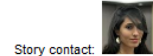


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Team members include Misha Ghosh, Randy Shuken, Dave Butler, Prasad Iyer, Shawn Hilleary, Wally Lo Faro, Todd Woodruff, Michael Minelli, Srin Kosaraju, Amit Gupta and Smita Sebastian. Team sponsor is Gary Kearns.

The Involve Six: Meet Team UpFront



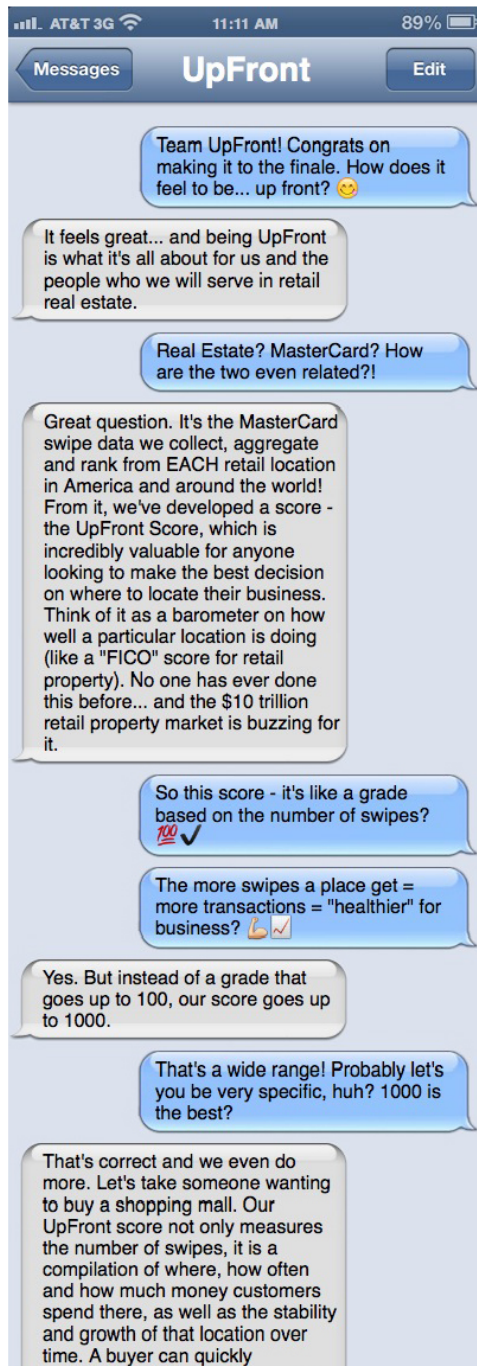
Story contact: [Singh, Malavika](#) on: 5/23/2014

Highlights

- Six Involve teams will compete for a chance to win the grand prize of \$250,000 and see their idea commercialized.
- MC Central profiles each team leading up to the finale event on May 28.
- Learn more about [UpFront](#) today.
- Tune in to watch the live webcast and cast your vote for the winner!

Related Content

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- [Involve Update: And Then There Were Six . .](#)







determine whether this is the best location for them, just by accessing the UpFront website from their pc, tablet or smart phone.

All very important information to have, if someone is planning to open a business. Location is everything! Hmm, actually... how does one figure out the best spot nowadays?












Nowadays it's a shot in the dark. A buyer gets incomplete or inaccurate info from the seller of the business. There's nothing to validate its accuracy. No one wants to be upfront on how well their businesses are performing in the mall or on a store front location.

That seems very one sided,  not  ! If I wanted to buy commercial real estate, this score could be a deal breaker (or winner) in making the right choice for my business!!


Absolutely!! It's no longer a rigged game. You now have the control to compare multiple retail properties, side-by-side, based on the credible data that no one else has. It's no wonder that the top global Commercial Real Estate brokerage firm, major investors, bankers and others are under NDA with UpFront, waiting for our launch.

They all want to be UpFront with their clients and with anyone needing our score. It's going to revolutionize how properties are evaluated and sold globally.




Wow. Makes sense now that this is a 10 "triiiiiiiiiiiillion" dollar opportunity...!

10 trillion is like 4 million        grand prizes!       

All made possible by UpFront by MasterCard to enter a \$10 trillion industry :)

First: Involve, and then: the world! I can't wait to hear more details at the May 28 finale. Good luck, we'll see you  FRONT!

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 Casey, Kevin 5/29/2014 7:48 AM
Good Luck.



 Keys, Castofa 5/28/2014 11:09 AM
Good luck to you all.. Very good idea.





Woodrick, Brian 5/27/2014 11:29 AM

This is a great idea. I think that an individual location score might be skewed by the type/quality of tenants. Is there a plan to report a score on an area or an average for properties in an area? This would address a situation where a property has a low score because the previous tenant had a failing business instead of the property and location itself being bad for business. If the immediate area has a very high average score it would indicate the property has potential and may be a valuable metric to provide.



Sharma, Aarti 5/23/2014 2:29 PM

Good luck !!



Beckwith, Debbie 5/22/2014 3:17 PM

This is a great idea! Your video was top notch! Good luck to your team.



Houltzhouser, Brooke 5/22/2014 2:51 PM

Exciting concept; kudos and good luck to the UpFront team!



Knoblock, Shawn 5/22/2014 2:17 PM

Great idea. Entrepreneurs will pay big money for this service to protect their investment! A good score could also help them acquire investors. Good luck!

