

FOR IMMEDIATE RELEASE

## **CAMP BIZSMART STUDENTS PITCH BUSINESS SOLUTION TO FRS CEO AND CMO**

**Los Gatos, CA (October 22, 2009)**– Five Camp BizSmart students, Sarina Vij, Piyush Prasad, Julie Phillips, Monica Thukral, and Godwin Vincent traveled to FRS company headquarters in Foster City to present their business case solution to a FRS problem given by the FRS President and CEO, Maigread Eichten and Marketing Director, Simon Goode. Team member, Felipe Braun, who lives in Buenos Aires, Argentina, was unable to attend the meeting. These students were part of the Camp BizSmart 2009 entrepreneur academy which challenged students age 11-15 to solve a real world problem provided by successful company executives. During the Summer 2009 session, 4 companies provided business cases and had 8 teams of students competing to create the best business solution, support it with a business plan, and defend it to a panel of venture capitalist and angel investors.

Two separate teams of students worked on the FRS business challenge to create a compelling market strategy to adapt the FRS Healthy Energy Line to the teen market. The panel of judges during the summer competition awarded the FRS-1 team the “**most likely to go to market**”, designation for their efforts. The opportunity to pitch their solution to President and CEO, Maigread Eichten, Chief Marketing Officer, Jim Taschetta, and Executive Assistant to the President, Jennifer McCrane, in the board room of the FRS headquarters, was the ultimate test to see how well they had done. Had they developed a credible marketing plan? Had they fully understood the competition and created a realistic financial model? And, had they used the fact that they were in the market niche themselves, to test their marketing strategy with a similar and wide enough audience to be credible?

Maigread Eichten, in discussion following the students’ presentation, stated that the student team lead by Sarina Vij, student CEO, had created an even better business plan than had a group of MBA students who had been given a similar business case. She went on to say that the financials were spot on, and that the students had managed to fully understand the essential targets required to be credible in the beverage space. And finally, the Chief Marketing Officer, Ken Taschetta, said that the design elements and the marketing strategies were brilliant. High praise for a student team who put their whole heart and developing “BizSmarts”, into their work. Parent Priya Vij, commented, “Sarina came home floating on air and determined to become a CEO when she grows up. I have never seen her so vibrant and determined.” Shilpi Thukral, a parent who observed the presentation, stated, “I was amazed how articulate and poised the students were.” Camp BizSmart, CEO, Mike Gibbs says, “These students are mentored throughout Camp BizSmart by entrepreneurs expert in marketing, design, financial literacy and competitive analysis and are taught to use critical thinking with the power of entrepreneurial thinking to solve real world problems. We are very proud of them. They worked very hard and were rewarded by creating high impact results!”

### **About Camp BizSmart:**

**Camp BizSmart** is the world’s only project based entrepreneurship business plan competition for students age 11-15. Founded in 2008, by Peggy and Mike Gibbs, Camp BizSmart has already graduated nearly 100 “Tweenpreneurs” from the greater bay area, plus international students from Latin America and a virtually linked academy in Hawaii. Students in teams work to solve a real world business problem provided by a CEO at a successful company. This year students worked with executives and problems provided by **FRS, Hara, Serious Materials** and **Valence Energy**. In addition, executives from companies like **Google, Apple** and **WAGIC**, mentor and coach the students in the basics of innovation and design, business planning, marketing, sales idea generation, competitive analysis, and finance. Students hone their collaboration, writing and presentation skills as they prepare for a presentation to a panel of Silicon Valley VC’s and entrepreneurs.

### **About FRS:**

**FRS** Healthy Energy products contain the antioxidant quercetin, which is naturally found in fruits and vegetables, such as red apples, grapes and berries. Studies have shown that quercetin delivers sustained energy and supports improved endurance.