

G. Steven Burrill Business Plan Competition

FRIDAY, MAY 1, 2015

Pushing the boundaries of innovation
through the development of student-led
business and non-profit ventures



WISCONSIN
SCHOOL OF BUSINESS

UNIVERSITY OF WISCONSIN-MADISON

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SCHEDULE OF EVENTS »

Friday, May 1, 2015

- | | |
|-------------------------|--|
| 7:00 – 7:25 a.m. | Morning Welcome
<i>Grainger Hall East Atrium</i> |
| 7:30 – 10:30 a.m. | Competition Presentations
<i>Multiple rooms</i> |
| 10:35 – 11:40 a.m. | Public Viewing of Student Exhibits
<i>Grainger Hall East Atrium</i> |
| 11:45 a.m. – 12:25 p.m. | Lunch
<i>Executive Dining Room</i>
<i>(Judges' deliberation)</i> |
| 12:30 – 12:40 p.m. | Student Recognition and Finalists
<i>Grainger Hall Plenary Room</i> |
| 12:45 – 2:45 p.m. | Finalist Presentations
<i>Grainger Hall Plenary Room</i> |
| 3:00 – 4:00 p.m. | Judges' Inspection of
Finalists' Exhibits |
| 3:00 – 4:55 p.m. | New Arts Venture Challenge Finals
<i>Grainger Hall Plenary Room</i>
<i>(Public invited)</i> |
| 5:00 – 5:30 p.m. | Burrill Awards Ceremony
<i>Grainger Hall Plenary Room</i> |



**THANK YOU TO OUR GENEROUS PREMIER SPONSOR FOR THEIR
SUPPORT OF THE BURRILL BUSINESS PLAN COMPETITION.**

PERKINScoie
COUNSEL TO GREAT COMPANIES



MORNING SCHEDULE »

Track 1:

Grainger Hall
Room 1140

Track 2:

Grainger Hall
Room 3180

Track 3:

Grainger Hall
Room 3190

Track 4:

Grainger Hall
Room 4151

Judges	Brickerman Boucher	Behnke McGlenn Schwichtenberg	Howard Kohl Meyer	Larson Parrott Smith
7:30 a.m.	Rally Energy, LLC	Re Mixing	Cheddah	Weight Your Turn
7:45 a.m.	Bike Right	Bike Recovery Network	Amigo	Wander
8:00 a.m.	Chocolate Maker	Breathe For Change	Bookstore Cheater	Wishbox
8:15 a.m.	Entolution	CampUs	Boxable	AirConnex
8:30 a.m.	Future Fluid Studios	Dr. Detector	Admit Sensei	Zuntik
8:45 a.m.	Gater Plate	DressCode	Enso CloudClinic	-----
9:00 a.m.	Break	Break	Break	Break
9:15 a.m.	High Market	OSHarts	Honestly	Zapp
9:30 a.m.	Badger Balls	ITR Medical	LifeMap	WeightUp Solutions
9:45 a.m.	Serving Earth, LLC	-----	Linmo	Puppy Pals
10:00 a.m.	Shakti and Co.	Giftaway.com	PEGO	Speakamos
10:15 a.m.	UR Sportswear	VitaCycle	Protocollex	Tixora
10:30 a.m.	Exhibits	Jua Power	Exhibits	Exhibits
10:45 a.m.	Exhibits	Exhibits	Exhibits	Exhibits



PARTICIPATING TEAMS »

TRACK 1:

- Badger Balls** A food service company selling gourmet donut holes
(*Katie Anderson, Daniel Antivilo, Gregory Livingston*)
- Bike Right** A socially-conscious used bicycle shop (*Elijah McCloskey*)
- Chocolate Maker** A novel chocolate tempering machine (*Peter Chulick, Chris Peters*)
- Entolution** An industrial-scale cricket mill providing food-grade cricket meal to edible insect food manufacturers (*Eric Bescak, Chris Maramba, Marco Torelli*)
- Future Fluid Studios** Portable recording studios for musicians of all abilities
(*Zachary Marra*)
- Gater Plate** A novel multi-functional cup holder and plate composite
(*Jack Graves, Scott Groux, Zach Lemke, Matthew McMillan, Wes Mumm, Ryan Murray*)
- High Market** A premium gaming accessory company (*Audrey Packer*)
- Rally Energy, LLC** Produces and sells caffeinated mints (*Matthew Starr*)
- Serving Earth, LLC** Reusable food-to-go box made of post-consumer recycled materials (*Jennifer Sharpe*)
- Shakti and Co.** Bottled nutritional smoothies for cancer patients and health-conscious consumers (*Alexandria Freitag, Nicolette Johnson*)
- UR Sportswear** A lifestyle sportswear apparel brand for women
(*David Hanley*)

TRACK 2:

- Bike Recovery Network** Provides a novel, cost-effective method for bike theft deterrence (*Daniel Chao, Austin Jeffries, Reed Kinning, Keshav Mathur, David Secliefer, Ricki Xie*)
- Breathe For Change** Offers programs focused on the well-being and the health of teachers, students and communities (*Alisa Belliston, Steve Larson, Olivia Mote, Ilana Nankin, Jacob Riederer*)
- CampUS** Provides an online platform for managing student organizations
(*Rena Huang, Zhexuan Liu, Yikai Yao*)
- Dr. Detector** Offers a platform for air quality monitoring using unmanned aerial vehicles (*Kelsey Beuning, Hanwen Chen, Cheng Liu, Bill Mulligan, Eva Wang*)
- DressCode** Offers a mobile app-enabled styling service (*Shan Shen, Grace Yang*)
- Giftaway.com** An online platform for people to gift getaways and similar bookable experiences to others (*Christopher Blair, Jean Spellman*)
- ITR Medical** A novel resectoscope designed to reduce bladder cancer recurrence rates
(*Katherine Baldwin, Alyssa Mitchell, Tyler Moon, Ryan Reynebeau*)
- Jua Power** Provides cost-effective off-grid solar power in Sub-Saharan Africa
(*Mehrdad Arumand, Andrew Mullvain, Sriram Muralidharan, Aaron Olson, Selamawit Wondaferew*)
- OSHarts** Performing space, event programming, and arts information for the OshKosh area
(*Sharon Tenhundfeld*)
- Re Mixing** A novel, high-performance static mixer (*Eric Ronning*)
- VitaCycle** An affordable and modular method to produce, transport, and consume microgreens (*Mamyrkhan Kassymov, Jon Seaton, Luke Vanden Langenberg*)



PARTICIPATING TEAMS »

TRACK 3:

Admit Sensei An online marketplace that connects prospective graduate management students at elite programs with admissions consultants (*Angie Peltzer*)

Amigo Online service for connecting high school students with college students willing to share insights (*Tieler Callazo, Ryan Haugland, Thomas Julsrud, Jack Peirson*)

Bookstore Cheater Online marketplace for the exchange of student textbooks and related materials (*Dan King, Alex Zukauskas*)

Boxable Develops and delivers EPS foam recycling programs for universities, biotechnology companies and related firms (*Emily Baumann, Katelyn Budke, Joel Greenspan, Lu Qiong (Lulu) Liang, Sarah Yim*)

Cheddah Cheddah is a millennial consumer insights mobile platform that awards instant, cash credits to local eateries in exchange for responses to brief surveys (*Kelly Goldthorpe*)

Enso CloudClinic Facilitates an active, online user-driven marketplace for obstructive sleep apnea devices (*Chris Fernandez, Nick Glattard, Sam Rusk, Courtney Sawatzke, Alex Whittow*)

Honestly A geo-enabled social-review application for smartphones where users post experiences and opinions about businesses (*Steven Han, Jose Ollarzabal, Noe Vital, Yonas Zewdie*)

LifeMap Documents a person's life by pinning stories, photos, and music by where and when they happened in online maps (*Dean Olsen*)

Linmo Mobile app based language learning (*Jie Chen, Joshua Duncan, Jeremy Liu*)

PEGO A modular electronics education system for teaching electronics systems design (*Perry Channegowda, Ye Li*)

Protocollex Develops retro-themed games for online play (*Joseph Bleeker, Sam Goodell*)

TRACK 4:

AirConnex Crowd-sourced hotel shuttle buses to provide airport ground transportation (*Kevin Cook, Mike Freitag, Noah Meltzer, Michael Schlichting*)

Puppy Pals Mobile app and website for connecting dog owners and service providers (*Benjamin Brancucci, William Sommer*)

Speakamos Website and smartphone application for intermediate to advanced language learners (*William Zunamon*)

Tixora Expedia-esque service for intercity motorcoach buses (*BuZun Chen, Sean Morton, Aaron Redlich, Xuan Zhang*)

Wander Website for tracking and sharing travel experiences (*Gavin Blasczyk, Mark Oswald, Chris Sivanich*)

WeightUp Solutions Deploys sensors on weight lifting equipment to provide users with data for improving their exercise programs (*Daniel Litvak*)

Weight Your Turn Equipment, software, and services for the "smart" gym (*Josh Cherek, Alex Valaitis, Zach Vander Velden*)

Wishbox Provides an application for people to consolidate repetitive daily tasks (*Adi Kancherla, Zach Munns*)

Zapp A mobile application to enhance users' personal safety and well-being (*Benjamin Brancucci*)

Zuntik Provides event discovery for undergraduate students (*Andrew Gold, Marty Kimmel, Liam King, Conor McGinnis, Elias Meyer-Grimberg, Jacob Schieber*)



FINALISTS' SCHEDULE »

Judges: *Anstaett, Carreyn, Heinemann, Kirgues, Neis*

Location: *Grainger Hall Plenary Room unless otherwise noted*

12:30 – 12:40 p.m.	Announce Finalists
12:45 p.m.	Finalist Presentations - Track 1 Team 1
1:00 p.m.	Finalist Presentations - Track 1 Team 2
1:15 p.m.	Finalist Presentations - Track 2 Team 1
1:30 p.m.	Finalist Presentations - Track 2 Team 2
1:45 p.m.	Finalist Presentations - Track 3 Team 1
2:00 p.m.	Finalist Presentations - Track 3 Team 2
2:15 p.m.	Finalist Presentations - Track 4 Team 1
2:30 p.m.	Finalist Presentations - Track 4 Team 2
3:00 – 4:00 p.m.	Judges' Inspection of Finalists' Exhibits <i>(Grainger Hall East Atrium)</i>

MINI REVIEWERS »

Brett Berman

Hooked

Allen Dines

WISC Partners

Michael Enyart

Wisconsin School of Business Library

Peter Schmeling

UW Foundation

Michelle Somes-Booher

Small Business Development Center



David Anstaett
Perkins Coie LLP

Robert Behnke
Fair Indigo

Mark Blitz
WCEPS

Joe Boucher
Neider & Boucher LLP

Maggie Brickerman
Gener8tor

Rodger Carreyn
Perkins Coie LLP

Louis Condon
WCEPS

Lorrie Heinemann
BrightStar WI Foundation

Matt Howard
Eat Street

Joe Kirgues
Gener8tor

Scott Kohl
Ronin Studios and Consulting

Patrick Landers
AARP Foundation

Rebecca Larson
*Wisconsin Association of Independent
Colleges and Universities*

Deven McGlenn
NeoClone

Matt Messinger
WCEPS

Chris Meyer
Sector67

John Neis
Venture Investors

Bethany Nelson
WCEPS

Patty Parrott
Johnson Health Tech

Jamie Quanbeck
WCEPS

Allison Schweiger
WCEPS

Kay Schwichtenberg
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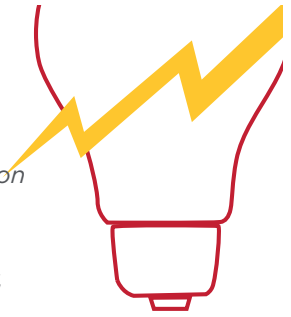
ORGANIZERS »

Chad Navis, Faculty Director, *Burrill Competition*

John Surdyk, Director, *Burrill Competition*

Maria McMormack, Student Associate, *Burrill Competition*

Wisconsin School of Business: *Conference Services, Copy Center, Academic Technology and Web, Integrated Marketing Communications, Business Library, and Professional Communications Faculty*



SPECIAL THANKS »

Dean François Ortalo-Magné, *Wisconsin School of Business*

Margaret Raymond, *School of Law*

Kathryn VandenBosch, *College of Agricultural and Life Sciences*

Ian M. Robertson, *College of Engineering*

John Karl Scholz, *College of Letters and Science*

Paul Robbins, *Nelson Institute for Environmental Studies*

Russ Coff, *Initiative for Studies in Transformational Entrepreneurship*

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G. STEVEN BURRILL BUSINESS PLAN COMPETITION

This competition is named for G. Steven Burrill because of his ongoing support of student innovation and technological entrepreneurship. Mr. Burrill is CEO of Burrill & Company in San Francisco, California.



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