

Let's play ball



— *the* —
CARDINAL
CHALLENGE

University of Louisville Business Plan Competition



BROWN-FORMAN

UNIVERSITY OF
LOUISVILLE

FORCHT CENTER FOR
ENTREPRENEURSHIP

MARCH 1 & 2, 2019

IN APPRECIATION

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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.













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:		ORAL PRESENTATIONS ARE JUDGED ON:	
Executive Summary	Operating Strategies	Presentation Style	Business Plan
Company Overview	Critical Risks	Visual Aids	Viability
Products or Services	Cash Flow Statement	Q&A	
Market Analysis	Income Statement		
Management Team	Balance Sheet		
	Funds Required/Used		
	Offering		

“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. Services include:

	Business First businessfirstoflouisville.com	Advertising package*
	Forcht Center for Entrepreneurship business.louisville.edu	Business-related consulting services*
	Fort Phelps fortphelps.com	Intellectual Property consulting services*
	Frost Todd Brown frostbrowntodd.com	Legal services for one year starting at launch Services provided by Bill Strench*
	Kale & Flax kaleandflax.com	Design and branding consultation*
	Middleton Reutlinger middletonlaw.com	Intellectual Property consulting services*
	Mountjoy Chilton Medley LLP mcmcpa.com	Tax service for one year starting at launch Services provided by Diane Kilner, partner*
	Sunflower Business Ventures SunflowerBusinessVentures.com	Business-related consulting services*
	University of Louisville Real Estate Foundation	Office space for one year in the iHub co-working space
	Venture Connectors ventureconnectors.org	Annual Membership (2)
	Venture First venturefirst.com	Business-related consulting services*
	Wyatt, Tarrant & Combs, LLP wyattfirm.com	IP creation counseling and services*
	Yearling Fund	Consulting and mentoring service*

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, March 1

3:00 p.m. to 6:00 p.m.
Competition Check-In/Packet Pick-Up
Cardinal Challenge Help-Desk

6:00 p.m. to 7:15 p.m.
Opening Reception
Kentucky Ballroom, Salon E

7:30 p.m. to 8:15 p.m.
Equipment Check
Competition Rooms

Saturday, March 2

7:00 a.m. to 7:45 a.m.
Continental Breakfast

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



Entrepreneurship Club
UNIVERSITY OF LOUISVILLE
COLLEGE OF BUSINESS

The UofL College of Business
Entrepreneurship Club
will host a
*Cardinal Challenge
After-Party*
following the
Awards Reception

COMPETITION SCHEDULE

	Track 1 Salon A/B	Track 2 Salon C/D	Track 3 Salon F	Track 4 Salon G
8:00 a.m.	Winter Innovations	HandPrint Technologies	ScreenBux	Holly Keith Lingerie
9:00 a.m.	Perfuse	Routine Lifestyle	Bschool Travel	fintruth
10:00 a.m.	Synergic	CorroSense	Bar Buddy	RENTANYTHING

11:00 a.m. to 12:00 p.m.
Cardinal Challenge Luncheon / Announcement of Finalists
Kentucky Ballroom, Salon E
Welcome: Suzanne Bergmeister
Keynote Speaker: Beth Boehm, Ph.D., Executive Vice President and University Provost, University of Louisville
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

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

***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

6:00 p.m. to 7:00 p.m.
Awards Reception
Kentucky Ballroom, Salons A, B, C, & D

TEAMS AND THEIR COMPANIES/CONCEPTS

Concept descriptions are provided by participating teams.

Bar Buddy LLC

University of Louisville

William Bland, Daniel Masterson and Alex Zakucia

Bar Buddy LLC, headquartered in Louisville, KY, is a bar equipment distribution company that assists bartenders with our unique automated mixed shot machine that can deliver a round of six mixed shots in under 10 seconds. Going to bars is an exuberant social activity that people do to have fun, relieve stress, and create memories. Unfortunately, the memories people aim to create can quickly become nightmares when they are faced with the never-ending lines at a crowded bar. Speedy delivery of mixed shots by the Bar Buddy Machine will help ensure that every customer has a night to remember.

FACULTY ADVISORS: Van Clouse, Suzanne Bergmeister and Mary Tapolsky

Bschool Travel

University of Michigan

Dhruv Dhawan, Dale Jarosz

Bschool Travel is a tech-enabled travel operator improving the end-to-end experience for MBA student travel. Through their unique business model, Bschool Travel offers affordable customized trips to large MBA student groups whom don't have the time or resources to plan it on their own. Bschool Travel is implementing technology into a stagnant industry to help solve the time and affordability pain points that current MBA students experience when booking education and leisure trips around the world.

FACULTY ADVISOR: Anne Perigo

CorroSense

University of Arkansas

Sandra Bagley, Joseph Daniels, Donald Roush, Rohil Vadlamani

At CorroSense, we know that early detection is the key to keeping safe the men, women, and children who make 200-million trips over structurally deficient bridges every day in the United States. Through proprietary IP developed at the University of Texas and software developed by our company, we provide data and competitive insights to civil engineering firms related to the interior condition of reinforced concrete structures. We are seeking a \$178,000 investment for a bridge deck proof-of-concept Department of Transportation Study at a 25% discount to the first priced round.

FACULTY ADVISOR: Carol Reeves

Fintruth

University of Arkansas

Melissa Fackelman, Lance Hartman, Skyler Lowery, Karena Malott, Justin Simpson

Fintruth is software as a service that will be an add-on to popular online accounting software. Our software will dig into financials line by line to detect fraud and wasteful spending. When we flag an abnormality we will then alert the user by sending them a notification. The user can then decide if the transaction was normal or not. Our software will also use artificial intelligence to learn each of our customer's financials based on feedback the user inputs with each notification.

FACULTY ADVISOR: Sarah Goforth

Handprint Technologies

University of Kentucky

Carol Huyn, Jesse Okorafor, Kevin Richardson, Sorrosh Torabi

HandPrint Technologies offers a customized, wearable orthotic device for use in the treatment of stroke survivors with mobility issues in the hand. The glove-like device is designed with a special computer algorithm that uses a patient's unique hand's data, providing optimal therapy and comfort while wearing the device. These benefits enable the user to wear the glove throughout their day to perform simple tasks, providing similar benefits to therapy in a practical way, with the potential to reduce recovery time.

FACULTY ADVISORS: Mariam Gorjian, Warren Nash

Holly Keith Lingerie

University of Michigan

Holly Meyers, Avantika Tiwari

Holly Keith Lingerie is a luxury lingerie brand, focused on designing high quality lingerie for larger chested women, through an innovative sizing system. Bra sizing has not been reconfigured in almost 100 years, despite changes in both women's bodies and bra construction. Our new sizing system, based on sizing women by breast volume, allows more women to be sized correctly, resulting in a more comfortable product and experience for the customer. Additionally, women who fall outside the traditional size range have very limited design and quality lingerie options. Holly Keith is one of the first luxury large bra cup brands.

FACULTY ADVISOR: Anne Perigo

TEAMS AND THEIR COMPANIES/CONCEPTS

Concept descriptions are provided by participating teams.

Perfuse LLC

Johns Hopkins University

Ana Ainechi, Smruti Mahapatra

Every day in the U.S., 48 spinal cord injuries (SCIs) occur. Primary phase SCI involves mechanical trauma, and secondary phase involves decreased blood flow and hypoperfusion of the penumbra, which can lead to further paralysis. Surgeons alleviate the primary phase injury, however they cannot know whether blood flow starts recurring. Thus, there is a need to monitor spinal cord blood flow (SCBF) to monitor recovery and mitigate secondary phase injury. Challenges include the small-scale, complex geometry of the microvasculature. We invented an implantable device that monitors SCBF.

FACULTY ADVISOR: Amir Manbachi

RENTANYTHING

University of Manitoba

Tyler Phill, Pradeep Rajana, Mahesh Kishore Sharma, Gurjaspal Singh, David John Vagolu

One of our team members self-built a house in 2013. In order to build, he bought 100s of different tools. Most these tools were only used once and has been sitting in his basement since then. That gave him an idea. What if he could rent these tools out? That is what we are trying to accomplish with RentAnything. An online platform that anyone can use to rent out items that they own but barely use. This will help owners recover the investment and help rentee's not having to buy an item they will only use once.

FACULTY ADVISOR: Zhenya Wu

Routine Lifestyle

University of Louisville

Wells Edinger, Jeff Morris, Lee Quinn, Craig Schmidt

Routine Lifestyle is developing The Checkbox: an IoT smart button system for the home that is paired with a mobile application to help parents establish and maintain a pre-bedtime routine for their children. This simple yet innovative solution provides families with a tool to bring the consistency and comfort required to help children live healthy and productive lives night after night and day after day.

FACULTY ADVISORS: Suzanne Bergmeister, Van Clouse, Mary Tapolsky

Screenbux

University of Arkansas

Rebecca Bowen, Courtney Lindsay, Dan Zhao

Screenbux is a digital service that allows parents to manage their children's screen time across all device types while teaching critical lessons in financial literacy. Our solution has many benefits for both parents and kids:

- Digital allowance: Parents can automatically allocate weekly screen time and/or cash allotments through a single digital currency: "Screenbux."
- Self-monitoring: Screenbux motivates children to curb excessive screen usage by incentivizing them to earn and budget their "Screenbux."
- Behavior Help: Parents use Screenbux to reward children for good behavior, accomplishments, chores, and more!

FACULTY ADVISOR: Carol Reeves

Synergic

University of Oregon

Amber Bass, Stedwin Coleman, Matt Van Hook, Nicholas Vanzwol

Synergic Medical Technologies is a medical device startup company, founded in 2017 and located in Eugene, OR. Using proprietary technology, Synergic designs and commercializes non-invasive products to better examine brain activity. We have been successful in developing Vibrotuner, a solution for Parkinson's patients who cannot receive deep brain stimulation, prefer to avoid surgery, or who currently take medication. In conjunction with obtaining required governmental approvals, Synergic focuses their efforts on building relationships that act as a strategic distribution channel, and views success as a company acquisition.

FACULTY ADVISORS: Al Cochrane, Nathan Lillegard

Winter Innovations

University of Tennessee

Ryan Cunningham, Preston Dishner, Lia Winter

Winter Innovations invented EasyWhip, a surgical needle for orthopedic reconstruction procedures. There are approximately 720k orthopedic reconstruction procedures performed in the U.S. each year. A critical step in these procedures is graft preparation, where the surgeon uses a needle and suture to reinforce the ends of the graft tendon with a process called whip stitching. Our patent-pending needle construction makes the process more accurate, faster, and easier for surgeons when compared to conventional methods. These improvements result in better patient outcomes by reducing surgery time and risk of graft failure.

FACULTY ADVISOR: Lynn Youngs

JUDGES

TRACK/FIRST ROUND

Chris Bailey, CEO, Revio

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 four Vogt Award finalists in 2014, ultimately winning 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 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 degree in Management from the University of Louisville and his MBA from Bellarmine University.

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 Novilase, an image-guided laser to ablate breast tumors, he leads U.S. and European operations, including clinical trials and helped raise more than \$20 million. Novilase recently received a CE Mark and is the first thermal ablation device with an indication for breast cancer.

Previously, he was Vice President of Marketing at Norton Healthcare in Louisville, 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 BSc from the University of Toronto.

Tendai Charasika, CEO, SuperFanU, Inc.

Tendai's leadership responsibilities at SuperFanU 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, Founder, Menguin

Justin started Menguin, which was acquired by Generation Tux for \$25M in 2017. Menguin launched in 2014 and raised about \$2.5 M in outside financing from Scott Dorsey, Mark Cuban and 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 Jeffersontown 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.

Justin has worked as a travel writer, derivatives trader, bartender, airline revenue manager, and entrepreneur

Thad Druffel, Sr. Research Engineer, Conn Center for Renewable Energy, University of Louisville

Thad is currently a Senior Research Engineer and Theme Leader, Solar Manufacturing R&D at the Conn Center for Renewable Energy Research at the University of Louisville. His current research is focused on developing materials and processes for roll-to-roll manufacture of devices for renewable energy. He founded Bert Thin Films, LLC along with a post-doctoral researcher to commercialize a technology they initiated at the Conn Center. His twenty year background in industry includes research, development and engineering topics in several engineering disciplines and he has been involved in projects ranging from solar and water facilities in Africa to corporate research and development of cutting edge technologies. He has PhD in Chemical Engineering, MSc in Mechanical Engineering and is a registered Mechanical Engineer in the Commonwealth of Kentucky. He has experience as a principal investigator in grants from the National Science Foundation, Department of Energy and State of Kentucky as well as industry-sponsored research. He is active within the entrepreneurial community and continues to be involved in startups.

JUDGES

TRACK/FIRST ROUND (CONT'D)

Trisha Finnegan, Senior Vice President & Chief Strategy Officer, Community Foundation of Louisville

Trisha joined the Community Foundation of Louisville in 2015, and brought over 15 years of multi-functional experience including a social venture, a nonprofit and two Fortune 100 corporations. Over the last four years (first as Vice President of Mission & Impact and now as Senior Vice President & Chief Strategy Officer), Trisha has innovated process and programs, established and extended relationships, and elevated the foundation's community engagement and investment efforts. Whether through impact investing, poverty alleviation, or collaborative funding initiatives, Trisha works with strategic focus and urgency to drive sustained, positive community change in concert with partners, grantees, and donors.

A Louisville-native, Trisha holds a BS in Business and Organizational Behavior from Miami University in Oxford, OH where she graduated magna cum laude and completed a graduate certificate in Design Thinking & Innovation through the Darden School at University of Virginia in 2018. Trisha is a proud and active Board Member of the Community Foundations of Canada, Louisville Urban League, and Awesome Fund Louisville. She is committed to making meaningful contributions and serving others in doing the same.

Maggie Galloway, CEO, Inscope Medical

Maggie is founder of Inscope Medical, a medical device company developing and commercializing a novel laryngoscope system that combines several devices into one, improving patient safety and saving costs for hospitals. Before Inscope Medical, Maggie was an Innovation Consultant at Humana, Inc. where she 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 BS 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 (three-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 in 2017.

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 the Board of Directors in several organizations like GLI EnterpriseCorp, 1804 Entrepreneurial Center, Louisville LaunchIt, and Louisville's IMBA Program.

Angelique Johnson, CEO, MEMStim

Angelique has raised nearly \$2.5 M in non-dilutive funds as CEO/founder of MEMStim, a 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, Founding Partner, Weller Equity, Principal, Yearling Funds

Ross is a founding partner of Weller Equity, a Louisville-based private equity firm that invests in lower-middle market companies throughout the Mid-South region of the U.S. In addition, Ross is a principal with the Yearling Funds, an early-stage venture capital firm. His duties at both firms include performing due diligence for prospective investments and assisting existing portfolio companies with fundraising, business strategy, financial modeling, and general corporate structuring issues. Ross, who is a licensed attorney, also has corporate law experience, with an emphasis on corporate law matters involving early-stage profit and nonprofit companies. Ross is a board member of Venture Connectors, a Louisville-based nonprofit organization focused on connecting entrepreneurs with investors, service providers, and other entrepreneurial resources. In addition, he serves as a board member of multiple portfolio companies of Weller Equity and the Yearling Funds. Ross received his BA from Xavier University and his JD/MBA from the University of Louisville.

JUDGES

TRACK/FIRST ROUND (CONT'D)

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 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 XRate Health. He holds a BA 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.

Brett Moreno, Director of New Programs Development, Cuddle Clones

Brett has a background in business to business marketing. He has worked at several start-ups helping to successfully grow their base and strategic partnerships. He is currently with Cuddle Clones, a growth stage company in Louisville that creates high-quality, custom products designed to look like people's pets. At Cuddle Clones, Brett is responsible for growing and managing their partnership program with other pet related businesses. Before joining the company, he marketed technology based inventions at the University of Louisville Research Department. In addition to Cuddle Clones, Brett is a business coach at LaunchIT,

a lean start-up training program designed for start-ups and early-stage companies. Brett received both his MBA and Bachelor's degree in marketing from the University of Louisville.

Jeff Shrensker, Vice President, BB&T

Jeff has been with BB&T since 1995 and currently serves as a BSO-Portfolio Manager Team Leader within KY's Regional Corporate & Commercial Banking teams, which involves extensive credit underwriting and risk portfolio management, relationship support for BB&T clients and prospects, as well as leading a team of portfolio managers within the 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 Cardinal Challenge since 2009 and is a frequent presenter to undergraduate and graduate classes 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/h/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, COO, Cuddle Clones

Jennifer is the founder and COO of Cuddle Clones, an online retailer that creates soft and adorable plush versions of people's pets as well as several other custom products of your pet. 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 t

Jackie Willmot, CEO, XRateHealth 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 nine-plus years working directly with and for healthcare start-ups. Jackie is the CEO of XRateHealth, a Louisville based healthcare accelerator.

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.

JUDGES

FAST PITCH

Jeff Ames, Founder, Bluegrass Barrels & Gifts
VP Corporate Banker, Republic Bank

Jeff received a BS in Finance from Virginia Tech, and bolstered his education by graduating from the University of Louisville's IMBA program in 2011. A Corporate Banker by day at Republic Bank, Jeff also founded Bluegrass Barrels & Gifts in January 2011. Bluegrass Barrels has sold more than 43,000 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 Blakeley, Founder and CEO, Credit Fair-e

Chris is the founder of Credit Fair-e, 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.

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.

Alicia Kelley Heazlitt, COO, Signature Advantage

Alicia is a strategic business leader with over 20 years experience in market research and business development, actively supports entrepreneur access to customers and data to accelerate the development and adoption of innovative products, services and technologies in the post-acute market. Today she leads Corporate Development and Innovation for Signature HealthCARE and serves as the Chief Operations Officer for Signature Advantage, a Medicare Advantage Plan. Alicia assists in the management of Signature's portfolio of companies while optimizing corporate

investments that enhance market strength in the evolving healthcare environment.

Ms. Heazlitt helped build the first business accelerator and entrepreneurial hub in long term care, (InnovateLTC) for early-stage companies to have the market insights and access to customers servicing the care continuum. She has served on multiple boards and leadership groups including, Louisville Innovation Summit, Health2.0, and AARP.

Kela Ivonye, CEO, MailHaven Inc.

Kela is cofounder of MailHaven, a company building infrastructure for the future of delivery. Their 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 BSc 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.

FINALS



Vik Chadha, Co-Founder and
Managing Director, 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 BS degree in Electronics & Communications Engineering from the Manipal Institute of Technology and has an MS degree in Electrical Engineering from Virginia Tech.

JUDGES



Viji Evers, Technology Vice President, Solution Engineering, 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.



Kenneth Gardner, Founder/CEO conDati Inc.

Ken has more than 40 years in the enterprise software industry. A serial entrepreneur, he holds over 20 patents. 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 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 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 BA from Stanford University, an MSc from the London School of Economics and an MA from Harvard University. He was both a Marshall and Fulbright Scholar.



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, a 24,000 square foot innovation and commercialization hub for Internet of Things (IoT)-related enterprises.

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

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 as well as 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 - eventually leading 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 BA in organizational psychology and an MBA, both from the University of Miami (FL).

Mary Tapolsky, PhD, Assistant Director for External Programs, the Forcht Center for Entrepreneurship, University of Louisville

Mary is the Assistant Director for External Programs in the Forcht Center for Entrepreneurship at the University of Louisville College of Business. She is Lean LaunchPad-certified, has team-taught several Entrepreneurship MBA classes and ENTR 600, and taught an undergraduate entrepreneurship minor class. In addition, she manages multiple programs focused on supporting entrepreneurs in the community, including the 10-week LaunchIt training program with over 480 graduates, VetStart, ULaunch, RevIt - Accelerating Customer Growth, e+i Entrepreneurs Meet Innovators, and Open Office Hours. Mary earned a doctorate in chemistry, has extensive R&D experience, including in an early stage company, and spent seven years in the Technology Transfer Office at the University of Colorado. Mary received the 2017 EnterpriseCorp Award for outstanding leadership in the Louisville entrepreneurial community.

ROOM MODERATORS

Joel Adams

Part-time Lecturer
Forcht Center for Entrepreneurship
University of Louisville

Bobby Garrett, PhD

Associate Professor of Entrepreneurship
Forcht Center for Entrepreneurship
University of Louisville

Cole Crider

PhD candidate
Forcht Center for Entrepreneurship
University of Louisville

Mary Tapolsky, PhD

Assistant Director
Forcht Center for Entrepreneurship
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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, Lean LaunchPad I & II, Venture Strategic Analysis, and Venture Accelerator I, II, & III. 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 Craft Society. In 2018, he received the EnterpriseCorp Award for outstanding leadership in the Louisville entrepreneurial community and was inducted into the College of Business Entrepreneurial Circle of Fame.

Fast Pitch and Finals 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 UofL. 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). Suzanne received the 2016 EnterpriseCorp Award for outstanding leadership in the Louisville entrepreneurial community.

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. In addition, the Forcht Center supports entrepreneurs in the community through external programs including LaunchIt, VetStart, ULaunch, e+i, and RevIt.

The Entrepreneurship MBA program is regularly ranked among the best in the U.S. by the *Princeton Review* and *Entrepreneur Magazine*, ranked #13 in the U.S. by *EdUniversal* in 2018, 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



Beth Boehm

Dr. Beth Boehm was appointed executive vice president and university provost at the University of Louisville on September 1, 2018, after a brief term as interim provost. Boehm joined the faculty of UofL as an assistant professor of English in 1987 and has served in the provost's office since 2009, serving as associate provost for faculty affairs, vice provost for graduate affairs, and vice provost for academic affairs, in which role she was responsible for both undergraduate and graduate affairs. She also served as dean of the School of Interdisciplinary and Graduate Studies for eight years before being appointed as interim provost. As executive vice president and university provost, Boehm not only is responsible for setting the University's course, through collaboration with faculty, staff, and students but also is charged with

assuring that it stays on course. The executive vice president and university provost is an advisor to the university president and acts as president during presidential absences.

She has served in a variety of administrative and academic roles at the University of Louisville, including as director of undergraduate studies in English, as director of graduate studies in the Department of English, as vice chair of English, and as vice chair and chair of the faculty senate.

Boehm was twice awarded the College of Arts and Sciences Distinguished Teaching Award and was selected as a University Distinguished Teaching Professor in 2003. In 2009, she was awarded for her distinguished service by both the College and the University.

Her recent research has focused on issues in graduate education such as mentoring, reimagining the dissertation, community engagement in graduate education, masters education, and holistic admissions.

NOTES

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