Let's play ball

the CARDINAL CHALLENGE

University of Louisville Business Plan Competition

BROWN-FORMAN

FEBRUARY 16 & 17, 2018
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, 20187. Services include:

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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.*
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 16

**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 17

**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**

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<th>Track 1</th>
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<td>8:00 a.m.</td>
<td>MedKairos Technologies</td>
<td>IoAirFlow</td>
<td>Mindful Mix</td>
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<td>9:00 a.m.</td>
<td>Lapovations</td>
<td>WeavAir</td>
<td>Sustainable Products Co.</td>
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<td>10:00 a.m.</td>
<td>SalvePeds</td>
<td>Ferros Freight Innovations</td>
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**11:00 a.m. to 12:00 p.m.**
Cardinal Challenge Luncheon / Announcement of Finalists
Kentucky Ballroom, Salon E, First Level, Marriott Louisville Downtown
Welcome: Suzanne Bergmeister
Keynote Speaker: Doug Cobb, 2017 Kentucky Entrepreneur Hall of Fame honoree
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
Feros Freight Technologies
University of Oregon
Michael Chisholm, Nha Ha, Jedidiah Womack
Feros offers the trucking industry a battery powered trailer to reduce fuel costs and meet stricter emission regulations. By integrating existing technologies seamlessly, Feros creates a system that solves the barriers to EV adoption in semi-truck applications. We are transforming the role of trailers in the industry from a cost asset to a value-creation asset that enables companies to transport freight cheaper, faster and cleaner.

FACULTY ADVISOR: Allan Cochrane

FluXomics
University of Kentucky
Corey Brizbee, Bobby Murphy
Metabolomics is increasingly used to diagnose disease, understand disease mechanisms, identify novel drug targets, customer drug treatments and monitor therapeutic outcomes. Fluxomics is a health technology service company advancing dynamic metabolomics for precision medicine. FluXomics uses Dynamic Metabolomics™ which is a powerful technology for assessing health, biomarker discoveries, innovative diagnostic tests. Many laboratories have metabolite profiling or analytical chemistry capabilities, but comprehensive metabolomics technologies are extremely rare. The FluXomics team will accelerate research and product development across the pharmaceutical, biotechnology, consumer products, agriculture and nutrition industries, as well as academic and government organizations.

FACULTY ADVISOR: Warren Nash

Hansel
University of California, Los Angeles
Phil Sprawls, Felix Watson
Hansel is a peer-to-peer travel advice platform where friends ask each other about the best places to visit for a given destination. Hansel helps users identify which friends to ask, enables them to send direct private requests, and allows them to save the very best recommendations into playlists and social maps. These intimate exchanges yield high-value, personalized advice and reduce reliance on generic, crowd-sourced information from sources like Yelp! and TripAdvisor. We are passionate about travel and exploration, and envision a world where it’s easier to rely on friends than strangers for travel advice.

FACULTY ADVISOR: Jon Funk

ioAirFlow
University of Manitoba
Kailee Grimolson, Chelsey Hiebert, Michael Kurtas, Mandeep Saini
ioAirFlow is an automation solution that creates intelligent HVAC systems by integrating with a building’s existing HVAC infrastructure. ioAirFlow's automation system will create a wireless multi-zone temperature solution on a secured Low Power Wide Area Network (LPWAN) network. A core engineering team in Winnipeg, Manitoba has developed a software prototype that is ready to begin pilot testing. Although this prototype is primarily software-related, some hardware components are required to integrate ioAirFlow software with existing HVAC hardware. This innovative technology will be a disruptive product in the North American building automation market.

FACULTY ADVISORS: La Royce Batchelor

Kau Bell Whey Vodka
University of Oregon
Emily Darchuck, Ben Pinon
Kau Bell Whey Vodka is a spirit company with local “farm to flask” roots. Through our innovative process, Kau Bell Vodka is crafted from the high-quality whey of local dairy producers which creates a value-added outlet for small businesses by transforming an existing waste stream into a valuable consumer product. The result is a velvety smooth premium vodka that offers a unique combination of a great tasting, local craft spirit along with an authentic commitment to sustainability that consumers are seeking.

FACULTY ADVISOR: Allan Cochrane

Lapovations, LLC
University of Arkansas
Flavia Araujo, Michael Dunavant, Jared Greer
Lapovations, LLC is a medical device company focused on improving laparoscopy. Our first product, AbGrab®, addresses the #1 laparoscopic pain point for gynecologists. AbGrab® is a patent-pending, single-use medical device that uses suction to attach to and lift the abdominal wall more reliably and less invasively than current lifting methods. Because no clinical trials are required to market this FDA Class 1, 510(k) exempt device, we face minimal regulatory burden. We own 100% of the IP, and our management team is well positioned to execute our strategy in this $750M market growing over 10% annually.

FACULTY ADVISORS: Carol Reeves, Sarah Goforth
**TEAMS AND THEIR COMPANIES/CONCEPTS**

*Concept descriptions are provided by participating teams.*

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**Lyapunov Technologies LLC**  
*University of Delaware*  
*Anthony Rossi, Duanyi Wei*

Lyapunov Technologies LLC is a technology-driven financial service company that strives to revolutionize the investment and risk management space by applying a unique engineering approach to handle unwanted disruptions and market uncertainties. The governing principles of our innovation are well-established and widely-applied to address volatility pertaining to physical systems from the stage acoustics to aircraft autopilot. With our trailblazing advances of this practice to the financial space, our comprehensive and systematic risk-management solution provides our customers with the perfect balance of performance and risk-protection, through a unique hedge fund offering customized financial services.

**FACULTY ADVISOR:** Vincent DiFelice

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**MedKairos**  
*University of Michigan*  
*Andrew Kolminski, Michael Moore*

MedKairos is automating the cancer biopsy assessment process. We are a medical technology company building the Bioptic™ system to increase the accuracy of cancer sample collection and reduce the time and labor required to reach a diagnosis. Bioptic™ uses a proprietary cartridge, camera and image processing software package to verify that a sample has enough tissue to make a diagnosis – work traditionally done by a pathologist and a microscope. Our team of engineers, clinicians, and business veterans is strategically positioned to launch our flagship product in Q2 of 2019.

**FACULTY ADVISOR:** Anne Perigo

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**Mindful Mix**  
*University of Louisville*  
*JD Mitchell, Eric Wentworth*

Mindful Mix (www.drinkmindful.com) is an all-natural mix fortified with vitamins and electrolytes. In 2016, Americans ordered over 3,000 margaritas every hour, but if they wanted to enjoy a cocktail at home, they were limited to buying mixers full of sugar and artificial ingredients or juicing their own limes. This, despite that 90% of North American households purchased clean-label groceries last year, a category worth $62 billion. Time-strapped consumers don’t have a convenient option for enjoying a health-conscious, craft cocktail at home. Current Mindful Mix flavors include the Turmeric Ginger Mule and Super Greens Margarita, as featured on The Hub Louisville’s cocktail menu.

**FACULTY ADVISORS:** Suzanne Bergmeister, Van Clouse

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**SalvePeds**  
*University of Notre Dame*  
*Raja Krishnan, Nguyen Trung*

SalvePeds is an early stage pharmaceutical company offering the novel drug ND-336 as a topical therapy for the treatment of diabetic foot ulcers (DFUs). Pre-clinical studies with ND-336 in diabetic animals have shown that this drug accelerates healing up to 200% over placebo-treated, and is 150% more efficacious than the only FDA-approved drug Regranex™. Our goal is to provide an effective, safe and convenient healing treatment for DFUs to prevent thousands of amputations and fatalities. Currently, we have initiated IND-enabling studies and we plan on beginning phase I clinical trials in early 2019.

**FACULTY ADVISOR:** Mayland Chang

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**The Sustainable Products Company**  
*University of Kentucky*  
*Chandni Joshi, Ankit Jangid, Landon Mott, Priyesh Wagh*

The existing $3 billion insecticide market doesn’t meet the need for all-natural, non-synthetic pesticides. As interest in clean food grows, there is an increasing demand for sustainably sourced agricultural products, especially with limited farmland availability. Many farmers, including organic, currently rely on synthetic or copper based pesticides which increase yield but can lead to groundwater contamination and other negative effects. Consequently, safe agricultural products are needed. The Sustainable Products Company meets this demand by producing all-natural WiseEarth™ Pest Repellent. Our company will initially target the US insecticide market, with significant growth in potential global markets.

**FACULTY ADVISORS:** Jeffrey Seay, Mariam Giorjian

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**WeavAir**  
*University of Toronto*  
*Julie Huber, Apoorva Mittal, Natalia Mykhaylova*

We spend 90% of time indoors and one faulty heating, ventilation and air conditioning (HVAC) system can cost over $6,500/employee/year in employee productivity. WeavAir harnesses advanced sensor technology, algorithms and predictive analytics to manage high value HVAC systems, improve indoor air quality, save energy and streamline operations. WeavAir attaches to vents and filters to measure the air coming out of these systems. Our devices measure 7 diagnostic metrics, streaming wirelessly in real time. We offer service subscription to building service providers, helping them save time and money.

**FACULTY ADVISOR:** Marianne Touchie
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. EnterpriseCorp 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 undergraduate 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.

Eugene Bajorinas, Vice President, Operations
Novian Health Inc.

Gene has more than 25 years of healthcare and medical device experience with early stage, rapidly growing and large companies. He is an operations, marketing and strategy executive with a track record of developing high performing teams. At Novian Health, a Chicago-based medical device company that developed an image-guided laser to ablate breast tumors, he leads U.S. and European operations, including clinical trials and helped raise $16 Million.

Previously, he was Vice President Marketing at Norton Healthcare in Louisville, a $2 billion health system, where he led the brand building efforts that established Norton as the market leader. In San Francisco, he led West Coast operations and business development for several publicly-traded Lasik surgery companies. As Lasik Vision’s first U.S. based employee he helped launch its U.S. expansion, responsible for the de novo startup of a dozen surgery centers from Anchorage to Beverly Hills, Honolulu to Las Vegas, and grew his region to $50 million within a year and the Company was acquired. He began his career in Miami leading marketing, strategic planning and international business development for Mercy Health Systems. He earned an MBA from the University of Miami and a B.Sc. from the University of Toronto.

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.

Justin Delaney, President
Menguin and Generation Tux

Justin serves as President for competing online tuxedo rental companies. Last fall, Menguin was acquired by Generation Tux for $25M. Menguin launched in 2014 and raised about $2.5 M in outside financing from Scott Dorsey, Mark Cuban and several others. Generation Tux was founded in 2015 by George Zimmer of “You’re going to look good, I guarantee it” fame. Menguin grew at a 780% CAGR until being acquired by Generation Tux.

Generation Tux/Menguin is located in Jefferson Township in a 300K square foot facility that ships tuxedos and suits nationwide. Technology is a large focus: RFID chips are used to track inventory, a fit algorithm utilizes cutting-edge machine learning to accurately predict sizes, and the warehouse runs on an internally built software platform. Both brands focus primarily on wedding customers who are ages 24-36. Tuxedo/suit rental is a $1.5B industry and still dominated by brick and mortar stores. Menguin and Generation Tux are excited about shifting most of that market online over the next decade.

Justin has worked as a travel writer, derivatives trader, bartender, airline revenue manager and entrepreneur. Prior to Menguin, Justin worked for AOL, Delta Air Lines and received his MBA from Indiana University in 2013. Outside of business, Justin is obsessed with writing and travel. He is currently on a quest to visit every country in the world and is writing a book about startup life. Justin and his family have moved 5 times in the last 5 years and are excited to be settled down in Prospect, KY.

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**

Steve is the CEO of Capture Higher Ed, an industry-leading technology firm that provides predictive modeling and marketing automation software to university recruitment offices nationwide. Capture uses narrow AI and machine learning to provide its partners with extraordinarily accurate enrollment and financial aid data. Steve is a huge promoter of gaining higher education as he believes it provides the knowledge and inspiration that is needed to help influence our future.

At Capture, Steve has built a stellar culture that aims to align personal and professional goals so that employees can achieve their dreams too. While maintaining fast growth, 3-years on both the Inc. 5,000 Fastest Growing US Companies and Louisville’s Fast 50 Companies, Capture has also been awarded Best Places to Work both in Louisville and nationally through publications like Inc. magazine, where they were given a prestigious Top 200 Best Culture’s to work for in 2017.

Steve is a passionate entrepreneur that has experienced success on both coasts, and believes that Louisville has what it takes to be a hotbed of innovation. Featured in Forbes’ ‘Built to Sell’ and ranked in Insider Louisville as Louisville’s #1 “Startup Standout” you can find Steve mentoring dozens of startup CEOs across town. He is also actively involved as Chairman or on Board of Directors in several organizations like GLI EnterpriseCorp, 1804 Entrepreneurial Center, Louisville LaunchIt, and Louisville’s IMBA Program.

**Angelique Johnson**, CEO
**MEMStim**

As CEO/founder of MEMStim, Dr. Angelique Johnson has raised nearly $2.5 M in non-dilutive funds for the medical device start-up. An expert in Lean Startup Methodology, she has educated students on building successful companies. With a doctorate in Electrical Engineering from the University of Michigan, she is an authority on innovation and entrepreneurship. Dr. Johnson delivered a congressional briefing on Capitol Hill, served as a speaker for the eighth district of the Federal Reserve, and delivered several international talks. She has been featured on NBC Universal, National Public Radio, The Root news site, Louisville Insider, Business First and other media outlets.

**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 Southeaster 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.

**Jake Miller**, CEO
**Toggle Health**

Jake is the CEO of Toggle Health, a medical device company that aims to dramatically reduce surgical errors by providing surgeons with a wireless, sterile controller to access their patient data during surgery without having to leave the sterile environment. Jake started Toggle Health in December 2016 and was awarded a $75K grant from Nucleus and won the Venture Connectors Sharks competition in 2017. Previously, Jake was a retail health executive with Target, Walgreens and Humana where he launched dozens of successful new products and businesses. Jake is active in the local entrepreneurial ecosystem as a coach for the LaunchIt program and as a mentor for XLAerate Health. He holds a B.A. in Chemistry from Bellarmine and an MBA from Vanderbilt University. Jake is on the board of Louisville-based New Roots, working to create affordable access for farm-fresh food.
Jeff Shrensker, Vice President BB&T

Jeff Shrensker has been with BB&T since 1995 and currently serves as a BSO-Portfolio Manager Team Leader within Kentucky’s Regional Corporate & Commercial Banking teams, which involves extensive credit underwriting and risk and portfolio management, along with relationship support for BB&T clients and prospects, as well as leading a team of portfolio managers within the Kentucky region. 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 and is a frequent presenter to undergraduate and graduate Capitalism classes at Uof L about the importance of corporate culture. Former board membership includes The Metropolitan Business Development Corporation (METCO) for the City of Louisville, Seven Counties Services, Inc. (k/a Centerstone) 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, CEO

XLerateHealth and Venture Consultant

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 9+ years working directly with and for healthcare start-ups. Jackie is the CEO of XLerateHealth (www.xleratehealth.com), a Louisville based healthcare accelerator. XLerateHealth accepts applications on a rolling basis (https://gust.com/programs/xleratehealth-2018).

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. Jackie also coaches healthcare startups via the LaunchIT program and works closely with Coulter, ExCITE, and iCorp funded companies. 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.
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 405,000 mini-bourbon barrels since inception. 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 is a socially responsible lender that leverages advanced artificial intelligence and machine learning to help 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.

**Jacy Cruz**, Customer Experience Manager
Student Loan Hero

Jacy Cruz has spent the past several years helping support and grow Louisville’s entrepreneurial community. In 2011, she cofounded US Chia, where she helped commercialize a patented chia seed technology. In 2013, she was a founding Director of the region’s first healthcare accelerator, XLerateHealth, and later served as Operations Director of Velocity Indiana, an entrepreneurship center that offered co-working space and an accelerator program. She has since worked with several local startups, most recently as Head of Experience for MobileServe, a volunteer engagement platform. Jacy is currently the Customer Experience Manager for Student Loan Hero, where she helps guide the company’s business strategy based on customer feedback. She received an A.B. from Princeton University and an Entrepreneurship MBA from the University of Louisville.

**David Gollinger**, Lead Accountant
Brown-Forman

David is a Lead Accountant at Brown-Forman, one of the largest American-owned spirits and wine companies. He is a licensed CPA with over 14 years of experience in industry and public accounting. David has a BSBA in Accounting and Finance from The Ohio State University and an Entrepreneurship MBA from the University of Louisville where he graduated with distinction. While at UofL, David co-founded DV Tech, a rubber recycling concept company which he and his MBA team presented at seven business plan competitions, concluding with winning the Edward H. Molter Memorial Prize for Best Presentation at the 2016 Rice Business Plan Competition. David and his wife Amy’s most recent new venture is their daughter Ava who was born in 2017.

**Kela Ivonye**, CEO, MailHaven Inc.

MailHaven is building infrastructure for the future of delivery. Our first two products; an iOS package tracking app and the Haven smart mailbox helps homeowners avoid missed deliveries and stolen packages, providing convenience and accountability at the last mile of delivery.

Prior to MailHaven, Kela founded Arrow Food Couriers, an on-demand delivery service. Kela has a B.Sc. in Geographic Information Systems. He is a champion for the United Nations Climate Neutral Now Initiative and has published works for the US Housing and Urban Department as well as Recode magazine. Kela is interested in nascent technologies in delivery and eCommerce infrastructure and has a passion for building technology that reduces carbon emission in traditional industries. When he is not problem solving, he enjoys reading, watching soccer and playing volleyball.
Vik Chadha, Managing Director of GlowTouch Technologies

Vik is the co-founder of a number of high-tech companies such as Backupify, a leading backup provider for cloud-based data; GlowTouch Technologies, a six-time Inc. 500/5000 software and services company with 1500 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/CEO of conDati Inc.

Ken has more than 40 years in the enterprise software industry. A serial entrepreneur, he holds over 20 patents in the fields of real-time analytics and visualization. Prior to founding conDati, a new firm using data science and machine learning to build next generation marketing analytics, He is a seven-time entrepreneur having previously been the founder of other successful tech firms. SOASTA, a Silicon Valley based web and mobile performance testing company was acquired by Akamai in 2017. Istante was acquired by Oracle in December 2004; Sagent Technology (IPO in April 2000); ReportSmith (acquired by Borland in March 1994); and ViewPoint Systems (acquired by Knowledgeware in June 1992). His first startup was Tesseract Corporation, where he was senior vice president of technology. Ken, a finance 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 Evers, Technology Vice President, Solution Engineering at Humana Inc.

Viji is an executive responsible for crafting the vision and delivery strategy of cutting edge, mission critical applications to support Humana’s core domains such as Product, Pricing, Sales, Enrollment, Billing, Wellness and Messaging. Her geographically diverse IT teams build technology solutions that enable end-to-end enrollment support for Medicare, Individual, and Commercial consumers.

Viji’s 24 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, Pilani, India.

John Wechsler, Founder of Launch Fishers and The Indiana IoT Lab

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. In 2012, 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. In 2014, John founded the statewide entrepreneurial mentorship initiative Launch Indiana; he continues to serve as an active advisor to entrepreneurs and startup teams. In 2017, John founded The Indiana IoT Lab in Fishers (IndianaIoT.com), a 24,000 square foot innovation and commercialization hub for Internet of Things (IoT)-related enterprises scheduled to grand open on March 21, 2018.

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 joining 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 is currently pursuing his Masters Degree in Emerging Media Design and Development at Ball State University. John also served in the US Army where he learned the art of rappelling from helicopters as an Air Assault-Qualified 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, VP, Entrepreneurship & Talent and Executive Director, EnterpriseCorp

Lisa is the leader of Greater Louisville Inc.’s EnterpriseCorp, an entrepreneurial support organization for the Louisville region. She is responsible for the development of innovation-driven, technology based companies through 1:1 consultation 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 including managing Louisville’s Enterprise Angels and the Vogt Awards accelerator program. Lisa's work focused on fast growth "gazelle" companies earned her the U.S. Economic Development Administration's Excellence in Economic Development Award, a finalist for the CoreNet Global Economic Development Leadership Award, and 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
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Associate Professor of Entrepreneurship
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Mary Tapolsky, Ph.D.
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**ACKNOWLEDGMENTS**

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**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 Venture Accelerator in the Entrepreneurship MBA, as well as MBA electives New Ventures and Social Entrepreneurship. She also teaches entrepreneurship in the Executive MBA program and in the Global MBA program. She teaches 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 Air Force Colonel. She is the past President and 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.
Douglas F. Cobb
2017 KY Entrepreneur Hall of Fame honoree

Douglas Cobb is a life-long entrepreneur. In the past he’s served as CEO of Appriss, Greater Louisville Inc., and The Cobb Group, and as a director for a variety of companies including Summit Energy Services, Genscape, and Golden State Overnight. Currently, Doug serves as Entrepreneur in Residence with Chrysalis Ventures, and serves on the boards of several companies, including CompleteSet LLC and EDJ Analytics.

Doug is a three-time Inc. 500 CEO, and a three-time Kentucky Entrepreneur of the Year. Doug and his wife Gena are members of Southeast Christian Church in Louisville, where he teaches the Word by Word Adult Bible Fellowship class and serves as an elder. He is active in a variety of Christian ministries, including Streams in the Desert, an indigenous Nigerian ministry, and the Issachar Initiative.

Doug and Gena have been married for 37 years and have three grown children and one adorable grandson.

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Plan now for the 2019 Brown-Forman Cardinal Challenge In Louisville, Kentucky

Target dates: February 15-16, 2019
CardinalChallenge.com