Ideas to Serve Finals
Thursday, April 12 | 6 - 8:30 p.m. | Georgia Tech
Hosted by the Scheller College of Business | Institute for Leadership and Entrepreneurship

JUDGES

Ryan Akin | Columbia Ventures
Ryan Akin was the 3rd Place winner in the Ideas track of the 2014 I2S competition, the proceeds of which helped kick start his small-scale mentoring and skateboard manufacturing business (lightboards.com) on the side of his “day job”. He graduated in 2013 from Georgia Tech with a Masters degree in Mechanical Engineering, and he currently works as a commercial real estate development Project Manager with Columbia Ventures (columbiaven.com). Most of his time these days is spent on helping to bring Pittsburgh Yards (pittsburghyards.com) to life or running around with his dog alongside his wife, Christin.

Holly Beilin | Hypepotamus
As the Editor-in-Chief of Hypepotamus, Holly leads the editorial strategy, events partnerships, and overall direction of the largest startup and technology news publication in the southeast. She formerly worked in Public Relations and Digital Marketing for an international digital health company. She also worked in marketing and PR at a leading technology research institution, worked as a Research Fellow on the communications team at the White House Council on Environmental Quality, and consulted on digital marketing, branding, and PR.

Thomas Brown | Mosaic Investments
Thomas works as an associate at Mosaic Investments, a middle market private equity firm based in Atlanta, Georgia. He spends his time understanding the cost drivers of the restaurant franchise portfolio and how to best achieve operational efficiencies, resulting in EBITDA growth. In addition, he generates financials models to understand how to best allocate future cash flows and how those decisions effect the key drivers of business value (profit, growth, risk, and capital). Prior to working with Mosaic Investments, Thomas worked as an investment analyst for Gray Matters Capital (“GMC”), an impact investment firm targeting social enterprises in emerging markets.

Jay Cranman | Hands On Atlanta
Jay has worked for Fortune 500s, small startups and nonprofit organizations. His current day-job is CEO of Hands On Atlanta, tackling Atlanta’s most pressing needs through innovative programs and campaigns that engage people across the city in service. In addition, he moonlights as a professor at Georgia Tech, teaching on the topics of social entrepreneurship and corporate sustainability.

Susan Davis | Improve International
Susan Davis, founder and Executive Director of Improve International, has 26 years of leadership roles in both the for-profit and non-profit worlds. Improve International is a not-for-profit research and consulting firm that seeks ways to improve the responses to the global water and sanitation crises. Susan has evaluated or supported international development activities in 20 countries and advises investors, donors, and donor advisors on how to invest in effective sustainable water and sanitation services in developing countries. She began her work in international development with WaterPartners International (now water.org), and has also worked with CARE USA and Water For People.
Alan Flury | Georgia Tech
A former partner at Accenture and long-time lecturer at Scheller College of Business, Alan Flury is an expert on entrepreneurship. He directed the Georgia Tech Business Plan Competition for over ten years, and has mentored several tech start-ups that had successful exits over the years.

André duBignon Furin | King of Pops
André is a leader in the field of blended-value businesses strategy and a published author. She helped develop curriculum for sustainability courses at Georgia Tech and has mentored several teams for Ideas to Serve in the past. Andre has recently joined the leadership team at King of Pops where she is developing a unique entrepreneurship-based continuous learning curriculum for their team members. Andre is an avid biker, and took a sabbatical last year to work on her next book while backpacking through France.

Joyelle Harris | Georgia Tech Engineering for Social Good
Dr. Joyelle Harris is immersed in the innovation and service ecosystem at Georgia Tech. She is the Director of the Engineering for Social Innovation Center and the Associate Director of the CREATE-X Learn entrepreneurship incubator on campus. She is also a faculty member in the School of Electrical and Computer Engineering. In addition to teaching electrical engineering courses, she provides opportunities for engineering students in any discipline to use their technical skillsets for positive social impact.

Peggy Haskell Farnham | Wells Fargo
Peggy is currently the Senior Risk Vice President & Risk Manager at Wells Fargo focusing on local governments within Government and Institutional Banking. Prior to this, she was focused on Higher Education and Nonprofits. Peggy has been heavily involved in the community throughout her career, as a member of the Junior League, American Heart Association for Metro Atlanta Board, and the Georgia Shakespeare Board. She currently serves on the Board of Trustees of Holy Innocents’ Episcopal School.

Richard Hill | Haiti Partnership
“Rev. Dr. Richard Hill was ordained as a Presbyterian (USA) minister in 1987 and has served several churches in the Atlanta area. He holds a strong belief that the easiest way to “meet” Christ and to grow in faith is in serving the “least of our brothers and sisters.” Richard’s experience includes partnerships in Haiti including a community health center and programs for education, agriculture, adult literacy and children’s nutrition.”

Jess Parsons | Project Open Hand
Jess Parsons White is the Senior Vice President of Good Measure Meals, the social enterprise of Atlanta-based nonprofit Open Hand. A graduate of Georgia Tech and later Oregon State University for her master’s degree, Jess has used her background in psychology, behavior modification and business entrepreneurship to explore her interests in the intersection of health/wellness and food access. Jess has sat at the helm of GMM for over 6 years, focusing on growing the business model to include four distinct revenue/impact lines: nutritionally balanced meals, healthy catering, nutrition services and corporate wellness programming.

David Paull | CompostNow
David Paull has extensive experience in sustainable design and community development around agriculture, with over six years of social enterprise development experience. Growing up in a small progressive agrarian community in south central Wisconsin, David learned the importance of sustainability from the ground up. His design in urban agriculture has stretched from projects for the city of Atlanta to rooftops of hotels. He is the co-founder and CBO of CompostNow, which is a compost pick-up service that makes it easy to compost in the city.

Becky Scheel | SOLTECH
Becky is a double yellow jacket who’s work focuses experience design for humans and non-human primates. She has more than a decade working as a designer at Zoo Atlanta and an education in design and digital media with an aspiration that her work supports improving the lives of humans & animals.
**Amber Scott | Leap Year**

A child of first generation college students, the importance of higher education, and the power that it can have to raise a family out of poverty, was instilled at a very young age. Amber’s passion for social justice began with a trip to Kenya with a $10,000 grant to build wells in hopes of decreasing inter-tribal violence due to water scarcity. After returning to the US, she joined the United Way of Metropolitan Atlanta’s Regional Commission on Homelessness. Amber then leveraged her nonprofit experience with her academic training by opening her own consulting firm where she worked as a nonprofit and social enterprise consultant. Amber believes that the opportunity for higher education should be open to everyone, regardless of where you are born, so she founded Leap Year to challenge the status quo. She holds a BA in Neuroscience from Smith College, and an MBA in Marketing and Strategy from The Ohio State University.

**Michael Smith | Georgia Tech**

Michael Smith is a full time lecturer in the Information Technology Management area. He develops and delivers courses at Georgia Tech in business data communications, systems analysis and design, project management, and various development tools. Smith act as a liaison between the ITM faculty and students of Georgia Tech and the business community, promoting employment and service opportunities for students and creating ways for business people, students and faculty to interact through case competitions, professional development, and club activities.

**Theia Smith | WEI**

As the founding Executive Director of the City of Atlanta’s Women’s Entrepreneurship Initiative (WEI), Theia champions for equal access to economic self-sufficiency for women and girls, particularly those whose talent is often overlooked and under sourced. Theia leads the only city-funded initiative of its kind in the nation and was appointed to her position by Atlanta Mayor Kasim Reed to conceptualize, design and execute a rigorous solution to equalizing opportunities for women business owners in Atlanta. She works to galvanize support from the public, private and education communities to amplify the initiative’s key objectives. Theia is certified in business incubation management by the International Business Innovation Association (InBIA) and is an alumna of Spelman College, with a Bachelor of Arts degree in English.

**Jonathan Tescher | Clark Atlanta University**

Jonathan Tescher is the Program Manager for CREATE, a food and agriculture innovation accelerator operated as a collaboration between Clark Atlanta University and the Russell Center for Innovation and Entrepreneurship. Tescher started the East Atlanta Village Farmers Market, which was the first in Georgia to accept SNAP (formerly known as food stamps). He also worked with investors to develop and operate Sparta Mushrooms, and indoor commercial mushroom farm as a part of an economic develop strategy for Hancock County, GA.

**Bob Thomas | Georgia Tech**

“Dr. Robert (Bob) Thomas joined Georgia Tech in January of 2006 to develop curriculum and create programming for the Institute for Leadership and Entrepreneurship. Thomas joined the faculty as Professor of the Practice and currently teaches courses in servant leadership, social entrepreneurship and entrepreneurial finance in the Scheller College of Business. He is active in the servant leadership community and currently serves as Chair of the Board of Trustees of the Greenleaf Center for Servant Leadership.

**Jennie Vader | Digital Undivided**

Jennie Vader has worked in international development for the past eight years. Starting as an English teacher in Kazakhstan with the US Peace Corps, Jennie continued her career in the field focusing on women’s economic and social empowerment primarily through access to capital and business development. Most recently, Jennie lived and worked in Malawi as a regional technical advisor for an international NGO’s savings-led microfinance initiative. Currently, Jennie works at digitalundivided in Atlanta which empowers Black and Latinx women innovators build high-growth potential tech businesses.
**Joey Womack | Goodie Nation**

Joey Womack is the Founder and CEO of Amplify 4 Good, a social enterprise startup using rapid problem-solving to help organizations create social impact, and the Founder/Executive Director of Goodie Nation, a nonprofit that empowers everyone to play a role in a process solving some of society's toughest problems through STEAM community building initiatives, youth hackathons, innovation education for teachers and educators, a college social impact incubator, and a social impact pre-accelerator. Joey received his MBA from Florida A&M University in the Spring of 2003, where he was also initiated into Alpha Phi Alpha, Fraternity, Inc. He has been named one of the Top 40 Under 40 Alumni and received an Outstanding Alumni during FAMU’s Quasquicentennial (125th) Anniversary Celebration.

**Ruthie Yow | Serve-Learn-Sustain**

Ruthie Yow is the Service Learning and Partnerships Specialist at Georgia Tech’s Center for Serve-Learn-Sustain. Her academic background is in community engagement, equity, and public education; she is an ethnographer and historian of justice struggles and public education. At Serve-Learn-Sustain she facilitates partnerships between community organizations and GT courses, supports GT’s strategic partnerships in areas such as Water and Green Infrastructure, and develops programs for faculty and students such as the SLS Teaching Fellows program and the SLS Student Internship program.