



The Catherine B.
Reynolds Foundation
Program in Social
Entrepreneurship

NYU REYNOLDS 2012– 2013 “CHANGEMAKER CHALLENGE” VENTURE TEAMS

Student to Student**

Steven Chan	NYU, Steinhardt School of Culture, Education and Human Development
Anna Le	NYU, College of Arts and Science
Andy Ng	NYU, Liberal Studies Program

Student to Student aims to level the playing field for under-resourced middle school students who strive to gain entry into New York City’s specialized public high schools by making academic resources available to low-income students. By providing tutoring for the Specialized High Schools Admissions Test (SHSAT) as well as individualized methods for effective study habits, Student to Student supports and encourages each pupil to recognize and reach his/her fullest potential despite systemic economic disadvantages.

Ambassadors.com

Alexandra Cardinale	NYU, Steinhardt School of Culture, Education and Human Development
Josh Dean	NYU, Stern School of Business

Ambassadors.com is an online platform that optimizes the amount of funds raised for charities by emphasizing people-to-people fundraising. By creating a dedicated relationship between both a charity and an individual, and the individual and their social networks, Ambassadors.com is a solution for small non-profits that are struggling to fundraise.

**Denotes Grand Prize Award Winner/*Denotes Grand Prize Award Finalist

College Kids Without Borders

Ilana Breen	NYU, College of Arts & Science
Anna Chang	NYU, College of Arts & Science
Kelly Lee	NYU, College of Arts & Science
Benjamin Mormann	NYU, College of Arts & Science

College Kids Without Borders (CKWB) aims to fill the gap for chronically ill high school students during the transitional period following an extended absence where academic services are often lacking. Through a tutoring and mentorship program in which bright and compassionate college students are paired with chronically ill high school students, CKWB strives to provide an innovative, enriching and empowering educational opportunity that equips students with the scholastic, professional and personal skills needed to succeed.

The Khayal Initiative

Daanish Alam	NYU, Tisch School of the Arts
Alexandra Gut	NYU, College of Arts and Science

The Khayal Initiative's mission is to provide foreign donors with a transparent, accountable link to sponsor children in the Third World. Donors supplement a family's income to make it financially preferable to send a child to school as opposed to having the child work to help support the family. To ensure transparency and accountability, donors are connected to the children through videoconferences with them, their parents, their teachers, and Khayal Initiative employees on the ground. This creates a bond between the donors and the children and allows donors to keep track of the children's progress.

A mini Tribe

Alan Lilienthal	NYU, Gallatin School of Individual Study
Eli Recht	Emory University
Daniel Roth	NYU, Gallatin School of Individual Study

A mini Tribe's mission is to provide a unique platform that empowers artists of different mediums to create and market genuine artistic content. With this platform, structured as a record label in which each artist is an essential member of a collective team, A mini Tribe aims to foster collaboration, honest expression, and community sustainability. A mini Tribe partners with and supports organizations that are committed to community building and arts education by creating advertising campaigns, films and music to strengthen their social impact.

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Primitive Medium

Eli Evnen NYU, Tisch School of the Arts
Rachel Goodfriend NYU, College of Arts and Science
Fionnuala Seiferth NYU College of Arts and Science

Primitive Medium is an artistic management production and digital distribution company to be established in Accra, Ghana. The mission of Primitive Medium is to serve as a platform projecting genuine contemporary African musicianship that promotes creative thinking, cultural empowerment and free dialogue on a domestic and international stage. Primitive Medium also plans to provide funding to organizations in Ghana that focus on providing education, creativity and critical thinking through the arts.

Rescuing Leftover Cuisine*

Louisa Chen NYU, College of Arts and Science
Robert Lee NYU, Stern School of Business

Rescuing Leftover Cuisine's (RLC) mission is to create a self-sustaining system for rescuing leftover food for consumption by the hungry to ultimately eliminate food waste and reduce hunger. RLC provides a clean-up service to universities, catering companies and conference-holding organizations, and subsequently delivers leftover food to homeless shelters.

Soup Up!*

Elizabeth Chang NYU, Stern School of Business
Esther Kim NYU, Stern School of Business
Stephanie Bo Miao NYU, Stern School of Business
Jason Wang NYU, Steinhardt School of Culture, Education and Human Development
Vivian Wang NYU, Steinhardt School of Culture, Education and Human Development

Soup Up! is a food truck that offers low-cost, healthy and nutritious soup to low-income families living in NYC's fresh food deserts. Establishing the truck in East Harlem, Soup Up!'s mission is to raise awareness of the importance and easiness of healthy eating. Soup Up! will encourage consuming the recommended servings of fruits and vegetables, making healthier food choices, and cooking at home. The team hopes to achieve this through the sale of its products as well as partnering with government programs and local farmers, and hosting educational workshops in the neighborhoods that they operate in.

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