

FOR IMMEDIATE RELEASE

## **CAMP BIZSMART STUDENTS PRESENT BUSINESS SOLUTION TO HARA EXECUTIVES**

**Los Gatos, CA (October 2009)** – Camp BizSmart students, Michaela Kastelman, Karthik Bala, Michael Cheng, Samir Kishore, Fernanda Gutierrez, and Sachin Vadodaria were invited to present their winning business plan to Hara CEO Amit Chatterjee and Chief Technology Officer, Udo Waibel at company headquarters in Redwood City. These students are graduates of Camp BizSmart 2009's 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 8 teams of students competed to create the best business solution, support it with a business plan, and defend it to a panel of venture capitalist and angel investors.

The Hara business challenge had two distinct student teams vying to design a fun and user-friendly iPhone App to both measure people's energy use and carbon footprint in day to day activities and motivate them to make energy efficient choices. A panel of venture capital and angel investors judged 8 business plans and awarded the Hara -2 team the **"grand prize for the best overall business plan"** for their efforts. Amit Chatterjee, CEO gathered Hara employees in a "town hall" meeting for the team to present their solution. Hara is the fastest growing provider of on-demand environmental and energy management software, and has been recognized as a leader in carbon management software by Verdantix, an independent business research firm focused on climate change, carbon markets, and corporate responsibility.

Amit Chatterjee, led the discussion following the winning business plan presentation, and stated that the student team lead by student CEO, Michaela Kastelman, had created a fun and financially attractive iPhone app. Students had devised a financial model that tracked real energy use and produced income by leveraging the demand for cool avatars. The app tracks daily activities and calculates associated energy use and carbon impact in an easy to navigate interface. The students also provided information on energy-efficient appliances, associated costs and cost savings that might motivate people to track and to choose their best personal options. As a further incentive users are able to link directly to [www.wecansolveit.org](http://www.wecansolveit.org). Mike Gibbs, Ph.D. and CEO of Camp BizSmart said, "Too often we underestimate what young students are able to do and how deeply they care about making a positive impact in the world. The Hara-2 team was driven to create a solution that would have a lasting impact in the world." Parents of the teens commented their students are continuing to apply their critical thinking in school.

### **About Camp BizSmart:**

**Camp BizSmart** is the worlds 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. For more information please visit. [www.campbizsmart.org](http://www.campbizsmart.org)

### **About Hara:**

**Hara** helps organizations grow and profit while optimizing natural resource consumption and minimizing environmental impact. The Hara™ Environmental and Energy Management solution gives customers auditable transparency and control of their organizational metabolism – the collective resources consumed and expended by an organization – including energy, water, waste, carbon and other resources. Leading organizations use Hara solutions to manage their environmental record and leverage best practices in order to improve their operational efficiency, maximize shareholder value and manage risks. For more information, please visit, [www.hara.com](http://www.hara.com).