

# RICHARD LIN

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Objective	Follow my passion for technology, further my education, and help inspire the next generation of innovators.	
Summary	<div>1. Real world work experience in technology and childcare</div> <div>2. CEO of two technology startups</div> <div>3. Seven years of robotics experience</div> <div>4. Proven leadership skills with multiple leadership positions</div> <div>5. Excellent in most fields of technology</div>	
Work Experience	Apr 11 - Present	<div><b>Chief Executive Officer</b> Queens, NY Flo Inc. Grade 10 Total Hours: 200</div> <div>CEO of Flo, a technology startup that was created for the Junior Achievement of New York Business Competition. Flo is an innovative new way for consumers to have a better shopping experience by providing real time line data from stores using cutting edge facial detection software.</div>
	Mar 12 - Present	<div><b>Chief Executive Officer</b> Queens, New York LTech RFID Systems Grade 11 Total Hours: 200</div> <div>CEO of LTech, a technology startup that was created for the Junior Achievement of New York Business Competition. LTech is an efficient way for schools to take student attendance by using Radio-frequency identification technology in ID cards carried by students, therefore increasing the amount of time teachers will have to teach, improving the quality of education, reducing errors in attendance systems, and reducing student congestion.</div>
	Sep 12 - Present	<div><b>Student Director of Information Technology</b> The Bronx High School of Science Observatory Yearbook Grades 11,12 10 Hrs/Week Total Hours: 800</div> <div>Providing back-end support for a \$100,000 yearbook program. Maintaining a Linux server to ensure that valuable student work does not get lost. Uses PHP, HTML, mySQL, Photoshop, and InDesign on a daily basis.</div>
	Aug 13 - Present	<div><b>Senior Staff</b> Kuei Luck Central Office Kuei Luck Enrichment Center Grade 12 10 Hrs/Week Total Hours: 50</div> <div>Responsible for input of homework and grades into an online gradebook for 150 students. Provide support for teachers by making copies of lesson material. Meeting deadlines under pressure.</div>

	Sep 12 - Present	<b>Chinese Yo-Yo Teacher</b> Townsend Harris High School Kuei Luck Enrichment Center Grades 11,12 2 Hrs/Week Total Hours: 120  Teaching 60 students aged 5-13 basic Chinese Yo-Yo tricks and combos. Preparing these students for an end of year show for their parents. Increased their appreciation of Chinese culture and introduced them to a fun hobby. Gained valuable experience in managing children and show preparation.
	Jun 11 - Present	<b>Freelancer</b> Internet Fiverr Grades 10,11,12 Total Hours: 30  Freelance graphics, photo restoration, and audio work on Fiverr.com
	Jul 13 - Aug 13	<b>Special Projects Coordinator</b> P.S. 173 Kuei Luck Enrichment Center Grade 12 50 Hrs/Week Total Hours: 350  Provided back-end technical support for a summer camp of 738 students. Wrote letters for parents and teachers. Input homework into an online system. Filmed and edited a summer montage of the camp that was shown during the end of summer performance to thousands of parents.
<b>Education</b>	Sep 10 - Present	<b>The Bronx High School of Science</b> Bronx, NY 9 - 12  Challenged myself with rigorous coursework by taking eight AP classes and all technology/programming classes offered. Further followed my passion of technology by continuing with robotics. Became the Head of Electronics for the Sciborgs, our nationally recognized FRC robotics team. Worked closely with the Yearbook advisor to manage the yearbook server that houses valuable student work for a national award winning yearbook program. Gained valuable knowledge in server management, programming, electronics, and core subjects. Improved my interpersonal and communication skills.
	Sep 06 - Jun 10	<b>George J. Ryan Middle School 216</b> Fresh Meadows, NY 6 - 8  Further developed my interest in technology by joining the newly formed robotics team. Placed eighth in Queens in our team's rookie year. Led my team to first place and third place in Queens in seventh and eighth grade, respectively, as the team Captain and Head of Programming. Participated in underwater robotics, sponsored by the Stevens Institute of Technology.
	Sep 01 - Jun 06	<b>Abigail Adams Public School 131</b> Jamaica, NY K - 5  Became proficient in English while being an ESL student. By 5th grade, I earned perfect scores on the ELA and Math Standardized State Tests. Participated in the chess club. Developed an interest in technology.
<b>Volunteer Service</b>	Jul 10 - Aug 12	<b>Summer Camp Counselor</b> P.S. 173 Kuei Luck Enrichment Center Grades 9,10,11 37 Hours/Week

Total Hours: 784

Volunteered as a Summer Camp Counselor for three years. Assisted classroom teachers in teaching 3rd-5th graders in the morning, and various activities including Chinese Yo-Yo, Robotics, Hip Hop, and Computer Building in the afternoon. Learned valuable interpersonal skills, child management, improved my technology skills, and gained valuable real life work experience.

Extracurricular Activities	Sep 06 - Present	<b>Parent Teacher Conference Monitor</b> Queens, NY and Bronx, NY George J. Ryan Middle School and The Bronx High School of Science Grades 6,7,8,9,10,11,12 Total Hours: 112  Helped various teachers during parent teacher conferences every year in middle and high school. Gained skill in dealing with parents.
	Sep 06 - Present	<b>FIRST Robot ics Team</b> Grades 6,7,8,9,10,11,12 20 Hrs/Week Total Hours: 5600  Participated on robotics team throughout middle school and high school. Captain and Head of Programming for the Ryan Lions for two years in middle school. Head of Electronics for the Sciborgs in high school. Gained valuable experience in working with a team, technology, programming, and electronics. Fully realized my passion for technology and resolved to follow it in college and beyond.
	Mar 11 - Jun 12	<b>Junior Achievement Business Plan Compet it ion</b> Grades 10,11 20 Hrs/Week Total Hours: 400  CEO of two technology startups, Flo and LTech. Improved interpersonal skills, entrepreneurship skills, and teamwork.
	Sep 10 - Present	<b>Chinese Yo-Yo</b> Grades 9,10,11,12 4 Hrs/Week Total Hours: 480  Participated in Chinese Yo-Yo in the Lunar club at my school. Performs an average of 4 times per year. Head Teacher of the club, responsible for passing on my knowlege and appreciation of Chinese culture to others.
Skills/Academic Achievement		<b>Programming Experience</b> Skill Level: Intermediate  Proficient in Java, C, PHP, and HTML
		<b>Ent repreneurship Skills</b> Skill Level: Intermediate  CEO of two technology startups.
		<b>Computer Building Experience</b> Skill Level: Advanced  Built over 10 systems, including a \$8,000 flagship system.
		<b>Media Skills</b> Skill Level: Advanced  Proficient in Photoshop, InDesign, Sony Vegas Pro, Adobe Audition.
Leadership	Chief Executive Officer of LTech RFID Systems	
	Chief Executive Officer of Flo Inc.	

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Head of Electronics for the Sciborgs FRC Robotics Team

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Senior Staff at Kuei Luck Enrichment Center

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Special Projects Coordinator at Kuei Luck Enrichment Center

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Head Teacher for the Chinese Yo-Yo Section of my Lunar Club

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Head of Programming for the Ryan Lions Middle School FLL Robotics Team

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Captain of the Ryan Lions Middle School FLL Robotics Team

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## References

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### **Fred Levy**

Assistant Principal of Technology and Physical Education  
The Bronx High School of Science  
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High school robotics mentor

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### **Peter Xanthus**

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Middle school robotics mentor

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### **Kevin Kung**

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Employer at Kuei Luck Enrichment Center

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### **Alex Thorp**

Yearbook and Senior Class Advisor  
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Yearbook advisor and AP English Language and Composition teacher

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**Company Name:** Flo

**CEO:** Richard Lin

**CFO:** Samantha Lee

**VP, Marketing:** Troy Wu

**COO:** Lily Chang

**Customer Problem:** Due to a lack of information provided to consumers, the current shopping experience is often not an ideal one. Consumers often have to wait on long, tedious lines which waste time that can be spent performing other tasks. Businesses in turn may be operating at less than optimal efficiency. Our service provides a powerful platform that accomplishes two simple but necessary objectives. We will close the gap that disconnects consumers and businesses. This will ensure that consumers have a more pleasant shopping experience. In addition, we can help businesses gain the upper edge by becoming more efficient and lucrative.

**Product/Services:** Our service provides consumers with a reliable source for receiving information about and from businesses that can drastically improve their shopping experience. This is done by deploying a multi-platform mobile and desktop application. The application will allow consumers to have various store information such as hours, directions, line lengths and promotions at their fingertips. At the same time, through the implementation of the latest technology available, it provides businesses with important statistical information that can lead to invaluable insight into their current business practices. In addition, businesses can use our service as a form to social media to promote themselves.

**Company Mission:** Through the use of cutting edge technology such as networks of security cameras, facial recognition software, and algorithms to compute and retain statistics, we strive to provide both consumers and businesses with accurate real time information to aid them in their daily decision-making process.

**Company Vision:** We envision a world in which consumers and businesses are connected through technology in such a way that consumers have positive shopping experiences and businesses run at their optimal efficiency.

**Company Values:** We strive to provide businesses with a technologically driven social media outlet to promote themselves to consumers who wish to save time and money. In the process of doing so, we can provide businesses with a powerful toolkit to gauge the effectiveness of their practices.

**Target Market:** We are targeting two groups of customers - consumers who often buy products from stores and the businesses themselves. It is crucial to have both a strong consumer base as well as a strong industrial base in order for our service to flourish. Consumers contribute to a loyal user base that regularly use our service to find real time information, such as line lengths and promotions, about their favorite stores or discover new stores that may appeal to them. Businesses use our service to gain an edge over their competitors by promoting themselves on our powerful mobile platform.

**Strengths, Weaknesses, Opportunities, and Threats:** Our service provides a unique way for consumers and businesses to connect. Through technology, we can inform consumers with real time information that was previously unobtainable. Information like real time line lengths, instant promotions for consumers waiting on a long line, and average wait time based on historical data provide for a revolutionary shopping experience. Our success however is contingent on users willing to use our application and in turn, businesses willing to implement our network in their stores. We face competition from other social media applications such as Foursquare and Yelp.

**Competitive Advantage:** With fierce competition from well-established business-based social media applications such as Foursquare and Yelp, our service takes it to a new level and reinvents what it means to be a business-based social media application. Instead of providing only static information to consumers such as store hours or store reviews that can be easily obtained from any source, we provide dynamic information such as real time line lengths and instant promotions for consumers waiting on line. This is done through a network of cutting edge technology implemented in stores that additionally provide the business with objective statistical feedback.

**Pricing Strategy:** During the first stages of implementation, our service will be free for both the business and the consumer. After acquiring an adequate consumer user base, we will start charging for the business end of our service. There will be an initial setup fee and a monthly service charge per store of \$5,000 and \$2,500 respectively. This will ensure that we receive monthly revenue and our server and equipment costs are paid for. The initial setup fee will cover all the equipment and the accompanying programs. The monthly service charge will cover server upkeep and tech support.

**Product Reach:** The consumer end of our service will be deployed in the Apple App Store and Android Market as soon as they have been programmed and tested. The consumer end will be free of charge indefinitely. We will meet with franchise owners and individual store owners if necessary to sell the business end of the product. A tech team will be sent to implement the network in the store which includes surveillance cameras linked to a central computer. Both the consumer end and the business end will be hooked up to a server that will facilitate data transfer.

**Product Promotion:** We will create a brand name out of our product through the use of physical advertisement in participating stores as well as creating a dedicated user base of consumers through the use of social media such as Facebook and Twitter. We will attract businesses using our active user base and not through means of social media but by being social media and allowing companies to use our product as a platform to promote themselves on. In addition, we offer businesses a way to improve upon their current business practices which would ultimately lead to more profits and a worthwhile investment.

# LTech RFID Systems

*LTech employs proprietary technology to automate the attendance process in schools, while ensuring utmost accuracy and efficiency.*

**Business Summary:** LTech provides schools with an integrated attendance system that requires minimal effort on the part of the faculty. By reducing the time necessary to take attendance, more time can be devoted to teaching. In addition, our system ensures accuracy and security – erroneous cuts will be a thing of the past. Similarly, students will be compelled to attend class, which decreases truancy while potentially increasing state funding for schools.

**Product/Services:** We provide schools with a seamless solution to a time consuming and tedious, but necessary task – taking attendance. Our core package includes consultation, installation, one hundred RFID receivers, five thousand RFID cards, and one year of technical support. Add-ons such as a server, ID printer, ink, additional RFID cards, and technical support plans are available for purchase. The system will be completely secure and housed on school grounds.

**Customer problem:** Our business alleviates the headache of taking attendance in schools. Normally, students have their attendance taken every morning either by a teacher or a swipe-in machine, and manually before each subject class starts. This wastes time that could be better used teaching and causes congestion while swiping in. By using RFIDs to perform these tasks instantaneously and wirelessly, time can be saved and morning congestion can be avoided.

**Target market:** After we implement our system in our school, we will expand by targeting local schools that already use ID card swipers. This way, faculty and students are already familiar with the concept of having an ID and many will appreciate the wireless nature of our system. In addition, we will appeal directly to principals as they are the ones who will be approving the implementation of our system in their schools.

**Management:** Richard Lin, our CEO is a hard working individual with prior leadership experience as the CEO of Flo, an entry in the Business Plan Competition last year. Samantha Lee, CFO, is highly qualified. She is an exemplary math student, enjoys working with numbers, and was the CFO of Flo. Herman Li, CMO, has ample experience with market research and strategizing. Henry Long, our COO is very versatile and is eager to lend a hand whenever necessary.

**Customers:** As a monopoly in the tri-state area, we plan to start acquiring customers locally, then branch outward. First, we will implement our system in our own school, then neighboring schools. In five years, we hope to have installed our system in all 412 NYC public high schools. In twenty years, we hope to be servicing the entire eastern seaboard. Although new schools are rarely erected, there are enough existing schools to create a significant market.

**Sales/Marketing strategy:** We predict a deficit for our first year due to our trial period. During this time, our system is installed for free at a participating school. The school will continue to take attendance conventionally while we use the data we collect to fine tune our system before mass production. After our trial period is over, we will expand by contacting principals of other schools through a partnership with the New York City Department of Education.

**Business model:** Our primary revenue is the sale of our core and supplementary packages. A secondary revenue stream comes from our subscription based maintenance plans. A tertiary and minimally profitable revenue stream comes from the sale of supplies such as RFID cards, and ID printer ink. While we feel that many schools will be compelled to purchase a subscription based maintenance plan, the plans are not expensive enough to constitute the bulk of our revenue.

**Competitors:** Although applying technology to take attendance is a relatively new field, a few companies have a strong foothold in the market. Jolly Technologies Inc.®, one of our main competitors, produces School Track, a boxed system to track students' attendance. They are a reputable company and are at the forefront of the identification security sector. Another competitor, SwipeK12® is a dedicated provider of school attendance systems and has many clients.

**Competitive advantage:** Our innovative technology and proprietary system allow us to have an edge over our competition. While Jolly Technologies Inc.®'s Student Track is relatively cheap, and backed by a reputable company, it only allows for one point of entrance as it provides only one RFID receiver. Similarly, SwipeK12®'s system is not as efficient because they rely on ID swiping. Our system is completely wireless; students are not required to take out their ID cards.



**Company Profile:**  
**Industry:** Education

**Contact:**  
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**Management:**  
Richard Lin, Chief Executive Officer  
Samantha Lee, Chief Financial Officer  
Herman Li, Chief Marketing Officer  
Henry Long, Chief Operating Officer

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