

# Budding MBA Entrepreneurs Enter the Shark Tank

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Playing the role of potential investors were Jerry Knotts, CEO California Coast Venture Forum; Richard Koffler, CEO Greenwings Biomedical; Richard Morganstern, Chairman LA Cleantech Incubator, and advisor Keith Gunther, CI's Business & Technology Partnership Executive Committee. Knotts, Koffler, and Morganstern are real investors in their business lives.

First up was MBA student Alissa Borsuk, "CEO", pitching her team of 21 students' idea for "IncrEdible" backyard gardens. Borsuk was followed by MBA student Oleg Evgrafov, "CEO" of his team of 26 students' concept for "Honest Dating", an online dating service that matched people based on their dislikes.

The investors gave invaluable advice on how to fine tune their presentation to further illustrate their ideas. According to Lane, "Sage advice from the investors increased the value of the class." The students contributed time, effort, and hard work throughout the duration of the course, and gained valuable insights that they can take with them on their journey onward.