Pushing the boundaries of innovation through the development of student-led business and non-profit ventures
7:00 – 7:25 a.m.  Morning Welcome  
Grainger Hall East Atrium

7:30 – 10:30 a.m.  Competition Presentations   
Multiple rooms

10:35 – 11:40 a.m  Public Viewing of Student Exhibits  
Grainger Hall East Atrium

11:45 a.m. – 12:25 p.m.  Lunch  
Executive Dining Room  
(Judges’ deliberation)

12:30 – 12:40 p.m.  Student Recognition and Finalists  
Grainger Hall Plenary Room

12:45 – 2:45 p.m.  Finalist Presentations  
Grainger Hall Plenary Room

3:00 – 4:00 p.m.  Judges’ Inspection of  
Finalists’ Exhibits

3:00 – 4:55 p.m.  New Arts Venture Challenge Finals  
Grainger Hall Plenary Room  
(Public invited)

5:00 – 5:30 p.m.  Burrill Awards Ceremony  
Grainger Hall Plenary Room

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Track 1: Grainger Hall Room 1140</th>
<th>Track 2: Grainger Hall Room 3180</th>
<th>Track 3: Grainger Hall Room 3190</th>
<th>Track 4: Grainger Hall Room 4151</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 a.m.</td>
<td>Brickerman Boucher</td>
<td>Behnke McGlenn Schwichtenberg</td>
<td>Howard Kohl Meyer</td>
<td>Larson Parrott Smith</td>
</tr>
<tr>
<td>7:45 a.m.</td>
<td>Rally Energy, LLC</td>
<td>Re Mixing</td>
<td>Cheddah</td>
<td>Weight Your Turn</td>
</tr>
<tr>
<td>8:00 a.m.</td>
<td>Bike Right</td>
<td>Bike Recovery Network</td>
<td>Amigo</td>
<td>Wander</td>
</tr>
<tr>
<td>8:15 a.m.</td>
<td>Chocolate Maker</td>
<td>Breathe For Change</td>
<td>Bookstore Cheater</td>
<td>Wishbox</td>
</tr>
<tr>
<td>8:30 a.m.</td>
<td>Entolution</td>
<td>CampUs</td>
<td>Boxable</td>
<td>AirConnext</td>
</tr>
<tr>
<td>8:45 a.m.</td>
<td>Future Fluid Studios</td>
<td>Dr. Detector</td>
<td>Admit Sensei</td>
<td>Zuntik</td>
</tr>
<tr>
<td>9:00 a.m.</td>
<td>Gater Plate</td>
<td>DressCode</td>
<td>Enso CloudClinic</td>
<td>-----</td>
</tr>
<tr>
<td>9:15 a.m.</td>
<td>Break</td>
<td>Break</td>
<td>Break</td>
<td>Break</td>
</tr>
<tr>
<td>9:30 a.m.</td>
<td>High Market</td>
<td>OSHarts</td>
<td>Honestly</td>
<td>Zapp</td>
</tr>
<tr>
<td>9:45 a.m.</td>
<td>Badger Balls</td>
<td>ITR Medical</td>
<td>LifeMap</td>
<td>WeightUp Solutions</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>Serving Earth, LLC</td>
<td>-----</td>
<td>Linmo</td>
<td>Puppy Pals</td>
</tr>
<tr>
<td>10:15 a.m.</td>
<td>Shakti and Co.</td>
<td>Giftaway.com</td>
<td>PEGO</td>
<td>Speakamos</td>
</tr>
<tr>
<td>10:30 a.m.</td>
<td>UR Sportswear</td>
<td>VitaCycle</td>
<td>Protocollex</td>
<td>Tixora</td>
</tr>
<tr>
<td>10:45 a.m.</td>
<td>Exhibits</td>
<td>Jua Power</td>
<td>Exhibits</td>
<td>Exhibits</td>
</tr>
</tbody>
</table>
### TRACK 1:

<table>
<thead>
<tr>
<th>Team Name</th>
<th>Description</th>
<th>Team Members</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Badger Balls</strong></td>
<td>A food service company selling gourmet donut holes</td>
<td>(Katie Anderson, Daniel Antivilo, Gregory Livingston)</td>
</tr>
<tr>
<td><strong>Bike Right</strong></td>
<td>A socially-conscious used bicycle shop</td>
<td>(Elijah McCloskey)</td>
</tr>
<tr>
<td><strong>Chocolate Maker</strong></td>
<td>A novel chocolate tempering machine</td>
<td>(Peter Chulick, Chris Peters)</td>
</tr>
<tr>
<td><strong>Entolution</strong></td>
<td>An industrial-scale cricket mill providing food-grade cricket meal to edible insect food manufacturers</td>
<td>(Eric Bescak, Chris Maramba, Marco Torelli)</td>
</tr>
<tr>
<td><strong>Future Fluid Studios</strong></td>
<td>Portable recording studios for musicians of all abilities</td>
<td>(Zachary Marra)</td>
</tr>
<tr>
<td><strong>High Market</strong></td>
<td>A premium gaming accessory company</td>
<td>(Audrey Packer)</td>
</tr>
<tr>
<td><strong>Rally Energy, LLC</strong></td>
<td>Produces and sells caffeinated mints</td>
<td>(Matthew Starr)</td>
</tr>
<tr>
<td><strong>Serving Earth, LLC</strong></td>
<td>Reusable food-to-go box made of post-consumer recycled materials</td>
<td>(Jennifer Sharpe)</td>
</tr>
<tr>
<td><strong>Shakti and Co.</strong></td>
<td>Bottled nutritional smoothies for cancer patients and health-conscious consumers</td>
<td>(Alexandria Freitag, Nicolette Johnson)</td>
</tr>
<tr>
<td><strong>UR Sportswear</strong></td>
<td>A lifestyle sportswear apparel brand for women</td>
<td>(David Hanley)</td>
</tr>
</tbody>
</table>

### TRACK 2:

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

TRACK 3:

Admit Sensei  An online marketplace that connects prospective graduate management students at elite programs with admissions consultants
(Ange 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:

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

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, Kirguies, 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**  
(Grainger Hall East Atrium)

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**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  
Wellmark

Josh Smith  
American Family Ventures

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John Surdyk, Director, Burrill Competition
Maria McMormack, Student Associate, Burrill Competition

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SPECIAL THANKS

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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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Wisconsin Alumni Research Foundation

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.