April 2, 2018
College of Business

College of Business partners with student Entrepreneurship Society for second annual business competition, MAVS Challenge

Organized by the UTA Entrepreneur Society, the second annual Mavs Challenge kicked off with a fast-paced pitch night on February 23 and the finale on March 30 named the $10,000 grand prize winner, computer science senior Cameron Moreau and his company, Gozova. Gozova is an on-demand delivery app that connects customers to a pickup truck and two delivery drivers that will help move larger items, such as a dresser or refrigerator. Customers download the app to schedule a team of two and the service is already seeing success.

The Mavs Challenge program featured mentorship and coaching from TECH Fort Worth that allowed the five finalists to put their business ideas to the test before the finale. Judges Nick Barber, Founder of Sigma Relocation Group and UMoveFree Apartment Locators, Andrew Feghali, Founder of Aeroblaze Laboratory, Erika Hersh, Loan Officer for Fort Worth office's PeopleFund, Molly Sandlin, Founder of CAET Project Management Consultants, LLC and James Sellers, Founder of Sellmark Corporation and recent panelist for the College of Business' Executive Dinner 2018.

Moreau competed against five finalist chosen during UTA Pitch Night in the preliminary round, of which, two won a South by Southwest (SXSW) Interactive registration. Lea Petri, accounting and information systems senior and semi-finalist for The Inventory Software Package idea, used Mavs Challenge as a creative outlet. "I thought of the Inventory-Tax app a few weeks ago in my Tax Accounting class. The accounting profession is constantly changing with new technologies, and many of the processes we learn in class are already automated. Other accounting tasks are still manual, which is where I see opportunity to create practical software applications," Petri said. "The competition is a platform where creativity is encouraged, and I hope [this] will be continued next year."

Pitch Night attracted several social enterprise models and an impact theme was seen throughout the live event. "The 'change the world' theme was quite organic. The official criteria for a pitch was the idea's ability to make money so it was actually a little surprising that many of the entries were social entrepreneur-type ideas," management professor, Jeff McGee, said. "The size and enthusiasm of the audience exceeded our expectations."

With Mavs Challenge being the talk of the University of Texas at Arlington's community, drawing large crowds and having competitors with such diverse backgrounds, it is now prime for growth for its third year. "I became involved with MAVS Challenge when I noticed the expanding culture of entrepreneurship and how I would be able to bridge that gap between students who have an idea and those who want to see that if you can dream the idea you can also achieve it," organizer of Mavs Challenge and president of the Entrepreneur Society, Raja Raheel Khanzada, said. "The vision for the night was to host the biggest Entrepreneurial event on campus," Khanzada remarked. "There are things that could've been done a little better but there's always things that don't go as planned or are unexpected and to be honest that's what it means to be an entrepreneur, you adapt with the changes."

SEMI-FINALIST PROFILES:

Rahul Dwivedi, math sophomore
Onerio is an augmented reality app that will combine social and educational aspects of our daily lives. The app will allow customers to post aspects of their daily activities in terms augmented reality. The app will also enhance the learning process by presenting students with reality augmented examples and background context information.

LaTasha Starr, industrial systems and manufacturing engineering doctoral student
ESTe²M Builders is a multi-dimensional approach to interdisciplinary education and self-esteem development through hands-on activities in Science, Technology, Engineering, Entrepreneurship and Math (STe²M). With a specific focus on 4th and 5th grade students, ESTe²M Builders provides youth with the necessary technical, communication and confidence skills necessary to succeed in a STEM environment.

Lea Petri, accounting and information systems senior
The Inventory Software Package currently includes two programs. The LIFO inventory program converts financial statements from LIFO to FIFO for financial analysis. The Inventory-Tax program assists accountants with Internal Revenue Code Section 263a- Capitalization and inclusion of inventory in certain expenses.

Ahmad Mohammad, finance sophomore
Vehicle Match is an app that will facilitate the vehicle purchasing process by effectively matching a customer's ideal vehicle with their preferred wants and needs. Our system will filter numerous makes and models and rank their best options based on the features and qualities desired by the customer.

About the College of Business
Each year the UTA College of Business provides more than 6,000 future business leaders with an excellent, high quality and affordable education at the undergraduate, master's and doctoral levels. The College of Business is home to innovative thinkers who are setting the course for the future of business—a place where blazing new trails is the norm. Providing an extensive selection of degree programs and specializations, from entrepreneurship to leadership and from business analytics to professional sales, the college is a part of the fifth most diverse campus in the United States. For more than 50 years, the evolution of academic programs and research illuminating the future of the business landscape has produced more than 42,000 graduates who flourish as executives, entrepreneurs and vanguards in their fields. The College of Business is fully accredited by AACSB International, the world's premier professional accreditation association for business and accounting programs. Visit www.uta.edu/business to learn more.