



HOUSTON COMMUNITY COLLEGE
**BUSINESS PLAN
COMPETITION**

**2024 AWARDS
CEREMONY & RECEPTION**

ENTREPRENEURIAL CHAMPIONS



Dr. Zachary Hodges,
President, HCC Northwest



David Regenbaum,
Entrepreneur in Residence,
Glenda & David Regenbaum
Center for Entrepreneurship - HCC NW



Dr. Maya Durnovo,
Chief Entrepreneurial
Initiatives Officer, HCC District



Dr. Andrea Burrridge,
Interim Vice Chancellor of Strategy, Planning
and Institutional Effectiveness,
HCC District



Sandra Louvier,
Director, Glenda & David Regenbaum
Center for Entrepreneurship - HCC NW



HOUSTON COMMUNITY COLLEGE
**BUSINESS PLAN
COMPETITION**

17 YEAR ANNIVERSARY



1st Place – Mommy and Me: The Listers – Crystal Williams-Lister



3rd Place – Keeping Your Parents Safe, PLLC – Barbara Wogh



Honorable Mention – Loving Lacquer Cosmetics: Kimberly Loving

2023 PRIZE WINNERS



2nd Place – RE.STATEMENT – Hannah Le



Honorable Mention – CyFair Psychological Group of Texas, PLLC – Tracy Johnson





1st Place – TonerBum By Better Way Body, LLC – Alina Kravchenko



3rd Place – B2G Victory, LLC – Susan Repka



Honorable Mention – Art Your Senses – Carmen Flores

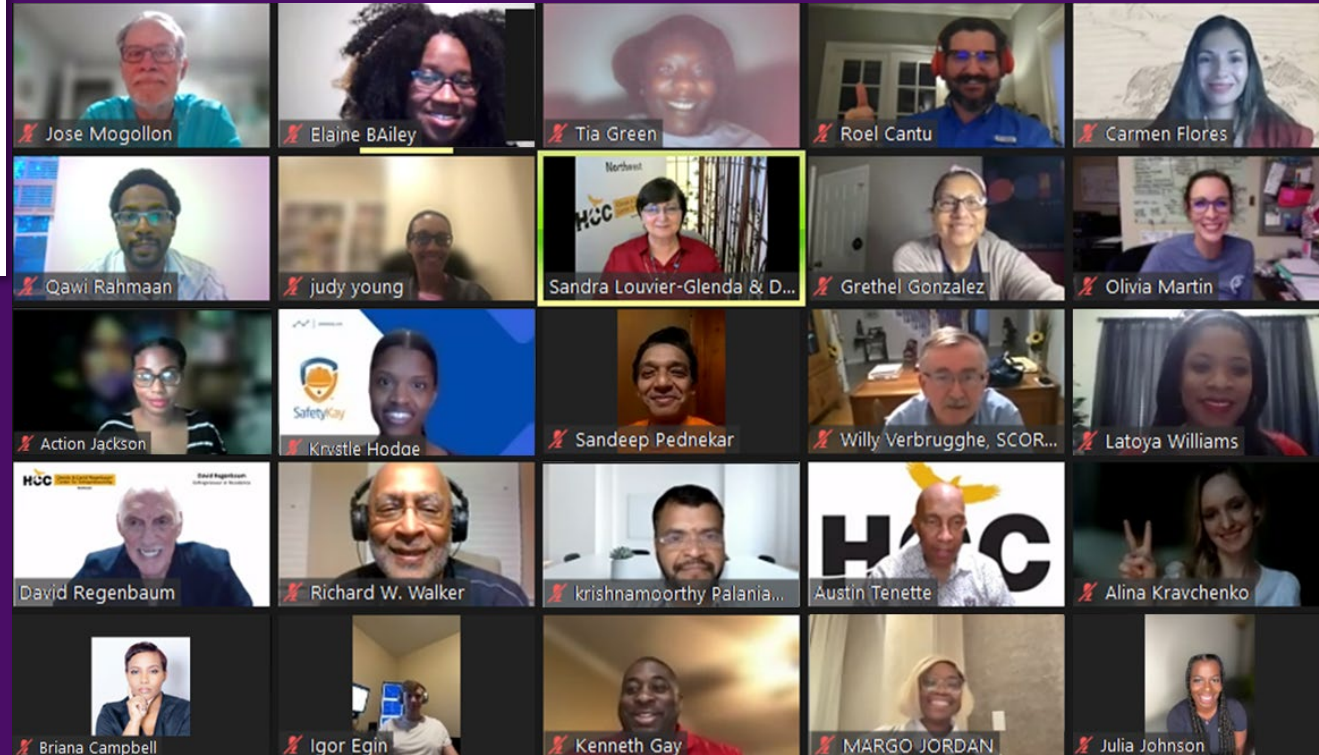
2022 PRIZE WINNERS



2nd Place – Gulfgate Animal Hospital – Katherine Palmer



Honorable Mention – MOVUS Energy Solutions – Jose Mogollon





1st Place – McVicker Hospitality Group – Wesley McVicker



3rd Place – Scrubs To The Rescue, LLC – Tennille Johnson



Honorable Mention – True Vision Aerial Solutions - Yolanda Watson

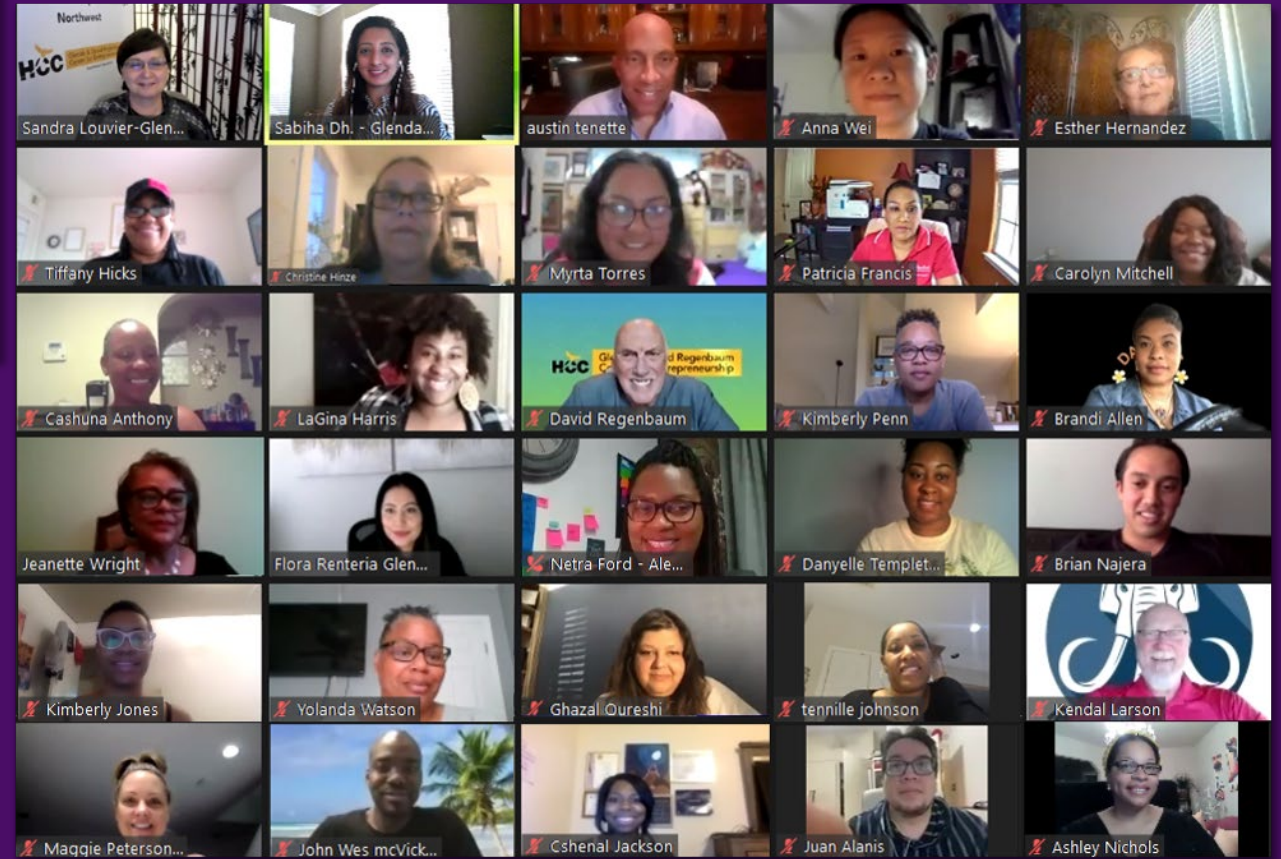
2021 PRIZE WINNERS



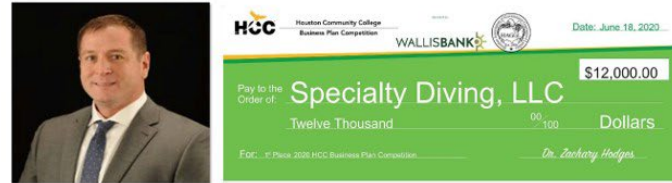
2nd Place – Big Oak Tree Media – Juan Alanis



Honorable Mention – Hair of Nature – Danyelle Templeton



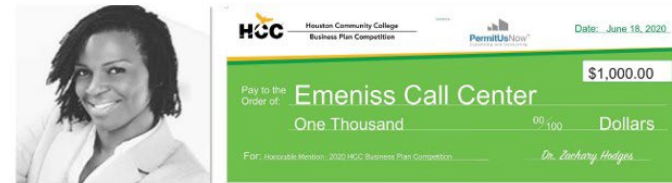
2020 HCC BPC Graduates



1st Place - Specialty Diving - John Hadley



3rd Place - Reda Hicks – Got Spot Inc.



Honorable Prize - Arneisha Sadler – Emeniss Call Center

2020 PRIZE WINNERS



2nd Place - Sarah Mercier – Learning Ninjas



Honorable Prize - Cubicle to Cocktails - Christa Clarke





2018 Winners & Graduates





2017 Ceremony



2016 Winners & Graduates







HOUSTON COMMUNITY COLLEGE BUSINESS PLAN COMPETITION

2014 Winners



2011, 2012 & 2013 Winners



2011

2012



2013

2010 Winners & Graduates



In Memory of John J. "Jack" Barry III

A Special Message to Competition Alumni

Let's gather to welcome new graduates, celebrate past alumni and in memory of Jack Barry. As a founding leader, trainer and judge for the HCC Newspring Business Plan Competition, Jack dedicated 10 years of service to HCC and our entrepreneur alumni, sharing his experience, wisdom, inspiration, and guidance, impacting lives for years to come.





HOUSTON COMMUNITY COLLEGE
**BUSINESS PLAN
COMPETITION**

**2024 COMPETITION
HOW IT WORKS**



HOUSTON COMMUNITY COLLEGE BUSINESS PLAN COMPETITION



Glenda & David Regenbaum
Center for Entrepreneurship

Northwest Houston

OUR TEAM



Sandra Louvier



David Regenbaum



Sabiha Dholkawala



Carola Medina

January 11 - Reception & Showcase Start of 2024 Competition Season



Featuring Sponsors, Past Winners and
Applicants Applying by January 31

Financials for Small Business Launch & Growth - Webinars

January 18 – David Regenbaum

January 24 – Nannette Ray

January 30 – Ed Rios



**HOUSTON COMMUNITY COLLEGE
BUSINESS PLAN
COMPETITION**

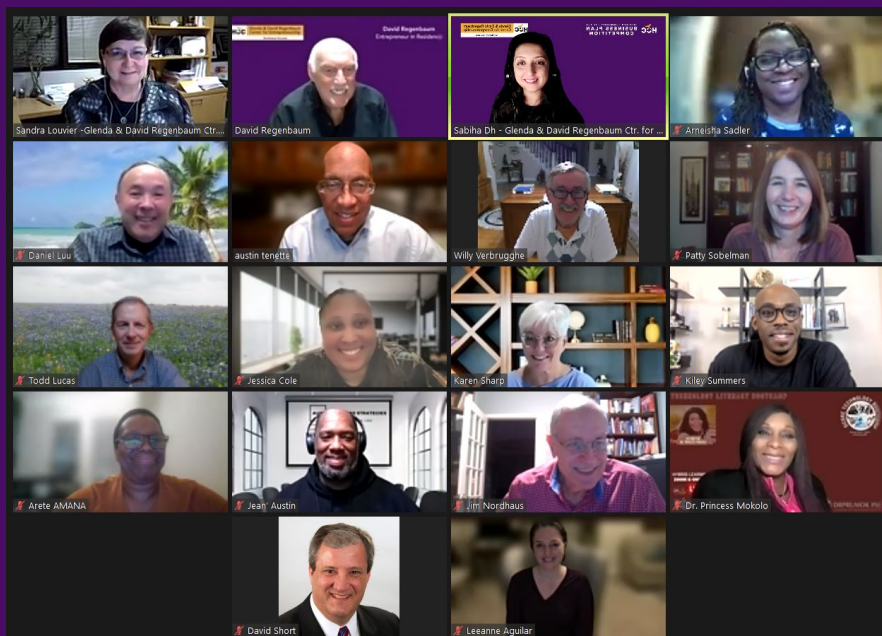
START-UP EXPENSES

1. EQUIPMENT & SUPPLIES
2. LLC FILING FEES, LICENSES, PERMITS
3. INSURANCE
4. PROFESSIONAL FEES
5. SOFTWARE
6. VEHICLES
7. UTILITIES/RENT DEPOSITS
8. FURNITURE & FIXTURES
9. INVENTORY
10. MARKETING
11. PRINTING
12. WEBSITE, COMMUNICATIONS

HCC HOUSTON COMMUNITY COLLEGE Centers for Entrepreneurship **HCC**

David Regenbaum
Carola Medina
Sandra Louvier- Glen...
Tiffany Edwards
Ed Rios

Advisor Orientation - Virtual - February 8



Role of the Advisor



- Encourage Contestant Teams to meet deadlines and complete the Competition;
- Assist in evaluating business opportunity;
- Review Contestant Team's work regularly, and make suggestions for improvements;
- Lead by example: *meet commitments, keep Contestant Teams positive, encourage timeliness, complete work, follow-up of suggestions made;*
- Serve as Business Plan Reviewer;
- Attend training sessions with Contestant Teams;
- Spend at least 4 hours per month assisting Contestant Teams.



HOUSTON COMMUNITY COLLEGE
**BUSINESS PLAN
COMPETITION**

Thanks again to our 2024 Partners



U.S. Small Business
Administration



FOR THE LIFE OF YOUR BUSINESS



Houston Area
Urban League



Teams Announced End of February Six Training Sessions February - May

Competition Training Sessions

1. February 27
2. March 5 (O)
3. March 19
4. April 2
5. April 16
6. May 7

1 - Roles &
Responsibilities

David Regenbaum

2 - Leadership & Team
Development

Thea Goldin-Smith

3 - Marketing and Sales

Austin Tenette &
Karen Sharp

4 - Financial
Requirements

Nannette Ray

5 - Putting it All
Together - Written Plan

Willy Verbrugghe ,
Karen Sharp &
Sandra Louvier

6 - Pitch Presentation

Austin Tenette,
Lyndsey Brantley &
Sandra Louvier

OUR TRAINERS



David Regenbaum

Entrepreneur in Residence, HCC Northwest;
Chairman of the Board, HCC Foundation;
Owner, AMI Institute, LLC, "Retired"
Entrepreneur.



Austin Tenette

Entrepreneur in Residence, HCC Northeast;
Executive Leadership Coach, FocalPoint
Coaching, Silver Fox Advisor.



Thea Goldin-Smith

Faculty, HCC Goldman Sachs 10,000 Small
Businesses; Chief Possibilideas Guide for
Level VII Resources.



Karen Sharp

President, Karen Sharp Consulting;
Former HCC Business Advisor.

OUR TRAINERS



Nannette Ray, MBA

Founder and President of TNR Advisors & Management Consultants. 2021 Houston Business Journal “Women Who Mean Business” honoree.



Lyndsey Brantley

CEO, Camille Alise;
Past Winner – 2019 HCC Business Plan Competition; BPC Alumni Sponsor



Sandra Louvier

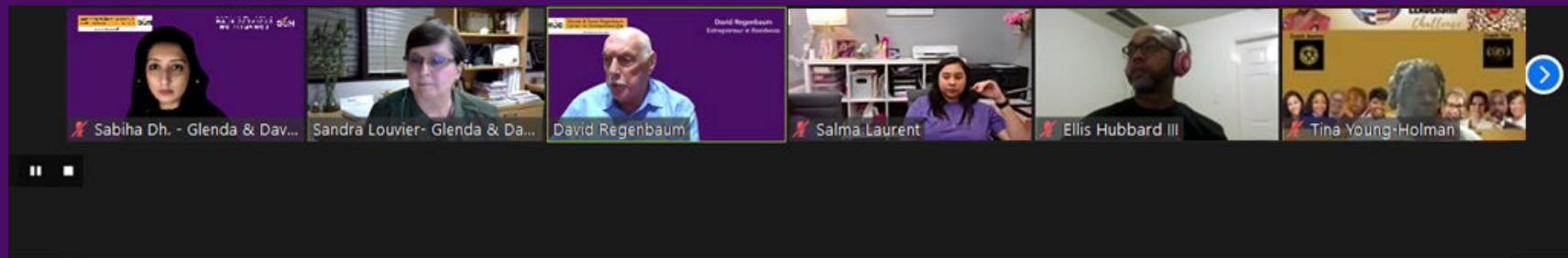
Director, Center for Entrepreneurship - HCC NW; Past Real Estate Director, Haagen-Dazs Shoppe Franchisor; Past Owner, Louvier & Associates; Feasibility Consulting.



Willy Verbrugghe,

Chairman, World Chamber of Commerce Texas; Lead Advisor, 2024 HCC Business Plan Competition.

Training Session# 1 Roles & Responsibilities

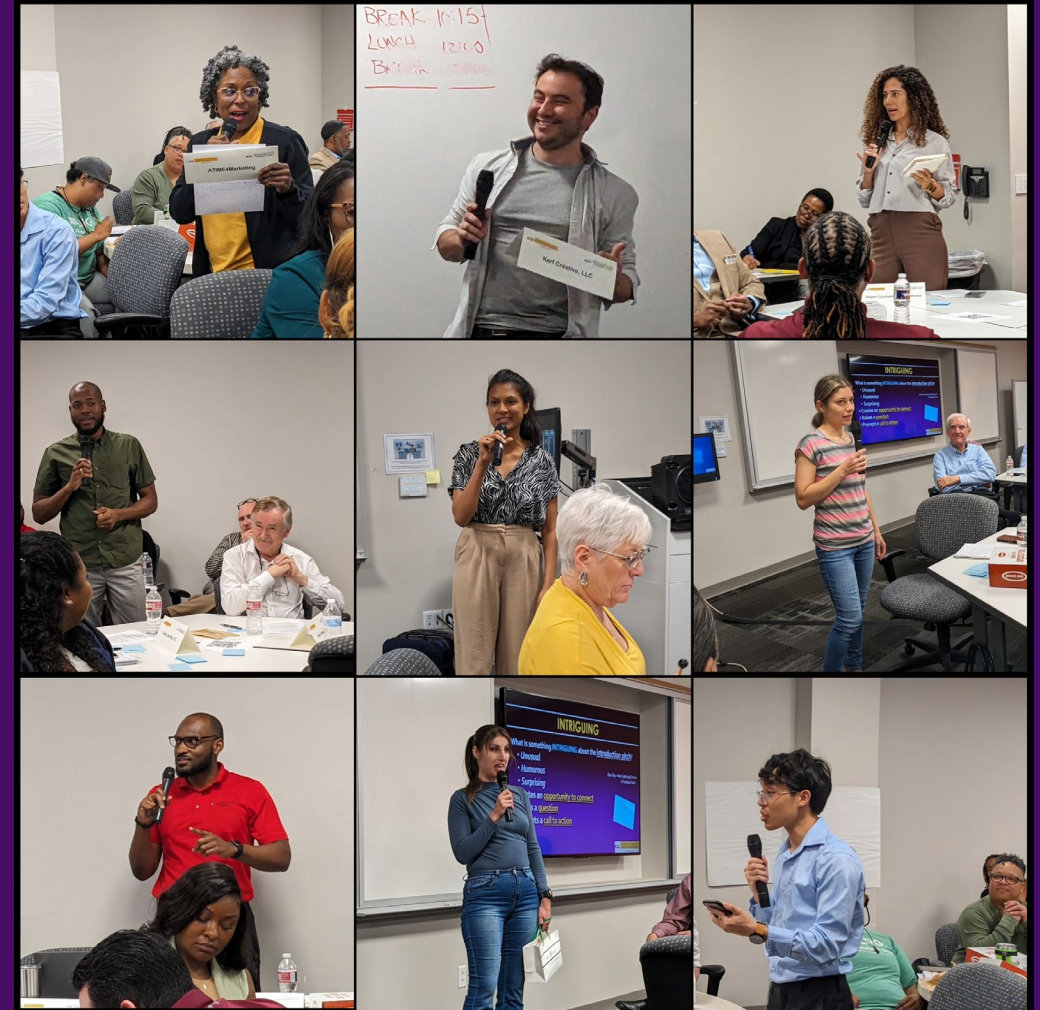


SMALL BUSINESS STATISTICS

- There are over 31.7 million small businesses in the USA compared to 20,139 businesses that have more than 500 employees.
- 81% or 25.7 million small businesses have no employees
- 98% of businesses in the USA have less than 20 employees.
- Small businesses make up 99.7 percent of U.S. employer firms.
- Small businesses make up 65.1% of net new jobs created since 2000.
- Small businesses produced 16 times more patents per employee than large firms.
- About 10-12 percent of firms with employees open each year and about 10-12 percent close.
- About half of all new establishments survive five years or more and about one-third survive 10 years or more.

US Small Business Administration

Training Session# 2 Leadership & Team Development



Training Session# 3 Business Models, Marketing & Sales

Value Proposition – A few key questions

- How are you different?
- What do you do at least 90% better than your competition, what is your area of excellence?
- How will you position yourself positively in the mind of a client?
- What do you do that benefits your customers and that no other individual or company can deliver?
- How will clients benefit from your offering?
- Why will your clients buy from you?

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Center for Entrepreneurship
Northwest Houston

Training Session# 3

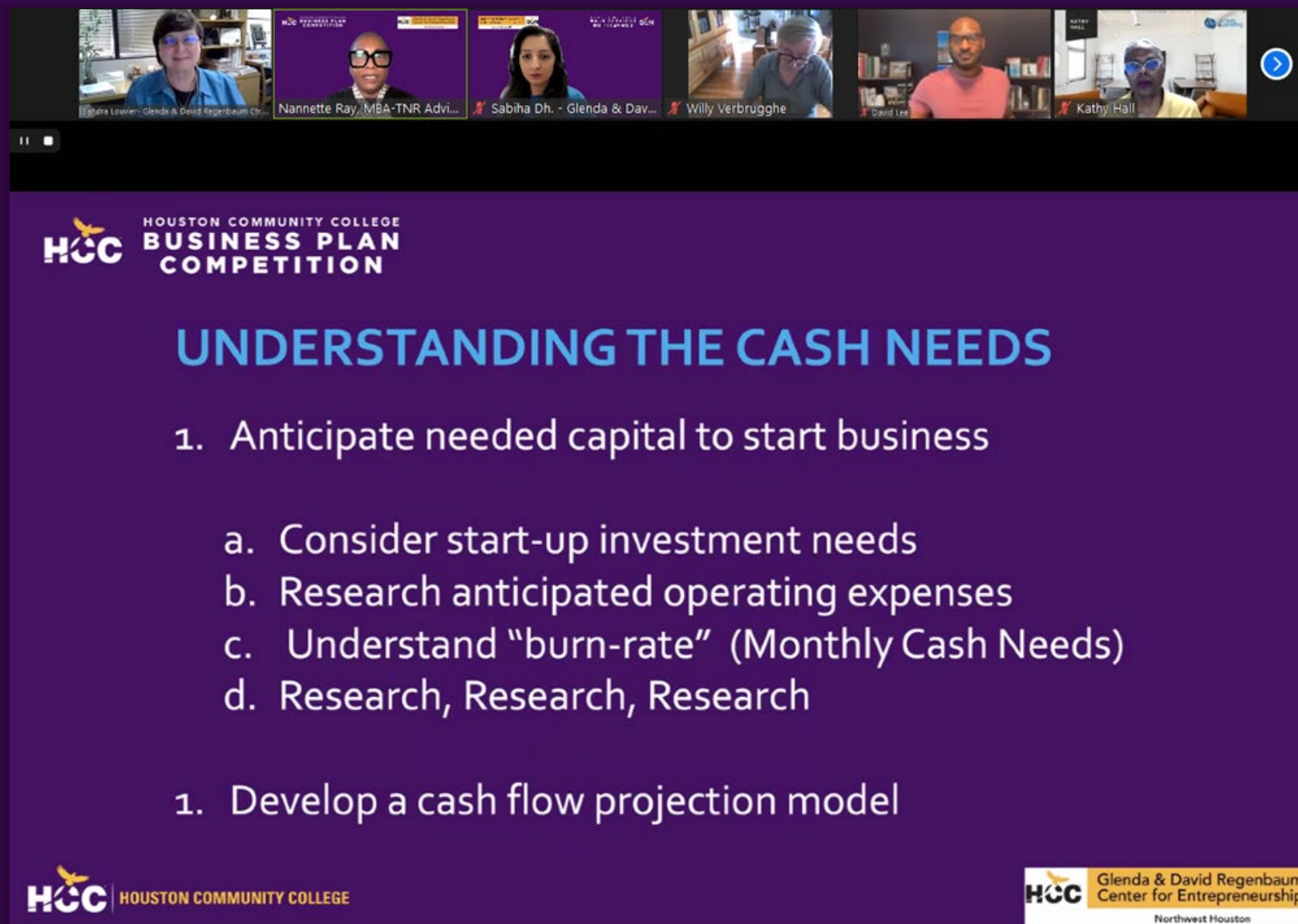
Business Models, Marketing & Sales



8 Ps of the Marketing Mix

- **Product / Service**
- **Price**
- **Place**
- **Promotion**
- **Positioning**
- **Packaging**
- **People**
- **Process**

Training Session# 4 Financial Requirements



The image shows a Zoom meeting interface. At the top, there is a row of participant video thumbnails. From left to right, the participants are: Glenda Louren, Glenda & David Regenbaum, Nannette Ray, MBA-TNR Adv..., Sabiha Dh. - Glenda & Dav..., Willy Verbrugghe, David Lee, and Kathy Hall. Below the thumbnails is a presentation slide with a purple background. The slide features the HCC Business Plan Competition logo at the top left. The main title of the slide is 'UNDERSTANDING THE CASH NEEDS' in large, bold, blue letters. Below the title, there are two numbered lists of points. The first list has four items: '1. Anticipate needed capital to start business', 'a. Consider start-up investment needs', 'b. Research anticipated operating expenses', 'c. Understand "burn-rate" (Monthly Cash Needs)', and 'd. Research, Research, Research'. The second list has one item: '1. Develop a cash flow projection model'. At the bottom of the slide, there are two logos: the HCC Houston Community College logo on the left and the Glenda & David Regenbaum Center for Entrepreneurship logo on the right, which also mentions 'Northwest Houston'.

HCC HOUSTON COMMUNITY COLLEGE
**BUSINESS PLAN
COMPETITION**

UNDERSTANDING THE CASH NEEDS

1. Anticipate needed capital to start business
 - a. Consider start-up investment needs
 - b. Research anticipated operating expenses
 - c. Understand "burn-rate" (Monthly Cash Needs)
 - d. Research, Research, Research
1. Develop a cash flow projection model

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HCC Glenda & David Regenbaum
Center for Entrepreneurship
Northwest Houston

Training Session# 5 Putting It All Together – Written Plan



Executive Summary - Outline

- Business and Business Concept
- Management Team
- What is the opportunity and strategy to take advantage of the opportunity?
- Target Market
- Competitive Advantages
- Basic Economics of the Concept including Profit Potential
- Sources & Uses of Funds
- What will be offered to prospective investors?



Training Session# 6 Pitch Presentation

Recording... ||

HOUSTON COMMUNITY COLLEGE
**BUSINESS PLAN
COMPETITION**

Willy Verbrughe Sandra Louvier -Glenda & Da... Austin Tenette Tiffany Williams abass mohammed Lyndsey B-Camella Alise

The Nine C's of an Effective Elevator Pitch

- CLEAR
- COMPELLING
- CREDIBLE
- CONCEPTUAL
- CONCRETE
- CUSTOMIZED
- CONSISTENT
- CONVERSATIONAL
- CONCISE

AT HCC HOUSTON COMMUNITY COLLEGE

Glenda & David Regenbaum
Center for Entrepreneurship
Northwest Houston



HOUSTON COMMUNITY COLLEGE
**BUSINESS PLAN
COMPETITION**

2024 HCC BPC Graduates - 26 Teams!





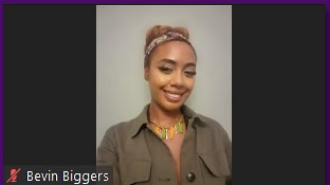
- ❖ **123 Sunshine Academy:** Laveithia Iheanacho
 - ❖ Advisors: Francisco Gonzalez & Jessica Cole

- ❖ **ATIME4Marketing:** Kathy Hall
 - ❖ Advisors: Daniel Luu & Juan Alanis



- ❖ **Avva Thach:** Avva Thach
 - ❖ Advisor: Kiley Summers

- ❖ **Bligh St. Academy:** Bevin Biggers
 - ❖ Advisors: Constance Jones & Tim Jeffcoat



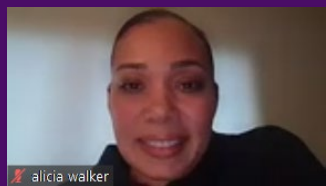
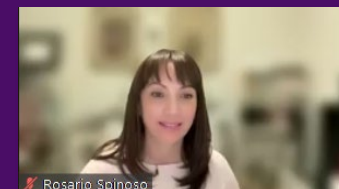
- ❖ **Elegance Galleria:** Abass Mohammed
 - ❖ Advisors: Barbara Reiff & Tennille Johnson



- ❖ **Financial Aid Frenzy:** Tajuana Herrell
 - ❖ Advisor: Steve Rosencranz & Michelle He



- ❖ **Flooring Crew Experts :** Rosario Spinoso
 - ❖ Advisors: Clive Defty & Jim Cutler
- ❖ **Leni Tutors, LLC:** Elena Ramirez
 - ❖ Advisors: Michelle Chenault & Carmen Flores



- ❖ **LogisX:** Lesline Johnson
 - ❖ Advisors: John Harris & Seymour Rasulov
- ❖ **Noire Telehealth:** Alicia Walker
 - ❖ Advisor: Weltonia Harris





- ❖ **Pailin Law Firm, P.C.:** James Pailin Sr.
 - ❖ Advisor: Willy Verbrugghe



- ❖ **Princes Printing Palace:** Nicole Richardson
 - ❖ Advisors: Mike Fadden & Todd Lucas
- ❖ **R J Clifton Designs, LLC:** Rhonnika Clifton
 - ❖ Advisors: Darrell Pevoteaux & Ruchi Gupta



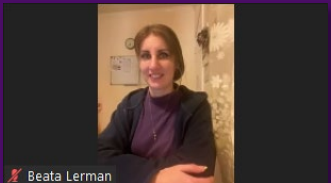
- ❖ **Risk Mitigation Worldwide:** Eartha Jean Johnson
 - ❖ Advisors: Sadiq Sameer & Ed Rios





- ❖ **S.O.E. Enterprises, Inc.:** Terry Dike
 - ❖ Advisors: Gerald Merfish & Nathan Herrington

- ❖ **Shop White Violet:** Salma Laurent
 - ❖ Advisors: Arneisha Sadler & Jan Luc Blackburn



- ❖ **Sinless Treats Chocolate, LLC:** Beatrixa Lerman
 - ❖ Advisors: Jim Nordhaus & Steve Brody

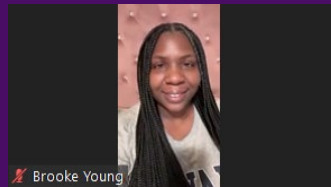
- ❖ **Supervisor.today:** Bernadette Smith
 - ❖ Advisors: Austin Tenette & Jean Austin





- ❖ **The ArcticFlow Cooler:** Emily Uzner
 - ❖ Advisors: Sheila Patterson & Venkat Madabusi

- ❖ **The Vegan Palate:** Theresa Parker
 - ❖ Advisors: Chuck Weiser & Arete Amana



- ❖ **Vegan Luxe Esthetics:** Brooke Young
 - ❖ Advisors: Sam Cannon & Tina Young-Holman

Congratulations Graduates!
You are all receiving In-Kind Prizes.
Thanks to our generous In-Kind Prize Sponsors



HOUSTON COMMUNITY COLLEGE
**BUSINESS PLAN
COMPETITION**

Thanks to our 2024 In-Kind Sponsors



ADVISORS & MANAGEMENT
CONSULTANTS, LLC





HOUSTON COMMUNITY COLLEGE
**BUSINESS PLAN
COMPETITION**

**HCC BUSINESS PLAN COMPETITION
ALUMNI**



HOUSTON COMMUNITY COLLEGE
**BUSINESS PLAN
COMPETITION**

FINALIST JUDGING SESSIONS

2024 JUDGES & Competition Leaders



- Robert Zepeda – Wallis Bank
- Gary Henderson - Stellar Bank
- Sandra Louvier – HCC
- Oscar Martinez – Frost Bank
- Nannette Ray - Faith in Business Foundation
- David Regenbaum- HCC Entrepreneur in Residence
- Jennifer Dale– LiftFund

THE FINALISTS



- ❖ **FlowCare:** Tanu Jain
 - ❖ Advisor: Karen Sharp



- ❖ **Queen Aesthetics:** Simone Steele
 - ❖ Advisors: Alejandro Guajardo & LEEANNE AGUILAR



- ❖ **The Mastermind Learning Center:** Monique Carlisle
 - ❖ Advisors: Patty Sobelman & Dr. Princess Mokolo

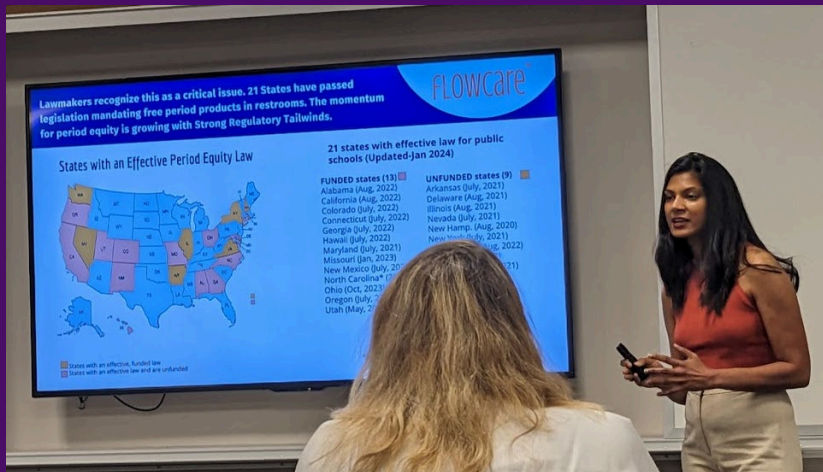


- ❖ **Tori Artis Planners:** Tori Artis
 - ❖ Advisors: Chrisnatha Derosier & Lalitha Raman
- ❖ **True Reflections Media:** David Lee
 - ❖ Advisors: Tiffany Williams & Christine Foster



Finalist Presentation

FlowCare – Tanu Jain



Finalist Presentation

Queen Aesthetics- Simone Steele



Finalist Presentation

The Mastermind Learning Center- Monique Carlisle



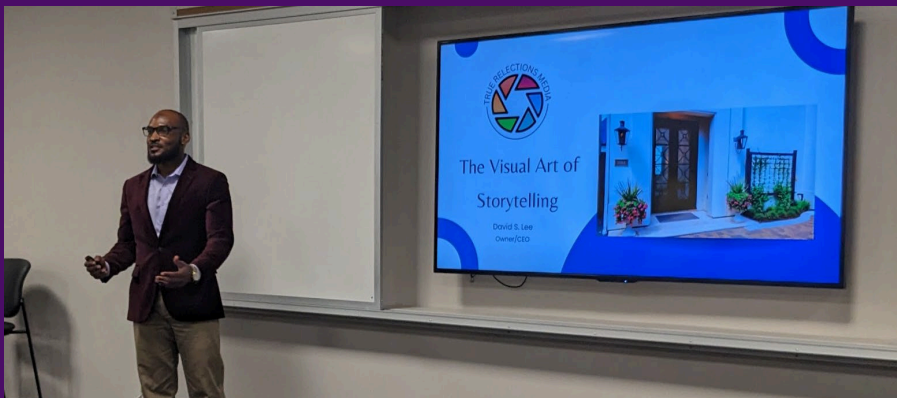
Finalist Presentation

Tori Artis Planners – Tori Artis



Finalist Presentation

True Reflections Media – David Lee





HOUSTON COMMUNITY COLLEGE
**BUSINESS PLAN
COMPETITION**

Meet our Finalists -
[One-Minute Videos](#)



HOUSTON COMMUNITY COLLEGE
**BUSINESS PLAN
COMPETITION**

Congratulations Finalists! 🎉

A few words from each....

OUR FINALISTS



- ❖ **FlowCare:** Tanu Jain
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- ❖ **Queen Aesthetics:** Simone Steele
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HOUSTON COMMUNITY COLLEGE
**BUSINESS PLAN
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Thanks again to our
SPONSORS

Thanks to our 2024 Platinum Sponsor





HOUSTON COMMUNITY COLLEGE
**BUSINESS PLAN
COMPETITION**

Thanks to our 2024 Gold Sponsors

LiftFund

DREAM IT. FUND IT.

stellar **BANK**TM



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**BUSINESS PLAN
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Thanks to our 2024 Silver Sponsors



*Ed & Aleida
Ríos*



HOUSTON COMMUNITY COLLEGE
**BUSINESS PLAN
COMPETITION**

Thanks to our 2024 Bronze Sponsors



... AND THE PRIZES

Honorable Mention	\$ 1,000.00
Honorable Mention	\$ 1,000.00
Third Prize	\$ 4,000.00
Second Prize	\$ 8,000.00
First Prize	\$12,000.00



HOUSTON COMMUNITY COLLEGE
**BUSINESS PLAN
COMPETITION**

Cash Prize Winners Announced

\$1,000.00

Pay to the
Order of:

The Mastermind Learning Center

One Thousand

00/100

Dollars

For: Honorable Mention - 2024 HCC Business Plan Competition

Dr. Zachary Hodges

\$1,000.00

Pay to the
Order of:

FlowCare

One Thousand

00/100

Dollars

For: Honorable Mention - 2024 HCC Business Plan Competition

Dr. Zachary Hodges

\$4,000.00

Pay to the
Order of:

Queen Aesthetics

Four Thousand

00/100

Dollars

For: 3rd Place 2024 HCC Business Plan Competition

Dr. Zachary Hodges

\$8,000.00

Pay to the
Order of:

Tori Artis Planners

Eight Thousand

00/100

Dollars

For: 2nd Place 2024 HCC Business Plan Competition

Dr. Zachary Hodges

David Lee

Date: June 06, 2024

\$12,000.00

Pay to the
Order of:

True Reflections Media

Twelve Thousand

00/100

Dollars

For: 1st Place 2024 HCC Business Plan Competition

Dr. Zachary Hodges

Congratulations 2024 Winners!



- ❖ **1st Place - \$12,000 - True Reflections Media:** David Lee
 - ❖ Advisors: Tiffany Williams & Christine Foster



- ❖ **2nd Place - \$8,000 – Tori Artis Planners:** Tori Artis
 - ❖ Advisors: Chrisnatha Derosier & Lalitha Raman
- ❖ **3rd Place - \$4,000 – Queen Aesthetics:** Simone Steele
 - ❖ Advisors: Alejandro Guajardo & LEEANNE AGUILAR



Honorable Mentions:



- ❖ **\$1,000 – FlowCare:** Tanu Jain
 - ❖ Advisor: Karen Sharp



- ❖ **\$1,000 – The Mastermind Learning Center:** Monique Carlisle
 - ❖ Advisors: Patty Sobelman & Dr. Princess Mokolo



HOUSTON COMMUNITY COLLEGE **BUSINESS PLAN COMPETITION**

Congratulations to our Cash Prize Winners
and all Graduating Teams! You are all winners to us!
Thanks again to our Advisors, Trainers, Sponsors, Judges,
HCC team, and to all in the Houston entrepreneurial
eco-system who work together to empower entrepreneurs!



HOUSTON COMMUNITY COLLEGE **BUSINESS PLAN COMPETITION**

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End Program



HOUSTON COMMUNITY COLLEGE
**BUSINESS PLAN
COMPETITION**

2024 Awards Ceremony & Reception

Close