.D. '07**

**Shauna France, UCLA J.D. '09**

**Mark Kapczynski, UCLA B.A. '93**

**Mac Kennedy, UCLA J.D.'18**

**Nick Lum, UCLA J.D. '07**

**Stan Maron, UCLA J.D. '72**

**Todd Maron**

**Brian Ross, UCLA B.A. '93 & J.D.'97**

**Neal Vitale**

**Larry Weiss**



# AN UPDATE ON OUR WINNERS FROM 2020

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## **Sahara Cloud**

Sahara won the First Place Award in the 2020 competition. Sahara's platform allows users to remotely connect to circuit boards, chips, and test equipment in the cloud without needing actual physical devices. Sahara's mission is to democratize hardware development. Sahara empowers users to develop hardware as quickly and cheaply as software by allowing developers to remotely connect to circuit boards, chips, and test equipment in the cloud.

Sahara is available to users online at <https://saharacloud.io>.

## **Wise Earthcare, now called ELIMS**

Wise Earthcare won the Second Place Award in the 2020 competition. Wise Earthcare described itself as a "cleantech meets healthcare" company with a north star mission to greatly reduce wastes in healthcare. In the 2020 competition, it took on the problem of the waste caused by toothbrushes, a consumer product that must be replaced regularly to maintain proper oral health. Wise Earthcare created a biodegradable toothbrush. Now known as ELIMS, it features a line of sustainable oral healthcare products. You can buy their line of products at [www.elims.co](http://www.elims.co)

ELIMS CEO Belinda Lau was featured in Forbes magazine's 2021 "Next 1000" edition!

## **OYA Femtech Apparel**

OYA Femtech won the Third Place Award for its venture that offered leggings with a removable insert that is gynecologist-tested, and athlete approved for all kinds of moisture and leakages. OYA Femtech has now launched a broader line of athletic clothing designs that create happy, healthy bodies by using natural ventilation to help prevent bacteria growth and skin irritation. You can see and order their new line of clothing at <https://wearoya.com> After winning in the Lowell Milken Institute-Sandler Prize competition, OYA Femtech won awards in several other competitions including the Rice University Big Ideas Brilliant Startups Competition in 2021.

# WHY IS THIS ENTREPRENEURSHIP COMPETITION SPONSORED BY UCLA SCHOOL OF LAW?

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In 2015, two generous alumni from the UCLA Law class of 1973, Lowell Milken and Richard Sandler, approached the law school about providing more opportunities for law students to explore entrepreneurship, venture creation, investment, and development. Their vision and financial gift led to the creation of the Lowell Milken Institute-Sandler Prize for New Entrepreneurs. Last year, Lowell Milken and Richard Sandler made a commitment to support the competition for many more years in the future. In doing so, they continue and support a tradition within UCLA Law of graduates who become important entrepreneurs such as Brian Lee (J.D. '96) and Brian Liu (J.D. '96)(LegalZoom.com); Carolyn Yashari Becher (J.D. '98)(Hop, Skip, Drive); Victor MacFarlane (J.D. '78) (MacFarlane Partners); and Nick Lum (J.D. '07) (Beelinereader).

Now in its sixth year, the Lowell Milken Institute-Sandler Prize for New Entrepreneurs is part of the fabric of the law school and one of the many student-focused programs that distinguishes UCLA Law from its peers. Over two hundred law students have participated in the competition.

As Lowell Milken and Richard Sandler predicted, there are many law students who are interested in creating a venture. For law students, the competition provides an opportunity to work with students from other disciplines such as business, engineering, and healthcare. As one law student explained: “The competition also bolstered my business-sense – something very rare to find at the law school. I had to choose a compelling team [to join] based on a two-minute pitch and work through a business plan. The synergy that the competition creates between business, law, and client management was an invaluable experience for me.”



# ENTREPRENEURSHIP AT UCLA LAW

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UCLA has an active and robust entrepreneurship culture, and UCLA Law is an important contributor to the campus ecosystem.

Selected UCLA Law courses focused on Entrepreneurship:

- **Entrepreneurship and Venture Initiation** --The course objective is to familiarize students with tools required for entrepreneurship as (1) an entrepreneur, (2) an early-stage investor or (3) service provider to entrepreneurs and early-stage investors.
- **Lifecycle of a Business: From Start-up to Sale** --This course is part of UCLA Law's experiential curriculum. On the first day of class, students pick a hypothetical business that serves as the client. Students then advise the client through the three major stages of a corporation's life cycle: formation and initial financing (including choice of entity, and early round seed and venture capital offerings); funding ongoing operations (through debt and equity financings); and exiting or sale of the company (including IPOs and recapitalizations).
- **Venture Capital and the Start-up Company** ---The course is designed to provide students with an understanding of the business, economic, psychological, and legal issues that confront lawyers and their venture capital and start-up company clients.

The Law and Entrepreneurship Association is an active student organization that promotes education, discussion, and career development for students interested in the intersection of law and entrepreneurship. It sponsors speakers and events that focus on topics unique to start-ups, emerging growth companies, and venture capital lawyers like early-stage corporate financing, working with entrepreneurs, and the intersection of law and technology.

And, there is more to come! The Lowell Milken Institute is working on plans to further expand the law school's entrepreneurship programs.

# THANK YOU

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UCLA School of Law and the Lowell Milken Institute offer their thanks to Lowell Milken, the Milken Family Foundation, Richard Sandler, and the Richard and Ellen 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 Co -Faculty Director, UCLA Law Professors Jason Oh and Andrew Verstein for their 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, and Nancy Le.

## 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.

**UCLALAWPRIZE.COM**