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

THURSDAY, 4/26/18
10:00—10:05 a.m.  
**Welcome | East Atrium, Grainger**  
Coffee available

John Surdyk, Director, INSITE  
Martin Ganco, Faculty Director, INSITE  
Andrew Sharpless, Student Associate Director, WSB Business Plan Contest

### Competition Presentations

<table>
<thead>
<tr>
<th>Track 1A</th>
<th>Track 1B</th>
<th>Track 2A</th>
<th>Track 2B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grainger 3180</td>
<td>Grainger 3190</td>
<td>Grainger 4151</td>
<td>Grainger 5120</td>
</tr>
<tr>
<td><strong>Judges</strong></td>
<td><strong>Judges</strong></td>
<td><strong>Judges</strong></td>
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<tr>
<td>Michael Enyart, Daniel Litvak, Kurt Sippel</td>
<td>Phil Ouellette, Patty Parrott</td>
<td>Joe Boucher, Juan Gomez, Scott Kohl</td>
<td>Nhi Le, Aaron Olver, Katelyn Johnson / Molly Lahr</td>
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<thead>
<tr>
<th>Time</th>
<th>Track 1A</th>
<th>Track 1B</th>
<th>Track 2A</th>
<th>Track 2B</th>
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<tbody>
<tr>
<td>10:15</td>
<td>FoodBaby</td>
<td>Mendota Eyewear</td>
<td>OnKampus</td>
<td>SleekShots</td>
</tr>
<tr>
<td>10:30</td>
<td>HaulTalk</td>
<td>Moonshot Learning</td>
<td>Pocket Donor</td>
<td>Slivr</td>
</tr>
<tr>
<td>10:45</td>
<td>DEMOQ</td>
<td>Lizy</td>
<td>Parfait</td>
<td>Team Avocado</td>
</tr>
<tr>
<td>11:00</td>
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<tr>
<td>11:15</td>
<td>goCrypto</td>
<td>HelpCare Connect</td>
<td>Rebel Kombucha</td>
<td>&lt;Open session&gt;</td>
</tr>
<tr>
<td>11:30</td>
<td>Atrility Medical</td>
<td>MicMe</td>
<td>Safe Rotations</td>
<td>Zero Barrier</td>
</tr>
<tr>
<td>11:45</td>
<td>G0 Thermal</td>
<td>Kynect</td>
<td>Pyran</td>
<td>Womentor</td>
</tr>
<tr>
<td>12:00</td>
<td>Participants’ Lunch (Room 5121)</td>
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</table>

>> Break <<
<table>
<thead>
<tr>
<th>Time</th>
<th>Track 1A</th>
<th>Track 1B</th>
<th>Track 2A</th>
<th>Track 2B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 p.m.</td>
<td>HelpCare Connect</td>
<td>FoodBaby</td>
<td>SleekShots</td>
<td>Pyran</td>
</tr>
<tr>
<td>1:15 p.m.</td>
<td>Lisy</td>
<td>goCrypto</td>
<td>Womentor</td>
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</tr>
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>> Break <<

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<tr>
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<th>Track 1B</th>
<th>Track 2A</th>
<th>Track 2B</th>
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</thead>
<tbody>
<tr>
<td>2:00 p.m.</td>
<td>MicMe</td>
<td>HaulTalk</td>
<td>Zero Barrier</td>
<td>Pocket Donor</td>
</tr>
<tr>
<td>2:15 p.m.</td>
<td>Moonshot Learning</td>
<td>G0 Thermal</td>
<td>Slivr</td>
<td>OnKampus</td>
</tr>
<tr>
<td>2:30 p.m.</td>
<td>Kynect</td>
<td>DEMOQ</td>
<td>&lt;Open session&gt;</td>
<td>Safe Rotations</td>
</tr>
</tbody>
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**Participating Teams**

**TRACK 1A and 1B**

**Artility Medical** – A medical device designed to diagnose and treat post-operative arrhythmias.  
Members: *Matthew Knoespel, Connor Sheedy, Philip Terrien*

**DEMOQ** – A platform for democratizing procurement for sellers, retailers, and factories through pooled wholesale minimum order quantities.  
Members: *Max Goldberg*

**FoodBaby** - A personal food crawl guide.  
Members: *John Paetsch*

**G0 Thermal** - A high-tech, low-cost polymer heat exchanger company.  
Members: *Jake Boxleitner, Tom Mulholland*

**goCrypto** - The mobile cryptocurrency portfolio generator and exchange for the average joe.  
Members: *Matija Krolo*

**HaulTalk** – A fashion based ecommerce advertising platform  
Members: *Nathan Eggenberger, Ben Konrath, Yu-Lin Yang*

**HelpCare Connect** - A health information technology management platform.  
Members: *Connor Pardell*

**Kynect** – A system that continuously and non-invasively monitors pets’ health and safety to help pet owners better understand their companion’s needs.  
Members: *Jim McGlade*

**Lizy** - A safer, travel-networking app that allows your friends to send a 3-way personalized message of introduction to their trusted local friends.  
Members: *Paul Heyrman*

**Mendota Eyewear** - a niche wooden-sunglasses brand engraved with Madison-area landmarks.  
Members: *Troy Howard*

**MicMe** - A decentralized music platform to free independent musicians from record labels.  
Members: *Alexander Schmidt*
Moonshot Learning, Inc. - An employer’s pipeline to fully-vetted, entry-level talent.
Members: Kyle Treige

TRACK 2A and 2B

onKampus – a mobile social networking and event planning platform tailored to college students.
Members: Mustafa Musabeyli

Parfaitt - a remote team collaboration tool that uses voice lobbies for communication.
Members: Nick Peterson, Ben Hermann, Derek Wautlet

Pocket Donor – A debit card for homeless people that can be deposited by anyone who donates through an app/website.
Members: Nick Graves, Paul Sohn, Alex Hahn, Lauren Maier, Fritz Vogel, Erich Knopp

Pyran – Renewable chemicals for everyday plastics
Members: Kevin Barnett

Rebel Kombucha - A non-alcoholic, carbonated drink that is expertly flavored to pair with your favorite alcoholic beverages.
Members: Meredith Rolen

Safe Rotations, LLC – A one-piece non-invasive stabilizer that attaches to the needle end of insulin pens and syringes.
Members: Shawn Michaels

SleekShots – A portrait suite that can perform all the functions of a world-class professional photographer, without the need for human interaction.
Members: Kevin Cencula

Slivr – An application to teach students and children about various real-life financial events.
Members: George Bao, Troy Howard

The Avocado – A centralized online services for art museums worldwide to upload their digitized collections, and for the public to view them remotely.
Members: Reggie Liu
Womentor – A mobile networking platform aimed to connect women with women of similar interests in their area.
Members: Ancy Philip, Pavan Kemparaju

Zero Barrier – An affordable metal 3D printing service for small businesses
Members: Evan Wolfenden

FRIDAY, 4/27/18

Finalists’ Schedule

Judges: Lorrie Heinemann, Matt Howard, John Neis, and Ryan Rist
Location: Grainger Hall Plenary Room

2:00 p.m. Welcome Finalists
2:15 p.m. Track 1 Finalist
2:30 p.m. Track 1 Finalist
2:45 p.m. Track 1 Finalist
3:00 p.m. Track 2 Finalist
3:15 p.m. Track 2 Finalist
3:30 p.m. Track 3 Finalist

3:45 p.m. Break

4:00 p.m. SPECIAL Arts Business Competition (Public invited!)

6:00 p.m. WSB Business Plan Competition Awards

Judges

Joe Boucher, Neider & Boucher LLP
Michael Enyart, Wisconsin School of Business
Juan Gomez, Wisconsin Economic Development Corporation
Lorrie Heinemann, Madison Development Corporation
Matt Howard, EatStreet
Katelyn Johnson, American Family Insurance

Scott Kohl, ThirdSpace
Molly Lahr, American Family Insurance
Nhi Le, gener8tor
Daniel Litvak, Fishidy
John Neis, Venture Investors
Aaron Olver, University Research Park
Phil Ouellette, Lindsay, Stone & Briggs
Patty Parrott, Johnson Health Tech
Ryan Rist, American Family Insurance
Kurt Sippel, Applied Tech
Thank You to Our Sponsors

Wisconsin Forward Partners

<table>
<thead>
<tr>
<th>Level</th>
<th>Sponsors</th>
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</thead>
<tbody>
<tr>
<td>Platinum Level</td>
<td>Anonymous</td>
</tr>
<tr>
<td>($100,000-$999,999 annually)</td>
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<tr>
<td>Gold Level</td>
<td>Andy Albert, Andy Boszhardt</td>
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<tr>
<td>($50,000-$99,999 annually)</td>
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<tr>
<td>Silver Level</td>
<td>Goldberg Family, Thomas &amp; Barbara Stevens</td>
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<tr>
<td>($25,000-$49,999 annually)</td>
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<tr>
<td>Legacy Society</td>
<td>John Neis</td>
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<tr>
<td>($1,000,000+ in planned gifts)</td>
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