



# SoCal Alumni News

## Alumni Spotlight

Paulette E. Pantoja, Founder/CEO, BluFocus Inc.



BluFocus Inc., is a Quality Assurance company for the home entertainment industry providing testing services on Film/TV/entertainment content that is distributed on DVD, Blu-ray and Digital. Since completing Goldman Sachs *10,000 Small Businesses*, Paulette Pantoja, founder of BluFocus Inc., has been focusing on expanding her business into the digital media industry and servicing content rights holders looking to distribute their content to online platforms. Paulette officially launched her new company, BluEvo ([www.bluevo.com](http://www.bluevo.com)), in early 2016 and has successfully secured clients in four major areas of her new business: digital content licensing and distribution, OTT platform development, digital media services, and licensing their proprietary online based software called BluCloud™. Next steps for the company are to continue development, and provide even further automation while focusing on building its licensing and distribution division. **Paulette stated "The Goldman Sachs 10,000 Small Businesses program provided me with the tools to think, plan and execute with confidence so I could define and align the necessary steps to achieve my growth opportunity".**



## We Appreciate Referrals:

Do you know someone who would benefit from the *10,000 Small Businesses* program? If so, please participate in our Referral Program. **CLICK HERE.**



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*10,000 Small Businesses*

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