Our pitch competition would not be possible without the generous contributions of the

Mentors and coaches as they take their venture idea to the final pitch.

We are grateful for their support!

Our Venture Design Challenge pitch competition is open to all Lake Forest College students from freshman to seniors and is open to all Lake Forest College students from data science to chemistry to graphic design and beyond.

We have four Venture Design Challenge teams this year.

1. **A Amaryllis**
   - **Business Venture**
   - **Track:** Social Innovation
   - **In Brief:**
     - **Team Members:**
       - Connor Cahill '22, Sociology and Anthropology with a minor in Entrepreneurship & Innovation;
       - Ely Dobrodt '22, Sociology and Anthropology with a minor in Entrepreneurship & Innovation;
       - Joey Jaquint '22, Finance with a minor in Entrepreneurship & Innovation;
       - Maggie Lonergan '23, Economics with a minor in Entrepreneurship & Innovation;
   - **Description:**
     - This team is focused on helping busy working women feel beautiful and more confident each and every day. They will offer personalized service to their customers, by providing them with makeup coaching, online consultations, and professional makeup applications. Their solution is focused on helping professional women feel beautiful and more confident each and every day.

2. **Volunteer Me**
   - **Social Innovation**
   - **In Brief:**
     - **Team Members:**
       - Anila Buja '23, Business with a minor in Entrepreneurship & Innovation;
       - Jaclyn Hashimoto '23, Marketing with a minor in Entrepreneurship & Innovation;
       - Joe Mazzoni '23, Business with a minor in Entrepreneurship & Innovation;
       - Joey Taft '23, Business with a minor in Entrepreneurship & Innovation;
   - **Description:**
     - This is the impetus behind Volunteer Me, a website that makes it easy for people to find and connect with local nonprofit organizations. A challenge ENTP seniors Connor, Ely, Joey and Maggie have decided to tackle in this year's Venture Design Challenge. The four student founders have accrued thousands of volunteer hours collectively and intimately understand the landscape and the problem. They have experienced frustrations when trying to find just the right volunteer opportunity. A frustration they have heard echoed in their customer discovery interviews.

3. **The New Leaf**
   - **Business Venture**
   - **In Brief:**
     - **Team Members:**
       - Connor Cahill '22, Sociology and Anthropology with a minor in Entrepreneurship & Innovation;
       - Ely Dobrodt '22, Sociology and Anthropology with a minor in Entrepreneurship & Innovation;
       - Joey Jaquint '22, Finance with a minor in Entrepreneurship & Innovation;
       - Maggie Lonergan '23, Economics with a minor in Entrepreneurship & Innovation;
   - **Description:**
     - The New Leaf is a digital platform for people looking to volunteer or earn service hours towards the United Way and United Way's Recommendation Center. Through The New Leaf, people can find local nonprofit organizations and offerings that match their skills. They can review offerings, apply, and volunteer on their schedule.

4. **Cohesion MRI**
   - **Business Venture**
   - **In Brief:**
     - **Team Members:**
       - Ben Hagen '23, Computer Science with a minor in Entrepreneurship & Innovation;
       - Jordan Mazzoni '23, Computer Science with a minor in Entrepreneurship & Innovation;
       - Justin Mazzoni '23, Computer Science with a minor in Entrepreneurship & Innovation;
       - Nick Walla '23, Computer Science with a minor in Entrepreneurship & Innovation;
   - **Description:**
     - Cohesion MRI is a software platform that allows medical professionals to track their interactions with patients and share data across disciplines. The platform incentivizes healthcare professionals to engage in interdisciplinary conversations and analyze data to improve patient outcomes.

See you at the OC!