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

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**Welcome** | Executive Dining Room, Grainger 1266  
Coffee available

- John Surdyk, Director, INSITE  
- Martin Ganco, Faculty Director, INSITE  
- Catherine Alpeter, Student Associate Director, WSB Business Plan Contest

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### Competition Presentations

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<td><strong>Judges</strong></td>
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<td>Sean Cleary</td>
<td>Juan Gomez</td>
<td>Joe Boucher</td>
<td>Matt Howard</td>
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<td>Daniel Litvak</td>
<td>Nhi Le</td>
<td>Michael Enyart</td>
<td>Andrew Mullvain</td>
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<td>Kurt Sippel</td>
<td>Steve Royko</td>
<td>Scott Kohl</td>
<td>Heather Wentler</td>
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<th>Time</th>
<th>Project(s)</th>
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| 8:15 a.m. | Kynect  
Linectra  
Terra Protein |
| 8:30 a.m. | Inlighten  
Oakare  
Railflyer UHSR |
| 8:45 a.m. | abExponential  
Atrility Medical  
FashionCam  
Happy Feet Medical |
| 9:00 a.m. | >> Break << |
| 9:15 a.m. | ThermaNook  
Therridity  
VigorChoice |
| 9:30 a.m. | SwopShop  
U-Sit  
Trimm |
| 9:45 a.m. | Let’s Sublease  
LifeMapping  
NovoMoto |
| 10:00 a.m. | >> Exhibits (Grainger Atrium) << |
| 11:00 a.m. | Participants’ Lunch (Executive Dining Room, Room 1266) |
**Participating Teams**

**TRACK 1**

- **Kynect**, Provides a smart collar for pets  
  *James McGlade, Marco Prouve, Mehdi Shokoueinejad, Fa Wang*

- **Linectra**, Developing a high-speed 3D metal printer  
  *Brandon Walker*

- **Terra Protein**, Produces a sustainable protein blend with cricket powder  
  *Noah Gerber, Kyle Tamboli, Nicole Canavati*

- **ThermaNook Comforters**, Offers an innovative comforter design  
  *Matthew McMillan, Ryan Murray, Matthew Cheeseman, Jack Graves*

- **Torridity Instrument Heating Solutions**, Creates products that allow musicians to use and transport their instruments in all weather  
  *Zachary Klayman, Lizzy Svigeli, Austin Kyle, Jeff Krueger*

- **VigorChoice**, Healthy food centers for college students  
  *Hima Bharathi Adusumilli*

**TRACK 2**

- **Inlighten**, Focused on child wellness using technology and mindfulness  
  *Rebecca Kravitz*

- **Oakare**, Improves nursing care with digital communications  
  *Vincent Kuranz, Ben Mihelich*

- **Railflyer UHSR**, Providing low-cost, energy-efficient rail service  
  *Michael Schlicting, Justin Shrimmer*

- **SwopShop**, Bringing bartering to the digital age  
  *Max Goldberg, Aaron Levin, Cole Burek*

- **Trimm**, Hair-cutting services for the modern world  
  *Samuel Haack, James Rohde*

- **U-Sit**, An innovative marketplace focused on childcare needs  
  *Brandon Shields, Scott Maurer*
**TRACK 3**

*abExponential*, Offers a knowledge platform that delivers challenges  
*Kyle Treige*

*Atrility Medical LLC*, Provides a device for detecting cardiac arrhythmias  
*Matthew Knoespel, Philip Terrien, Randal Mills, Connor Sheedy, James Olson*

*FashionCam*, Building a mobile app to improve online shopping experiences  
*Shiyue Xie, Manasi Srirangarajan*

*Let's Sublease*, An Airbnb-esque subleasing platform  
*Zhicheng Gu, Sean Thrun, Xuan Zhang, Myles Pindus*

*LifeMapping*, Offers a cloud-based mapping app to tell and share stories  
*Dean Olsen*

*NovoMoto*, Provides clean, renewable electricity to communities in Africa  
*Aaron Olson, Mehrdad Arjmand, Scott Groux*

**TRACK 4**

*BirthdayBox*, Offers ready-made birthday celebrations in a box  
*Randall Pulfer, Tyler Lane, Aaron Wilson*

*Linknitive*, Developing a mobile app to support language learning  
*Chao Weng, Dongning Wang*

*Happy Feet Medical*, A medical data analytics company  
*Tushar Verma*

*HitchPoint*, A consumer marketplace supporting wedding vendors and couples  
*Ryan Ward, Leah Wetzel*

*Mapalife*, Provides low-cost memorial options for the funeral industry  
*Rebecca Easton, Samuel Harvey*

*Pathogenomica Inc.*, Offers fast, accurate detection of microorganisms  
*Francisco Moya, Pamela Camejo, Jacqueline Mejia, Veronica Kramm*
**Finalists’ Schedule**

**Judges:** Lorrie Heinemann, John Neis, and Molly Lahr  
**Location:** Grainger Hall Plenary Room

11:45 a.m. Announce Finalists  
12:00 p.m. Track 1 Finalist  
12:15 p.m. Track 2 Finalist  
12:30 p.m. Track 3 Finalist  
12:45 p.m. Track 4 Finalist

1:30 p.m. **SPECIAL:** New Arts Venture Challenge *(Public invited)*

3:45 p.m. WSB Business Plan Competition Awards

**Judges**

Joe Boucher, Neider & Boucher LLP  
Sean Cleary, Cleary Building Corp.  
Michael Enyart, Wisconsin School of Business  
Juan Gomez, Wisconsin Economic Development Corporation  
Lorrie Heinemann, Madison Development Corporation  
Matt Howard, EatStreet  
Scott Kohl, Third Space  
Molly Lahr, American Family Insurance  
Patrick Landers, AARP Foundation  
Nhi Le, gener8tor  
Daniel Litvak, WeightUp Solutions  
Andrew Mullvain, American Family Insurance  
John Neis, Venture Investors  
Steve Royko, Royko Enterprises  
Kurt Sippel, Applied Tech  
Heather Wentler, Doyenne Group

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