IF YOU BUILD IT
WILL THEY COME?
FEBRUARY 17 & 18, 2017

the
CARDINAL
CHALLENGE

University of Louisville Business Plan Competition

BROWN-FORMAN

@CardChallenge
IN APPRECIATION

The Brown-Forman Cardinal Challenge is made possible by these generous organizations.

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Trilogy Health Services
UofL College of Business

JUDGING CRITERIA

Our judges are venture capitalists, angel investors, serial entrepreneurs and business leaders with expertise in new business startups. They use an evaluation form adapted from Venture Labs Investment Competition to assess the written business plan, the poise and professionalism of each presentation, and the viability of each venture. This quantitative assessment complements the judges’ qualitative evaluations to determine the winners.

WRITTEN BUSINESS PLANS ARE JUDGED ON:

- Executive Summary
- Company Overview
- Products or Services
- Market Analysis
- Management Team
- Operating Strategies
- Critical Risks
- Cash Flow Statement
- Income Statement
- Balance Sheet
- Funds Required/Used
- Offering

ORAL PRESENTATIONS ARE JUDGED ON:

- Presentation Style
- Visual Aids
- Q&A
- Business Plan
- Viability
COMPETITION AND AWARDS

The competition consists of three events: First-Round Business Plan Presentations, 60-Second Fast Pitch Competition and Business Plan Presentation Finals. The four winners of the First-Round Business Plan Presentation tracks compete in the Finals. The other eight teams compete in the Fast Pitch.

For all Business Plan Presentations, the teams have 15 minutes to present their concepts, followed by 15 minutes of judges’ Q&A. For the Fast Pitch, each team selects one member to present its concept in 60 seconds without visual aids or props.

The first-place team in the Business Plan Presentation Competition receives $15,000 and the lucrative “Launch in Louisville” Package. Second-, third- and fourth-place teams are awarded $5,000, $3,000 and $1,500 respectively. In the Fast Pitch Competition, the first-place team receives $1,500, and $1,000 is awarded for second place. All teams not awarded prizes receive $750 for participating in the competition.

Competition updates will be posted throughout the weekend at CardinalChallenge.com.

Cardinal Challenge will pay awards directly to the team’s legally formed entity or the team’s home University. To receive payment, the proper Vendor Survey and W9 forms must be completely and accurately filled out. (UofL team will be paid via Financial Aid if no legal entity exists).

$100K+ “LAUNCH IN LOUISVILLE” PACKAGE

The team that places first in the Business Plan competition will receive a generous package of start-up services, provided in conjunction with Greater Louisville Inc. EnterpriseCorp. The winning team must locate and operate its business in Louisville, KY (within one year of award) to be eligible for the prize. Cash relocation portion subject to location verification in Kentucky by April 30, 2017. Services include:

<table>
<thead>
<tr>
<th>Business First</th>
<th>Business Firstlouisville.com</th>
<th>Advertising package*</th>
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<tr>
<td>Forcht Center for Entrepreneurship</td>
<td>business.louisville.edu</td>
<td>Business-related consulting services*</td>
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<td>Frost Todd Brown</td>
<td>frostbrowntodd.com</td>
<td>Legal services for 1 year starting at launch</td>
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<tr>
<td>Interapt</td>
<td>interapt.com</td>
<td>Design and technical architecture services*</td>
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<tr>
<td>KBD</td>
<td>wearekbd.com</td>
<td>Logo development, branding &amp; website design*</td>
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<td>KY Cabinet for Economic Development</td>
<td>thinkkentucky.com</td>
<td>$10,000 cash*</td>
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<td>Kentucky Science &amp; Technology Corp.</td>
<td>kstc.com</td>
<td>Business entrepreneurial related consulting services*</td>
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<td>Mountjoy Chilton Medley LLP</td>
<td>mccpca.com</td>
<td>Tax service for 1 year starting at Louisville launch</td>
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<td>Nucleus</td>
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<td>Office space for 1 year starting at Louisville launch*</td>
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<td>Sunflower Business Ventures</td>
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<td>Business-related consulting services*</td>
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<td>Venture Connectors</td>
<td>ventureconnectors.org</td>
<td>Annual Membership (2)</td>
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Sponsor donors for the “Launch in Louisville” package are solely responsible for the delivery of their services provided.

*The award package is based upon a maximum capped dollar amount specified by each provider.

@CardChallenge
SCHEDULE OF EVENTS

All events are free but not all are open to the public. Only those marked with an asterisk (*) are open.

Friday, February 17

3:00 p.m. to 6:00 p.m.
Competition Check-In/Packet Pick-Up
Cardinal Challenge Help-Desk
First Level, Marriott Louisville Downtown

6:00 p.m. to 7:15 p.m.
Opening Reception
Kentucky Ballroom, Salon E
First Level, Marriott Louisville Downtown

7:30 p.m. to 8:15 p.m.
Equipment Check
Competition Rooms
First Level, Marriott Louisville Downtown

Saturday, February 18

7:00 a.m. to 7:45 a.m.
Continental Breakfast
First Level, Marriott Louisville Downtown

*7:45 a.m. to 10:35 a.m. (open to the public)
First Round Business Plan Presentations
Competition Rooms
First Level, Marriott Louisville Downtown

Competition Schedule

<table>
<thead>
<tr>
<th>Track 1</th>
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<tr>
<td>Salon A/B</td>
<td>Salon C/D</td>
<td>Salon F</td>
<td>Salon G</td>
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<tr>
<td>8:00 a.m.</td>
<td>Structured Immunity</td>
<td>Stillage Solutions</td>
<td>MetaCT</td>
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<tr>
<td>9:00 a.m.</td>
<td>SVEME RED BioBattery</td>
<td>Toys4Trade.com</td>
<td>Kitchen Table</td>
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<td>10:00 a.m.</td>
<td>AIM Tech</td>
<td>Paramergent</td>
<td>WeBahn</td>
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11:00 a.m. to 12:00 p.m.
Cardinal Challenge Luncheon / Announcement of Finalists
Marriott Ballrooms VII, VIII and IX, Second Level, Marriott Louisville Downtown
Welcome: Suzanne Bergmeister
Keynote Speaker: Maggie Galloway, CEO, Inscope Medical
Announcement of Final Four Teams and Afternoon Instructions: Dr. Van Clouse

12:00 p.m. to 12:45 p.m.
Judges’ Comments: Individual Team Sessions
Competition Rooms, First Level, Marriott Louisville Downtown

*1:15 p.m. to 1:45 p.m. (open to the public)
Fast Pitch Competition
Kentucky Ballroom, Salon E
First Level, Marriott Louisville Downtown

*2:00 p.m. to 5:30 p.m. (open to the public)
Final Round Business Plan Presentations: 2:00 p.m., 2:50 p.m., 3:40 p.m., and 4:30 p.m.
Kentucky Ballroom, Salon E
First Level, Marriott Louisville Downtown

6:00 p.m. to 7:00 p.m.
Awards Reception
Kentucky Ballroom, Salons A,B,C,& D, First Level, Marriott Louisville Downtown
AIM Tech
University of Michigan
Stephen John, Aaron Steiner

Every year, 1M+ babies die of respiratory illness; 99% of these deaths occur in low-middle income countries. AIM Tech has developed an affordable, high quality, low-tech pressure ventilator. Our patent-pending, award-winning NeoVent costs less than 1/100th the price of existing ventilators, is easy to use and requires no electrical power. We have received Nepali governmental approval for clinical testing and are working closely with Respiratory Therapists Without Borders to implement. We plan to implement NeoVent around the world to save millions of lives among infants experiencing severe respiratory distress and for dozens of other respiratory conditions.

FACULTY ADVISOR: Anne Perigo

MetaCT
University of Louisville
Max Kommor, Nick McRae

The asphalt industry loses $1B annually due to avoidable trucking related expenses. Typical GPS Fleet Management solutions use expensive hardware and are built for companies that own trucks, not companies that subcontract them. Meta Construction Technologies, LLC (www.meta-ct.com) is a construction-tech firm in Louisville, KY that is giving control to the asphalt industry with our innovative Fleet Management & Dispatch software solution, BlackTop. Asphalt contractors request trucks from trucking vendors and track drivers using our mobile app. With heavy highway construction and software development experience, the Meta management team is well-equipped to solve a large pain for an underserved market.

FACULTY ADVISORS: Van Clouse, Suzanne Bergmeister

Aunt Mary’s
University of Western Ontario
Ryan Bauer, Erik Lapointe, Michael Palumbo

Aunt Mary’s provides consumers with powdered beverage mixes, capable of balancing and countering the foul taste of marijuana and other essential oils in an easy, enjoyable and convenient consumption method. The powdered mix will be combined with water and patients will add their own personal marijuana oil supply to the beverage. We do not directly handle any marijuana oils. This allows us to operate without being subject to medical marijuana regulations. We offer a smokeless alternative that all registered medical marijuana patients, from children to elderly, can benefit from.

FACULTY ADVISOR: Eric Morse

Kitchen Table Inc.
Yale University
Zoe Lloyd

Kitchen Table was founded to improve accessibility to nutritious, plant-based food. We are reinventing cooking for today’s busy lifestyles by removing the barriers to preparing and eating healthy meals at home, with plant-based frozen meal kits that cook on the stove in under 15 minutes. Current time-saving meal options all require consumers to make an undesirable compromise – on their health, time or wallets. Our frozen stovetop meals are nutritious, filling dinners with a full serving of a plant-based starch, plant protein side and nut-based sauce. They contain no artificial ingredients or preservatives, low amounts of sodium and are vegan-friendly.

FACULTY ADVISOR: Jennifer McFadden

RED BioBattery
University of Arkansas
Zeqing Chen, Carlos Francisco, Carly Jenkins, Gurshagan Kandhola

Our biobattery business taps into the growing need for reliable, long-term and safe power in implantable medical devices (IMDs) such as pacemakers and defibrillators. Existing IMDs operate on conventional Li batteries that have a limited lifespan of 5-7 years. Our RED biobattery technology generates power from the difference in salt concentration in blood streams using a stack of ion-exchange membranes. It has the potential to last for the lifetime of the subject, thus eliminating the need for frequent replacement surgeries that expose patients to the risk of life-threatening infections and cause the entire medical network to incur huge costs.

FACULTY ADVISOR: Carol Reeves
Sohr performance + nutrition  
University of Oregon  
Jose Luis Campos, Andrew Ek, Joey Jaraczewski

Sohr performance + nutrition estimates that there are 11.8 female outdoor athletes in the USA. 61% of this market consumes a homemade plant-based protein shake regularly, and existing products in this category do not meet their nutrition expectations. Sohr will win this $168.9 million opportunity by releasing a line of 5 ready-to-drink, plant-based protein shakes. Launching in the Pacific Northwest in Fall 2017, Sohr is seeking $250,000 to capture the West Coast over a 3-year timeline. Sohr will become a Certified B-Corp to enhance our brand’s status among target consumers and provide a rigorous structure for our early stage efforts.

FACULTY ADVISOR: Allan Cochrane

Stillage Solutions  
University of Kentucky  
Zach Yonts, Fletcher Young

The manufacture of activated carbons comprises a $1.3 Billion industry in the United States alone. Current industry practices are expensive, inefficient, and harmful to the environment. Stillage Solutions has developed a unique and novel chemical manufacturing process capable of producing high-quality activated carbons for a fraction of standard industry cost. This process, utilizing a biomass technique known as hydrothermal carbonization, is capable of converting the byproducts of alcohol brewing and distilling, known as waste stillage, into value-added activated carbon products. This process is also very environmentally friendly, producing only water, carbon dioxide, and innocuous gaseous effluents as byproducts.

FACULTY ADVISOR: Mariam Giorjian

Structured Immunity  
University of Notre Dame  
David Hardwicke, Fan Ping, Tim Riley

Structured Immunity is a service based biotech company specializing in the optimization and enhancement of the human immune system for cell-based cancer immunotherapy. Our service provides significant value and solves key market pains currently affecting the immunotherapy industry: potency and side effects resulting from off-target immune recognition. Using an innovative platform known as Optimized Receptor Binding (ORB™), the company engages with pharmaceutical firms to engineer patentable cellular cancer therapies with enhanced tumor targeting technology. ORB™ can increase immunotherapy potency, reduce side effects, and ultimately aid our customers in gaining FDA approval of new, best-in-class immunotherapies.

FACULTY ADVISOR: Brian Baker

SVME  
University of Notre Dame  
W. Cole Craveth, Matthew Curtis

SVME, or Small Volume Early Malignancy Exam, is a biomedical diagnostic tool designed to identify early-stage cancer. The test analyzes biomarkers from microvesicles found in bodily fluids, such as blood, and is important because it can improve patient survival by detecting cancerous lesions far earlier than existing techniques. As a diagnostic company, SVME seeks to market this service directly to consumers in an effort to improve customer value, profitability and feasibility. SVME will improve patient welfare by monitoring for life threatening cancers that, if caught early, can be dealt with in a more successful and cost-effective manner.

FACULTY ADVISOR: Gaylene Anderson

Toys4Trade.com  
Indiana University  
Nicolas Palazzo, Jorge Pinilla

Toys4Trade is a user-friendly, location-based trading platform that facilitates communication between parents allowing them to exchange used toys and baby products at no cost. 80 million parents in the USA alone have kids 17 years old and under and share the same problem, toys-overload, spending over $370 per year per kid, with kids getting easily bored and toys accumulating everywhere. Toys4trade is here to solve the problem, allowing parents to trade toys in a hassle free manner, in three different ways: direct transaction, multiparty transaction and one-side transaction with an engaging points system.

FACULTY ADVISOR: Donald Kuratko

WeBahn  
University of Waterloo  
Horacio Moreno, Daniel Seara

WeBahn is a platform that provides up-to-date, real-time information about public transportation in developing countries, where there is poor or absent infrastructure to provide data about transit systems. Unlike competitors that lack precise information in these regions because they rely on centralized data from authorities, WeBahn offers a simpler proposal: connect the dots by putting tons of data that are currently available in commuters’ pockets to the service of these own commuters. Using crowdsourcing, crowdsensing and generating incentives for collaboration, WeBahn aims to use commuters’ mobile data as the inputs to generate real time information about journeys and schedules.

FACULTY ADVISOR: David Rose
JUDGES

TRACK/FIRST ROUND

(Ty) Sumner Adams, Managing Director
Adams:Kinkade Design

Ty is an industrial design entrepreneur commercializing innovative products for startups and intrapreneurial corporate teams. He has co-founded and served multiple companies as CDO – chief design officer. Ty spent the previous decade leading design and global product development for Paoli, Inc. and Kimball International’s Advanced Products Group. Ty is active in the Metro’s entrepreneurial eco-system as a Coach for NUCLEUS’ LAUNCH-it Program and lecturing professor for the inaugural cross-disciplinary industrial design co-creation course at the University of Louisville. He previously chaired the Vogt Invention & Innovation Awards and served on the Venture Connectors Board. Ty has been awarded nine U.S./EU patents and holds a Bachelor of Science degree in ID (industrial design) from California State University Long Beach.

Chris Bailey, CEO
Revio – GearBrake

Chris founded Revio in 2013 after a motorcycle wreck set him on a path to make riding safer. Since then, Chris has gone through the Nucleus Launchit program twice, the Velocity IN Accelerator, was one of 4 Vogt Award finalists in 2014 and went on to win the $100k prize at the Vogt Demo Day. He also won the 2014 Venture Connectors Venture Sharks competition and took home both the regional and state Kentucky Innovation Network pitch competitions that year. Enterprise Corp named his company a 2014 Hot Dozen company. In 2015, his team completed the prestigious Techstars accelerator program in Detroit, rebranded to Revio and built a connected motorcycle IoT platform.

Previously, Chris was an Account Manager at Siemens responsible for $20M in annual accounts, as well as Vice President at Bailey Tools. He received his undergrad in Management from the University of Louisville and his MBA from Bellarmine University. Chris is a professor of social entrepreneurship at Simmons College. He is a lifelong resident of Louisville and regularly gives back through mentorship and teaching at Junior Achievement.

Tendai Charasika, CEO
SuperFanU, Inc.

As the CEO of the fast-growing technology company, SuperFanU, Tendai’s leadership responsibilities include guiding the vision, strategy and execution of value creating milestones including: fundraising, talent acquisition, and business development activities. Prior to joining the Louisville-based SuperFanU team in 2014, he was the Executive Director of Greater Louisville Inc.’s (GLI) EnterpriseCorp, the entrepreneurship arm of the region’s leading economic development agency. Prior to that he worked for the fast-growing, entrepreneurial firm, Summit Energy. Tendai is involved on several boards including Venture Connectors, the Louisville Sports Commission and the Fund for the Arts. Tendai holds a Bachelor of Science in Chemical Engineering and an Entrepreneurial MBA, both from the University of Louisville.

Lynn Cooper, President and CEO
BFW Inc.

Lynn is president and CEO of BFW Inc., a Louisville-based manufacturer, marketer and exporter of high-intensity surgical headlight and video systems. As a small business owner, she travels globally to successfully compete in a market of much larger medical device corporations. Within the Kentucky business community, Lynn is an active board member of Venture Connectors, Kentucky District Export Council, Dress for Success Louisville, and the Bluegrass Economic Advancement Movement. She is also current Chair and a founding member of Louisville’s Network of Entrepreneurial Women (NEW).

Thad Druffel, Theme Leader for Solar Manufacturing R&D
Conn Center for Renewable Energy Research, University of Louisville

Thad’s interests are developing materials and processes for scalable manufacture of devices for renewable energy. Through this work he has mentored post-doctoral, graduate, undergraduate and high school researchers that has resulted in several publications, patent applications, presentations, collaborations and funding. He is the founder of Bert Thin Films, LLC, which is pursuing commercialization of some of the research being conducted at the Conn Center. He has been engaged in product development efforts spanning a twenty year career involving projects encompassing solar and water facilities in Africa to corporate research and development of cutting edge technologies. He earned his BS and MS in mechanical engineering from Carnegie Mellon University and Colorado State University and a PhD in chemical engineering from the University of Louisville.

Trisha Finnegan, Vice President of Mission & Impact
Community Foundation of Louisville

Trisha brings nearly 20 years of multi-functional experience identifying and capitalizing on opportunities to create meaningful results. Her experience includes two Fortune 100 corporations, nonprofit organizations and a technology-based social enterprise.

Currently Trisha is focused on crafting and executing efforts and strategies that create sustained, positive impact across our community. Previously, Trisha was the Managing Director of Biometrac, an organization increasing access to and improving healthcare in developing countries. A Louisville-native, Trisha holds a B.S. in Business and Organizational Behavior from Miami University in Oxford, OH where she graduated magna cum laude. Trisha is an active Board member of the Louisville Urban League and of Awesome Fund Louisville.
Maggie Galloway, CEO
Inscope Medical

Inscope is a medical device company that is developing and commercializing a novel laryngoscope system that combines several devices into one, improving patient safety and saving costs for hospitals. Before founding Inscope Medical, Maggie was an Innovation Consultant at Humana, Inc. Maggie specialized in clinical product development from user research to concept development to product scale. During her time at Humana, she developed several new innovations for diabetes that aimed to slow progression of the disease in Medicare patients. Maggie received her B.S. from the University of Wisconsin-Madison and MBA in Entrepreneurship from the University of Louisville.

Steve Huey, CEO/Co-founder
Capture Higher Ed

I am passionate about helping others reach their goals. My belief is that human capital is quickly becoming the only differentiator between good companies and great ones. I strive to create a corporate culture that embraces the entrepreneurial spirit in order to align both personal and professional goals. If you can do that, you are assured success. I also love integrating cutting-edge technologies into already existing markets that desperately need them. An experienced executive in leading and growing technology-based businesses, I manage aggressive and innovative management teams – including business development, product design and management, software architecture and operations management.

Currently I serve as CEO of Capture Higher Ed, an industry-leading Technology firm that combines the principles of Narrow AI, Machine Learning, Big Data and Best Practices in Enrollment Management. We are creating and implementing new technologies to assist our partners in meeting their enrollment goals. I am an avid promoter of gaining higher education; it helps provide hope, build critical understandings and influences possibilities of the future. I believe that at Capture we are doing our part by helping people obtain an education to build a better world.

Ross Jordan, Principal Yearling Funds

Ross joined the Yearling Funds, an early-stage venture capital firm, as an Associate in September 2012, and was promoted to Senior Associate in January 2015. He performs due diligence for prospective investments and assists existing portfolio companies with fundraising, business strategy, financial modeling, and general corporate structuring issues. With his legal background, Ross is deeply involved in the document drafting phase for new and follow-on investments. Prior to joining the Yearling Funds, he spent two summers as a Summer Associate with Stites & Harbison, a large Southeastern law firm with offices in five states. While at Stites & Harbison, Ross worked on a range of legal projects, including both corporate and litigation matters. Ross received his BA from Xavier University and his JD/MBA from the University of Louisville. He is a member of the Board of Directors for Venture Connectors and is a licensed attorney with the Kentucky Bar.

Greg Langdon, Angel Investor, Startup Advisor

Greg is an experienced executive with a background in corporate and product strategy for technology businesses. He has a range of experience in executive management, business development, M&A, product management, marketing and product development. Greg was a senior member of the management team that led Efficient Networks from a venture-funded startup into a market-leading position in broadband equipment, an initial public offering, acquisitions of several smaller firms, and subsequent acquisition by Siemens AG. He serves on the investment committee of an angel fund, is a board member for several early-stage technology companies and is a member of the Board of Advisors for GLI EnterpriseCorp and Venture Connectors. Greg has worked closely with numerous startups in over a dozen accelerator programs. He is a cum laude graduate of Vanderbilt University with a degree in Electrical Engineering, and is co-author of three patents.

Melissa Marvel, CPA, CFS, CGMA, CEO & Founder Marvel Enterprises, LLC

With more than 15 years of experience as a Chief Financial Officer in healthcare and logistics, Melissa launched Marvel Enterprises, LLC to pursue her entrepreneurial spirit. Today, she is engaged in the financial and investment sector, with a healthcare focus. Melissa is involved with both early stage startups as well as growth oriented merger and acquisition teams.

Prior to launching Marvel Enterprises, Melissa served as Chief Financial Officer for The Buddeke Company, and as the CFO, Director of Administration for Kosair Charities, Inc. in Louisville. Melissa served in various capacities for these entities, including: Strategic Planning, Finance, Personnel, Policies and Procedures, Commercial Real Estate Development/Leasing, Property Management, Marketing, and Mergers & Acquisitions. Budgets facilitated and managed rose into the millions, with treasury management exceeding $200M in assets. Melissa holds an Entrepreneurship MBA from the University of Louisville.
JUDGES

TRACK/FIRST ROUND (CONTINUED)

Kacie Neutz, CEO/Co-founder
TheraBracelet

Kacie is the co-founder and CEO of TheraBracelet, an early stage start-up in the wearables industry, whose core product utilizes a unique vibration technology to improve reaction times, fine motor skills, and sensitivity in the hands. Kacie and her team competed in numerous business plan competitions across the country and internationally, culminating with a third place finish at the Global Venture Labs Investment Challenge (GVLIC) in Austin, and winner of the $100,000 Mercury Fund Technology Transfer Award. Prior to her role at TheraBracelet, Kacie served as the primary at Strategic Communications for proposal development & implementation of multi-million dollar contracts in IT and Technology, and has held several positions within the IT industry over the past 10 years. She has a BS in Justice Administration, and an Entrepreneurship MBA from the University of Louisville.

Galen Powers, Executive V.P. SIDIS, Global CEO
MobileMedTek

Galen Powers is an entrepreneur with over 30 years’ experience developing products and business models for both small and mid-size companies. Building smart, cross-functional, fast moving teams that are focused on innovating in ways that benefit the customer is his primary strength. Solving tough problems and product challenges in new ways is where his passion lies.

Mr. Powers is the Executive Vice President of Covington Kentucky based SIDIS, the parent company of Propel Labs, MobileMedTek and Biologic. He is also the CEO of MobileMedTek, a Louisville Kentucky based Neurology equipment startup. Mr. Powers is the past President of Vision Dynamics, which he joined when it was a startup. He is a cofounder of the Louisville startup, LensFactory.com. In conjunction with his team members, he is named on over 50 US and International patents.

Mr. Powers is the current Chairman for the Enterprise Corp Board of Advisors (the early stage business group within Greater Louisville Inc.) and the past Chairman of the Vogt Awards, an accelerator like program that provides initial funding and mentoring to selected early stage companies.

Jeff Shrensker, Vice President
BB&T

Jeff Shrensker has been with BB&T since 1995 and currently serves as a Commercial Credit Underwriter within Kentucky’s Regional Corporate & Commercial Banking teams, which involves extensive credit underwriting and risk management, along with relationship support for BB&T clients and prospects. Past roles within BB&T included retail branch management, small business relationship management, and credit portfolio management for middle market and corporate clients. He has been a judge for the University of Louisville’s Cardinal Challenge business plan competition since 2009. Former board membership includes The Metropolitan Business Development Corporation (METCO) for the City of Louisville, Seven Counties Services, Inc. and The Venture Club of Louisville, Inc. Mr. Shrensker graduated from the University of Louisville in 1995 with a major in finance and a minor in political science, and graduated from the school’s Professional MBA program in 2009.

Jennifer Williams, CEO
Cuddle Clones, Cartoonize My Pet

Jennifer is the founder and CEO of Cuddle Clones, a startup company that creates soft and adorable plush versions of people’s pets as well as other custom pet products. She has a BS in Mathematics and Business from the University of Puget Sound and an MBA from the University of Louisville. Jennifer spent 10 years as a benefits consulting actuary and her last job before making the entrepreneurial leap was with PwC. She is actively involved in the entrepreneurial community in Louisville and periodically develops financial models for other startups in the area. Cuddle Clones recently acquired Cartoonize My Pet, an online customization engine in which people can pick from several hundred base pets, tweak every little detail from eye color to socks on the paws, to create their one-of-a-kind cartoon version of their pet. After adding accessories and themed backgrounds, the design created is then projected onto Zazzle’s product line which includes over 250 custom products such as gift wrap, apparel, stationery and pet bowls.

Jackie Willmot, COO
XLerateHealth

Jackie has more than 30 years of experience in the healthcare industry including executive positions in the Life Science, Payer and Healthcare Service space. Her experience also includes 7+ years working directly with and for healthcare start-ups. In addition to her role as Chief Operating Officer of XLerateHealth, Jackie is currently working with Digital Reasoning, an artificial intelligence company located in Nashville, TN.

Jackie volunteers her time in the start-up community and has served as a judge for the annual Invention and Innovation Awards competition, the Brown-Forman Cardinal Challenge and the European MBA challenge. She is a Master’s prepared Perinatal Clinical Nurse Specialist and holds an MBA from the University of Louisville’s entrepreneurship program, a Master’s of Science from the University of Pittsburgh and a Baccalaureate Nursing degree from Villa Maria College.
JUDGES

FAST PITCH

**Jeff Ames**, Founder, Bluegrass Barrels
VP Commercial Relationship Manager, Stock Yards Bank

With a BS in Finance from Virginia Tech, Jeff bolstered his education by graduating from the University of Louisville's IMBA program in 2011. A commercial banker by day at Stock Yards Bank, Jeff also founded Bluegrass Barrels, LLC in January 2011. Bluegrass Barrels has sold more than 35,000 mini-bourbon barrels since inception and sold more than 7,500 barrels in 2016. Jeff has served on several volunteer boards, including Big Brothers Big Sisters, YPAL, and the St. Xavier Business and Professional Association.

**Chris Blakely**, Founder and CEO
Credit Fair-E

Chris is the Founder and CEO of Credit Fair-E. Credit Fair-E helps low and middle income families break their cycle of debt by providing them with fair, affordable small-dollar loans. Chris received a BS in Business Administration and an MBA in Entrepreneurship from the University of Louisville. Chris has over 15 years’ experience in both product development and project management as well as technical and operations experience for Fortune 500 companies in the financial services, healthcare and restaurant industries. Chris has a proven track record of leading teams to meet both short-term and long-term goals.

**Jacy Cruz**, Head of Experience
MobileServe

Jacy Cruz has spent the past several years helping support and grow Louisville’s entrepreneurial community both professionally and in her spare time. In 2011, she cofounded US Chia, where she helped commercialize a patented chia seed technology. In 2013, she was a founding Director of the XLerateHealth, the first healthcare accelerator in the region. She later served as Operations Director of Velocity Indiana, an entrepreneurship center offering co-working space, an accelerator program, and startup pitch competitions. She is currently Head of Experience for MobileServe, a local tech startup, and is responsible for Marketing, Account Management, and User Engagement.

Jacy volunteers her time as an Organizer of Startup Weekend Louisville and serves on the board of the Network of Entrepreneurial Women. She received an A.B. from Princeton University and an Entrepreneurship MBA from the University of Louisville.

**David Gollinger**, Co-Founder
Amy Burns the Recipe Book

David is currently working to build and commercialize his wife’s deliciously healthy and entertaining food blog, www.amybustherecipebook.com. Previously, David spent three years working as a plant controller in Louisville, KY and another 10 years in public and private accounting roles in Columbus, OH. David is a licensed CPA and graduated with distinction from the University of Louisville’s Entrepreneurship MBA program in May 2016. David and his wife Amy reside in Louisville, KY.

**Brett Moreno**, Industry Engagement Coordinator
Research & Innovation, University of Louisville

Brett works full-time in the Research and Innovation Department at the University of Louisville. He is responsible for analyzing University owned inventions and seeking out entrepreneurs, start-ups and companies who can bring them to market. His responsibilities also include partnering with businesses to match them with research expertise, student talent and R&D capabilities that exist within the university. Brett also works for a growth-stage company in Louisville called Cuddle Clones. There he performs various Business Development related activities; including managing and implementing the acquisition of Cartoonize My Pet. Brett’s volunteer activities include participating on the board of the UofL MBA Alumni Council as Vice-Chair of Marketing, and supporting local entrepreneurial events such as Venture Connectors and Open Coffee.
**FINALS**

**Vik Chadha**, Managing Director of GlowTouch Technologies

Vik is the co-founder of a number of high-tech companies such as Backupsify, a leading backup provider for cloud-based data; GlowTouch Technologies, a four-time Inc. 500/5000 software and services company with 1,000+ employees; and Scalable Ventures, an early-stage startup investment and operating firm. From 2001 to 2010, he served as a Managing Director of the EnterpriseCorp in Louisville, where he managed a portfolio of over 100 client companies and helped them raise $120 million in funding. Prior to EnterpriseCorp, he worked as the Entrepreneur-in-Residence at bCatalyst, an early-stage business incubator. Vik holds a B.S. degree in Electronics & Communications Engineering from the Manipal Institute of Technology and has an M.S. degree in Electrical Engineering from Virginia Tech.

**Kenneth Gardner**, Founder/Executive Chairman SOASTA Inc.

Ken has more than 40 years in the enterprise software industry. A serial entrepreneur, he holds over 20 patents. Prior to founding SOASTA—a Silicon Valley-based web and mobile performance testing company—he founded five other successful tech firms. Istante was acquired by Oracle in December 2004; Sagent Technology (IPO in April 1999); ReportSmith (acquired by Borland in March 1994); and ViewPoint Systems (acquired by KnowledgeWorks in June 1992). His first startup was Tesseract Corporation, where he was senior vice president of technology. Ken, a graduate of the College of Business at the University of Louisville, was named Alumni Fellow in 2000, and was inducted into the College of Business Entrepreneurship Circle of Fame in 2013. He lives in Menlo Park, California.

**Bob Saunders**, General Partner, OCA Ventures

Bob is a General Partner at OCA Ventures (a leading Chicago venture capital firm), a Founding Partner of Saunders Murdoch & Associates (Louisville/Boston) and is Chairman of XLerateHealth (Louisville).

He is an active investor in several healthcare and technology startups. Bob was a Managing Director and General Partner at Chrysalis Ventures (1997 – 2009). Bob was a founding board member of MetaCyte Business Lab, the University of Louisville’s life science incubator. He is also a co-founder of XLerateHealth, one of the leading healthcare accelerators in the US. Over the last 30 years, he has invested in dozens of startup companies (several of which have gone public or been acquired by large strategic investors) and has mentored 100+ startups. Bob worked for several years as a strategy consultant with both The Boston Consulting Group and Bain & Co. before becoming a professional venture capital investor. Bob received a B.A. from Stanford University, an M.Sc. from the London School of Economics and an M.A. from Harvard University. He was both a Marshall Scholar and Fulbright Scholar.

**Viji Sundar**, Technology Director, Customer Relationship Management (CRM) Sales & Producer Humana Inc.

Viji is a strategic leader responsible for directing geographically diverse IT Solution Engineering teams to deliver cutting edge, mission critical applications to support Humana’s CRM Sales and Producer domains. The systems in her portfolio enable thousands of internal and external agents to sell Humana’s Medicare, Individual, and Commercial products. Her 20+ year IT career includes technology leadership for Fortune 500 companies such as Bristol Myers Squibb and Kraft Foods. She is active in the Louisville entrepreneurial community, and enjoys applying her business process streamlining expertise on a variety of entrepreneurial ventures in the capacity of investor and strategic partner. Viji completed her MBA in Entrepreneurship from University of Louisville and holds a Master of Management Studies degree from Birla Institute of Technology and Science, India.

**John Wechsler**, Founder Launch Fishers

John has founded, co-founded or served in C-level roles in several high-growth and venture-backed startups including Formstack, Formspring, DeveloperTown, Vontoo, Wishoo and beenz. John is also an active advisor to entrepreneurs and startup teams. John founded Launch Fishers, a 52,000 square foot launch pad for start-ups and high-potential enterprises with the goal of being a catalyst for economic development. Most recently, John founded the entrepreneurial mentorship initiative Launch Indiana.

John has been a lifetime volunteer with community and nonprofit organizations and currently serves on the Board of Directors of the Indiana State Chamber of Commerce where he co-chairs the Technology & Innovation Council.

John started his career at IBM where he managed the global account plans for multiple Fortune 500 clients and achieved membership in the Golden Circle - recognizing the top 1.5% of the IBM sales force. Prior to starting with IBM John earned a marketing degree from Indiana University where he participated in the School of Business Overseas Study Program in Maastricht, the Netherlands. John also served in the US Army where he learned the art of jumping from perfectly functioning helicopters as an Air Assault Combat Engineer in the First Cavalry Division at Ft. Hood, Texas!
SELECTION COMMITTEE

**Suzanne Bergmeister**, Entrepreneur-in-Residence and the Assistant Director of the Forcht Center for Entrepreneurship, University of Louisville

**Lisa Bajorinas**, Executive Director, EnterpriseCorp Director, Kentucky Innovation Network Greater Louisville Inc.

Lisa is responsible for the development of innovation-driven, technology based companies through client services including capital access, talent attraction, key strategic introductions, and business coaching. She creates and directs programs, workshops, and events that add to the culture of Louisville's vibrant startup community. Lisa is also the Executive Manager of the Enterprise Angels, a Louisville-based angel investor network comprised of high net-worth individuals actively seeking investments in well vetted, investment grade deals. Under her leadership, the (former) High Impact Program, focusing on fast growth companies, received the U.S. Economic Development Administration's Excellence in Economic Development Award, was a finalist for the CoreNet Global Economic Development Leadership Award, and received Honorable Mention from the International Economic Development Council's Excellence in Economic Development Award. Lisa’s career began in the online travel industry in Miami through successive positions in technology, software project management, and marketing and eventually led her to a product marketing role in Silicon Valley with BroadVision while managing a global team of software developers located in Nice France. She holds a B.A. in organizational psychology and an MBA, both from the University of Miami (FL).

ROOM MODERATORS

**Joel Adams**
Part-time Lecturer
Forcht Center for Entrepreneurship
University of Louisville

**Suzanne Bergmeister**
Entrepreneur-in-Residence
Assistant Director
Forcht Center for Entrepreneurship
University of Louisville

**Van Clouse, Ph.D.**
Director
Forcht Center for Entrepreneurship
University of Louisville

**Bobby Garrett, Ph.D.**
Assistant Professor of Entrepreneurship
Forcht Center for Entrepreneurship
University of Louisville
Founding Sponsor

Brown-Forman Corporation is a diversified producer of fine quality consumer products founded in 1870 in Louisville by George Garvin Brown. His original brand, Old Forester Kentucky Straight Bourbon Whisky, was America’s first bottled bourbon and remains one of Brown-Forman’s finest brands today. B-F employs around 4,100 people worldwide with about 1,000 in Louisville. One of the largest American-owned spirits and wine companies and among the top 10 largest global spirits companies, it sells its brands in more than 160 countries and has offices in cities across the globe. B-F brands include Woodford Reserve Bourbon, Jack Daniels Whiskey; Herradura, El Jimador and Pepe Lopez tequilas; Finlandia Vodka and Korbel and Sonoma-Cutrer wines. (www.brown-forman.com)

Competition Director

Competition director Van G.H. Clouse, PhD, is the University of Louisville College of Business’ Cobb Family Professor of Entrepreneurship and Director of the Forcht Center for Entrepreneurship. He joined the college in 1986 and teaches Opportunity Discovery, New Venture Creation, Business Plan Development and Business Plan Competition. He previously taught at Clemson University and headed its Small Business Development Center. In 2012, Dr. Clouse was presented the University of Louisville Trustees Award, and was inducted into the College of Business Craf Society.

Fast Pitch and Finals Moderator

Moderator Suzanne Bergmeister is the Entrepreneur-in-Residence and the Assistant Director of the Forcht Center for Entrepreneurship at the University of Louisville College of Business. She has been affiliated with the MBA program since 2003. She teaches New Venture Creation/New Venture Finance and Business Plan Development in the Entrepreneurship MBA, as well as MBA electives New Ventures and Social Entrepreneurship. She also teaches in the Global MBA program and ENTR 600, an entrepreneurship elective for any graduate student at U of L. Suzanne owns her own consulting company, Sunflower Business Ventures, Inc., and is a retired Colonel in the Air Force Reserves. She is the Chair of Venture Connectors, and a founding member of the Network of Entrepreneurial Women (NEW).

Forcht Center For Entrepreneurship

The Brown-Forman Cardinal Challenge is a component of the Forcht Center for Entrepreneurship at the University of Louisville College of Business. Established in 2008 with a generous alumni gift from Corbin, Kentucky-based entrepreneurs Marion and Terry Forcht, the Center is an expanding suite of programs that develop and nurture entrepreneurial excellence. In addition to the Challenge, the Center includes: our Entrepreneurship MBA, Entrepreneurship PhD, Entrepreneurship Minor, Ballard Morton New Venture Competition, Cardinal Venture Fund II, Small Business Institute, and sponsorship of the Venture Connectors of Louisville.

The Entrepreneurship MBA program is regularly ranked among the best in the U.S. by the Princeton Review and Entrepreneur Magazine, ranked #23 in the U.S. by EdUniversal in 2015-2016, as well as other media and academic rating organizations. The rigorous, 20-month, cohort-based program is for professionals interested in leading, creating and growing businesses within their corporate environments, as well as developing entirely new business operations. The Entrepreneurship MBA offers team teaching by faculty with experience at the highest levels and serial-entrepreneurial success, networking opportunities with local, national and international business leaders, and real-world new venture creation and business plan competition in the Ballard Morton New Venture Competition and the Brown-Forman Cardinal Challenge.
KEYNOTE SPEAKER

Maggie Galloway, CEO
Inscope Medical

Maggie Galloway is CEO and co-founder of Inscope Medical Solutions, a medical device company that is developing and commercializing a novel laryngoscope system that combines several devices into one, improving patient safety and saving costs for hospitals. Maggie’s knowledge of the healthcare industry along with her experience in new product development allows her to bring Inscope Medical a strategic view of the industry combined with a practical understanding of how medical products are developed and marketed.

Before founding Inscope Medical, Maggie was an Innovation Consultant at Humana, Inc. Maggie specialized in clinical product development from user research to concept development to product scale. During her time at Humana, Maggie developed several new innovations for diabetes that aimed to slow progression of the disease in Medicare patients.

Maggie is passionate about improving the health of the Louisville Community. She served on board of Slow Food Bluegrass from 2011-2014 and as board co-chair from 2013-2014. During that time, Maggie created a School Garden Grant program that provides funds and support for elementary schools to build school gardens and teach kids about healthy eating. In 2015, Maggie was selected to participate in the Rotary Leadership Fellowship program to accelerate her development as a community service leader. In her spare time, Maggie is an avid beekeeper and cyclist.

Maggie received her B.S. from the University of Wisconsin-Madison where she was a Division I rower. In 2015, Maggie received her MBA in Entrepreneurship from University of Louisville. Inscope Medical Solutions was formed out of the MBA program. Maggie led the Inscope team to win or place in seven New Venture Investment competitions, culminating as the Global Champions in the Global Venture Labs Investment Competition. The team won a grand total of $327,000 in contest earnings and was invited to close the NASDAQ on August 17, 2015.
Plan now for the 2018 Brown-Forman Cardinal Challenge in Louisville, Kentucky

Target dates: February 16-17, 2018
CardinalChallenge.com
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