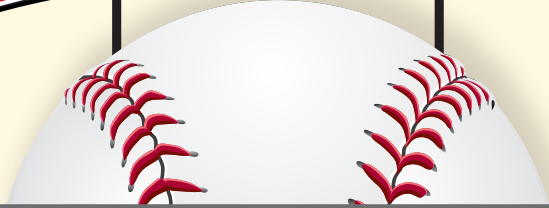


Let's play ball



— *the* —
CARDINAL
CHALLENGE

University of Louisville Business Plan Competition



BROWN-FORMAN

UNIVERSITY OF
LOUISVILLE

FORCHT CENTER FOR
ENTREPRENEURSHIP

FEBRUARY 28 & 29, 2020

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 28

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, February 29

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

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

COMPETITION SCHEDULE

	Track 1 Salon A/B	Track 2 Salon C/D	Track 3 Salon F	Track 4 Salon G
8:00 a.m.	revIVe	CelluDot	KnoNap, LLC	YourCheck
9:00 a.m.	RIZIN Technologies	Rotaero	LAV Nail Polish	HomeScouts
10:00 a.m.	T.I.B.N.	True Adherence	BlueStem Leatherworks	oneHolt

11:00 a.m. to 12:00 p.m.
Cardinal Challenge Luncheon / Announcement of Finalists
Kentucky Ballroom, Salon E
Welcome: Dr. Robert Garrett
Keynote Speaker: Dr. Neeli Bendapudi, President, University of Louisville
Announcement of Final Four Teams and Afternoon Instructions: Dr. Robert Garrett

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

IN APPRECIATION

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



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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. 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.

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:

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
Investment Opportunity

ORAL PRESENTATIONS ARE JUDGED ON:

Presentation Style
Visual Aids
Q&A

Business Plan
Viability

KEYNOTE SPEAKER



Neeli Bendapudi, PhD
President, University of Louisville

Neeli Bendapudi is the 18th President of the University of Louisville. She received her PhD in Marketing from the University of Kansas and has taught at The Ohio State University and Texas A&M University. She most recently served as Provost and Executive Vice Chancellor at the University of Kansas, where she had previously been Dean and H.D. Price Professor of Business at the KU School of Business. Professor Bendapudi specializes in the study of consumer behavior in service contexts. Her research deals with customers' willingness and ability to maintain long-term relationships with firms and with the brands and employees that represent them.

Dr. Bendapudi's research has been published in the *Journal of Academic Medicine*, *Harvard Business Review*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Retailing*, *Journal of Service Research*, and in the proceedings of various national and international conferences. Her research has been featured by popular media outlets, including the New York Times, CNBC, CNN, MSNBC, WebMD, and Fox News Network. She has served on the editorial board of the *Journal of Marketing*. Additionally, she has taught at the undergraduate, MBA, Executive MBA and PhD levels, and has received numerous college, university, and national teaching awards.

President Bendapudi served as Chief Customer Officer of the Huntington National Bank. She has been actively involved in business outreach through consulting and executive education programs. As a highly sought-after keynote speaker, she has addressed national and international audiences for many companies, trade groups, and organizations including Alliance Data Systems, Cardinal Health, Deloitte & Touche, Dow Chemical, Huntington Bank, HY Louie (Canada), Limited Brands, Marriott, Mayo Clinic, National Association of Convenience Stores, Nationwide Insurance, OXXO/FEMSA (Mexico), Radici Group (Italy), Retail Forward, SPAR (Austria) and Yellow Roadways, among many others.

President Bendapudi sits on the Board of Directors of publicly-held Lancaster Colony Corporation and has sat on several non-profit organization boards, including MRIGlobal, an independent, not-for-profit research institute. President Bendapudi is a former Leadership Foundation Fellow of the International Women's Forum, one of a select group of women selected worldwide for this prestigious honor.

Her vision is to ensure that the University of Louisville a great place to learn, a great place to work, and a great place to invest because it celebrates diversity, fosters equity, and strives to achieve inclusion.

TEAMS AND THEIR COMPANIES/CONCEPTS

Concept descriptions are provided by participating teams.

BlueStem Leatherworks

University of Oregon

Brandon Hargrave, Zach Newsom, Thomas Nilsen, David Steele

At BlueStem Leatherworks, we are all about creating premium leather goods for the exclusive collegiate athletic fan experience. Through our partnerships with major university athletic departments and campus flagship stores, we will provide fans with unique and limited leather goods identical to those used by the athletes. These items include player luggage tags, wallets, bags, notebooks, and computer cases, with unlimited leather product possibilities. By creating hype around our product drops through social media collaborations, we provide fans with the euphoric experiences that they crave and give them the opportunity to have the official product of their teams.

FACULTY ADVISOR: Nathan Lillegard

CelluDot

University of Arkansas

Joseph Batta-Mpouma, Gurshagan Kandhola, Jaymin Patel

CelluDot addresses the growing problem of agrochemical drift with a novel biopolymer technology that keeps pesticides and herbicides at the site of their intended use, thus preventing farmers from incurring financial losses due to crop damage, curbing the negative implications of drift on human health and the environment, and saving agrochemical companies billions of dollars in legal fees.

FACULTY ADVISOR: Sarah Goforth

HomeScouts

University of Waterloo

Taylor Roth, Saqib Vohra, KrishnaPriya Potanganahalli

HomeScouts is a relocation service business that aligns solely with the interests of 'tenants.' We provide real-time verification and relocation services of rental listings for clients who have no physical access to the location and are pressured to make purchase decisions before arrival to residence. Other value-added free services include a tinder-like matching service for finding potential roommates, free and direct HD audio/video calls to landlords, and potential housemates. Our revenues are primarily derived from prospective tenants who pay a flat-fee on purchase of a rental listing and a subscription fee from landlords and brokers for platform usage.

FACULTY ADVISOR: David Rose

KnoNap, LLC

Georgetown University

Danya Sherman, Liana Sherman

KnoNap is a cocktail napkin that, upon saturation, is capable of indicating the presence of specific drug presence. To use, the consumer places a few drops of their drink on the napkin in the designated testing area. In drug presence, the saturated area of napkin changes color to a bright red, discreetly indicating to the user that their drink is not safe for consumption. KnoNap looks and feels like a traditional napkin so that it can be comfortably incorporated into any social setting. KnoNap is patent-pending, and all development is the confidential and proprietary information of KnoNap, LLC.

FACULTY ADVISOR: James Bailey

LAV Nail Polish

University of Western Ontario

Logan McGinn, Shane Nightingale, Peter Sigalos

LAV's product is a 5-free gel nail polish, base coat, and top coat system – free of formaldehyde, toluene, dibutyl phthalate, camphor, and formaldehyde resin. This level of naturality balances consumers' need for more natural products while ensuring a high-quality, durable polish. The polish will be packaged in a traditional 0.5oz-sized glass bottle which will be reusable due to a polyethylene furanoate (PEF) liner which allows for disposal of the polish residue through the separation of the liner from the container. The bottle will be ergonomically designed based on market research feedback from esthetician focus groups.

FACULTY ADVISOR: Janice Byrne

oneHolt, LLC

University of Louisville

Kerry Baumann, Austin Talis

oneHolt, LLC sells privacy-focused smart home security cameras, which will leverage blockchain technology to keep user data private and secure. With technology companies collecting more customer data, privacy concerns are the number one fear preventing users from purchasing smart home devices. oneHolt doesn't want your data, and by using blockchain technology, oneHolt is able to fully secure its user's data, keeping it out of unwanted hands. For \$499, users can purchase three cameras, giving customers the ability to monitor their home from anywhere knowing their data is safe, allowing them to sleep easy knowing their home and data are secure.

FACULTY ADVISORS: Suzanne Bergmeister and Mary Tapolsky

TEAMS AND THEIR COMPANIES/CONCEPTS

Concept descriptions are provided by participating teams.

revlVe

Johns Hopkins University

Niranjanaa Jeeva, Disha Mankodi, Natsuha Omori, Shayan Roychoudhury, Noah Yang

Every year, nearly 5 million central venous catheters (CVCs) are inserted in patients. These CVCs are subject to thrombotic occlusions which can result in central line-associated bloodstream infection (with a mortality rate between 12% - 25%) and in a timely and costly replacement procedure. Pulsatile saline flushing is a method that interrupts clot formation and can extend CVC lifetimes. However, primary observations have revealed that only 5%-10% of nurses employ this practice. revlVe is offering an inexpensive and disposable syringe developed to generate the optimum pulsatile flow pattern in order to reduce occlusion rates.

FACULTY ADVISOR: Soumyadipta Acharya

RIZIN Technologies

University of Louisville

Chiraag Bhimani, Phillip Cupp, Ashley Krems

RIZIN Technologies is a breath technology company that utilizes hyper-sensitive analysis of chemical compounds in a non-invasive, accurate, and inexpensive manner. Our company has developed the HiTRACE breathalyzer that operates via a patent-pending process to analyze a breath sample and detect recent marijuana use (within the last three hours). Our proprietary technology represents a significant market opportunity in its unique capability to detect a variety of chemical compounds beyond simply marijuana. Our mission is to promote the wellness and safety of our communities, roadways, and public safety personnel by using reliable, accurate, and data-driven breath detection devices.

FACULTY ADVISORS: Suzanne Bergmeister and Mary Tapolsky

Rotaero

University of Michigan

Ryan Manes, Jake Siddall

Rotaero is bringing radical transparency to the aerospace industry. Rotaero is a secure, cloud-based B2B collaborative supply chain planning SaaS company. Our software is creating a paradigm shift in the supply chain profession, breaking down the walls between companies and enabling near real-time collaboration that leads to shorter lead times, lower finished goods inventory, and more on-time shipments. We differentiate ourselves with deep aerospace industry experience coupled with a truly modern, cloud-first software that has the look, feel, and ease-of-use of a consumer application. We offer consulting, implementation, and configuration services in addition to monthly SaaS subscriptions.

FACULTY ADVISOR: Anne Perigo

T.I.B.N.

University of Arkansas

Sonia Keith, Ashlee Schiller, Kevin Schiller

Surging demand for travel nurses in the \$16.9B U.S. Healthcare market has been met with a patchwork of systems for connecting hospitals with this key talent pool, leaving nurses and hospitals frustrated by the complexity and expense of the matchmaking process. T.I.B.N. offers a two-sided marketplace that addresses this problem by storing qualified travel nurse profiles and open travel nurse positions for use by nurses, travel nurse agencies, and healthcare facilities. Travel nurses work 13-week assignments across the country. Our platform is LinkedIn meets Angie's list but specifically tailored for the travel healthcare industry.

FACULTY ADVISOR: Carol Reeves

True Adherence

University of Utah

Chris Bright, Kyle Poulin

True Adherence is empowering people to own their fitness by giving them the knowledge and feedback needed to engage in exercise effectively. We provide this through real-time computer-vision based biomechanics feedback. Our product is an in-gym platform where we install displays that gym users walk up to, are scanned, assessed, and then receive personalized workout routines that users follow via on display visuals and audio guidance by Gabi™. Our platform includes convenient features such as set logging, rest timers, instant workout modifications, and workout summaries for individual improvement. We also have performance leaderboards that gamify fitness and support in-gym challenges.

FACULTY ADVISOR: Troy D'Ambrosio

YourCheck

University of Michigan

Adam Smiddy, Toni Suhl

The information available on people we met over the internet is often not accurate or unavailable; all the while consumers are making decisions to hire, cohabitate and date individuals from platforms like Thumbtack, Craigslist, and Tinder. There exists a large segment of vulnerable consumers who desire confirmation of certifications or criminal history when meeting someone they met over the internet. YourCheck will provide a service that will allow anyone to obtain their background check and share it with anyone for any reason, in a consumer-focused peer to peer network while utilizing our unique technology to ensure their privacy needs.

FACULTY ADVISOR: Anne Perigo

JUDGES

TRACK/FIRST ROUND

Chris Bailey, General Manager, Dynatec

Chris is General Manager at Dynatec, an electronics R&D subsidiary of Dynavap. He leads a team creating high-end cannabis vape accessories. In 2018 he founded and bootstrapped Lucid Customs, which was acquired by Dynavap in 2020.

With his previous startups, Revio and GearBrake, Chris has gone through the 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. He received his degree in Management and Marketing 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. 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. Previously, he was Vice President of Marketing at Norton Healthcare in Louisville. 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 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.

For the last five years, Tendai Charasika has been strategically leading and growing the early-stage startup company, SuperFanU, Inc. Through Tendai's leadership, SuperFan has grown from the idea of two founders to a multi-million dollar technology company with brands that have a national and global presence. Prior to joining SuperFan, Tendai led the strategy and operational oversight of the entrepreneurial division of Louisville, Kentucky's innovative chamber of commerce, Greater Louisville Inc's EnterpriseCorp. Previous to that, Tendai was the lead Sustainability Analyst for then Summit Energy Services, Inc., now a division of Schneider Electric. Tendai has led and served on numerous boards including immediate past-Chairman roles of Venture Connectors of Louisville and the Community Foundation of Louisville's Vogt Invention and Innovation Awards. Tendai holds a Master of Business Administration with a concentration in Entrepreneurship and a Bachelor of Science in Chemical Engineering both from the University of Louisville.

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 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.

Patrick Henshaw, Investor, Corporate Innovation Strategist, Entrepreneur

Having delivered business solutions around the world as a West Point Engineer, Patrick brings a global outlook to his entrepreneurial pursuits. Previously Patrick started and sold three technology companies in the software, health, and data analytics space, and served as the VP of Growth, Startups & Technology of a \$100M Venture Capital fund of funds. Patrick's main mission is to help be a megaphone for the innovation ecosystem in the Midwest, help startups grow & scale, and help large corporations innovate through startups. Patrick's proficiency in moving organizations from activity to impact has been evident in accolades and exits and from being an Airborne Ranger to leading the National Policy Council for Innovation with the Application developer's alliance in DC. He has been published internationally in books like the *Startup Blueprint - 7 Skills for Founders, Builders, and Leaders* and has keynoted events like SXSW talking Big Data and Ogilvy's CommonHealth Worldwide Marketing Summit talking everything from innovation, to healthcare to scaling from the battlefield to the boardroom.

Larry Horn, Executive Director, Louisville Entrepreneurship Acceleration Partnership (LEAP)

LEAP is cultivating an inclusive entrepreneurial ecosystem by galvanizing our active network to provide diverse programming and direct access to talent, customers, and capital to strengthen the area's innovation economy. Most recently, Larry was the Director of Startup Ecosystem Development for Louisville through Techstars. Larry has an MBA from the University of Louisville and is the co-founder of TNG Pharmaceuticals, Liberate Medical, Derby City Cut & Sew, and Roth River. Larry is inspired to help entrepreneurs and small businesses be successful. He does this by participating as the Board Chair of Venture Connectors, Board Chair of Lemonade Day - Louisville, Advisory Board Member of Canopy, Annual Giving Committee Chair for the University of Louisville Alumni Association Board of Advisors, and countless coffee and bourbon meetings with fellow entrepreneurs.

JUDGES

TRACK/FIRST ROUND (CONT'D)

Steve Huey, Angel Investor, CEO & Co-Founder of 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. Featured in Forbes' Built to Sell and ranked in Insider Louisville as Louisville's #1 "Startup Standout," Steve is also a part of the prestigious Endeavour Entrepreneur network honoring high-impact entrepreneurs across the world. Steve currently serves as Chairman for publicly-traded sales software firm, Sharpspring. He also chairs several boards for start-ups here in Louisville, and has mentored 100+ CEOs across the country. Prior to starting Capture, Steve helped lead the acquisition of both The Learning House Inc. and RentalHouses.com. Prior to landing in Louisville, Steve helped lead \$4B in M&A for CMGI during the height of .com era and held director positions at software firms Earthlink and Aluria.

Angelique Johnson, CEO, MEMStim

Angelique has raised nearly \$3M in nondilutive 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*, *Louisville Insider*, *Business First*, and other media outlets.

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 committees of two angel funds, is a board member for three early-stage software companies, and has served as a member of the board of advisors for GLI EnterpriseCorp and Venture Connectors. Greg has worked closely with dozens of startups in over fifteen accelerator program cohorts. 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 Miller is CEO of Toggle Health, a med-tech company that dramatically improves surgical workflows by providing surgeons with a wireless, sterile controller to access their digital world without having to leave the sterile environment. Jake has 25 years of product development experience, 20 of which were focused on launching new businesses & startups in the healthcare space for companies such as Target, Walgreens, & Humana. He holds a B.A. in Chemistry from Bellarmine University and an MBA from Vanderbilt University. Jake is experienced in lean launch methodology as a mentor at both the LaunchIt & XRate Health Accelerator programs. Jake is on the board of Louisville-based New Roots, working to create affordable access for farm-fresh food.

JD Mitchell, Co-Founder, Modica

JD is the co-founder of Modica, a superfood-inspired cocktail mixer company. Modica produces cocktail mixers with superfood flavors (Cucumber Aloe Margaritas, Turmeric Ginger Mules), plus vitamins and antioxidants. He has a background in sales, and in addition to Modica, he is an Account Manager for multinational clients at Mercer, an HR consulting company. JD earned his BA in English from Ball State University (2011) and his MBA from the University of Louisville (2018).

Brett Moreno, Pre-Sales Solutions Specialist at True Influence

Brett has a background in business to business marketing. He is currently with True Influence, a demand generation company that leverages data, technology, and content to drive sales-focused marketing campaigns. Brett's experience includes managing B2B partnerships at Cuddle Clones, one of the region's fastest-growing companies, and business development for IP & Technology at the University of Louisville Research Department. In addition to True Influence, Brett is a business coach at LaunchIt, a lean start-up training program designed for start-ups and early-stage companies, and a business consultant. Brett received both his MBA and BA from the University of Louisville.

Wake Norris, Partner, Willow Ridge Global

Wake Norris is a Partner with Willow Ridge Global, a management consultancy, and CEO and Founder of Radius, a SaaS platform for parents to find, book, and manage their children's activities, and for providers to find, book, and manage their participants. Wake began his career in Silicon Valley during the dot-com boom and subsequently served globally with the industrial firm Emerson in product, strategy, and general management roles. He has worked extensively with strategy development and execution, acquisition identification and integration, and international product and growth programs. Wake is active in the startup community and supporting local education opportunities, and is a trusted advisor to clients working to define their future and execute strategy in complex environments.

JUDGES

TRACK/FIRST ROUND (CONT'D)

Jeff Shrensker, Senior Vice President, BB&T, (now Truist)

Jeff has been with BB&T since 1995 and currently serves as a Portfolio Manager within Kentucky/Ohio's Middle Market Banking Team, which involves extensive credit underwriting, risk and portfolio management, along with relationship support for BB&T clients and prospects. In addition to general C&I underwriting, Jeff has experience with specialty finance areas including, Auto Dealerships, Education, Healthcare, Municipal, Not-For-Profits, and Asset Based Lending. Prior roles within BB&T include retail branch management, small business relationship management, and team leadership within Commercial Credit. He has been a judge for the University of Louisville's Cardinal Challenge business plan competition since 2009 and is a frequent presenter to undergrad and graduate Capitalism classes at U of 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/n/a Centerstone), and The Venture Club of Louisville, Inc. Jeff 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

Jennifer is the founder and CEO 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 ten 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

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 ten-plus years working directly with and for healthcare startups. Jackie is the CEO and co-founder of XLerateHealth, a Louisville based healthcare accelerator. Jackie volunteers her time in the startup 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. Jackie 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 Bourbon 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 Bourbon Gifts in January 2011. Bluegrass Bourbon Gifts has sold more than 45,000 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 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.

Mike DiCenso, Co-Founder, Distillery America and Holi Gin

Mike is an engineer from the University of Michigan. After several years in corporate manufacturing, Mike co-founded Distillery America and Louisville's new favorite gin, Holi. Mike got his MBA and lean startup methodology skills through the University of Louisville's IMBA program. During Techstars' contract period in Louisville, Mike was included in a small group of influencers to help develop the local ecosystem. His own "give first" mentality drives him to advise/mentor local entrepreneurs, run Open Coffee meetups, and organize Startup Weekends. He launched Louisville's inaugural Techstars Startup Week for entrepreneurial education, hoping to be a catalyst for startup/small business growth in the city. Mike has also recently received a certification for impact investing from the Middlebury Institute of International Studies.

Kela Ivonye, Director of Residential Solutions, Luxer One

Kela was the founder 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, help homeowners avoid missed deliveries and stolen packages by providing convenience and accountability at the last mile of delivery. After his second startup, MailHaven, was acquired by Luxer One, he was hired on as their Director of Residential Solutions.

JUDGES

FAST PITCH (CONT'D)

Prior to MailHaven, Kela founded Arrow Food Couriers, an on-demand delivery service. Kela has a BS 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.

Ellie Puckett, Business Coach, Ellie Puckett, LLC

Ellie Puckett is an innovator, entrepreneur, and startup expert. She has been a founder or early employee in three tech startups, a consulting business and a video production business. She specializes in innovation and strategy consulting, helping established businesses become more agile and innovative and aiding young companies in stabilizing operational strategy for growth and scaling. She also coaches individual founders in their pursuit of success. Previously, Ellie coached hundreds of startups and founders, ran a tech startup accelerator, and managed many programs/workshops aimed at helping startup companies with mentorship, marketing, sales, and more.

FINALS



Dana Bowers, Founder, Board Member, and Chief Solutions Architect, Venminder

Dana has been an entrepreneur and leader in the financial industry for more than 30 years.

As the Founder of Venminder, Dana designed an entirely new approach to vendor management. Dana served as Venminder's CEO for five years until 2018. Under her leadership, Venminder grew into the third-party risk management leader it is today with over 550 customers nationwide.

Prior to Venminder, Dana founded and led the team as CEO at iPay Technologies. When the company was sold to Jack Henry and Associates in 2010, iPay had a 40% market share, millions of subscribers, and moved billions of dollars annually.

Throughout Dana's career, her proven leadership and talent has been recognized by many. In 2009, she was awarded the Ernst and Young Entrepreneur of the Year award for the South Central Ohio/Kentucky region in the Technology category.



Vik Chadha, Founder and CEO, Scalable Ventures

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. 5000 software and services company; and Scalable Ventures, a firm that invests in talented founders of companies who are building the next generation of innovative software products. 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.



Ken Gardner, Founder and 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. These prior tech firms include SOASTA, (acquired by Akamai in 2017); Istante (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.

JUDGES

FINALS (CONT'D)



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) and 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, and beenz. In 2012, John founded Launch Fishers, a 52,000 square foot launch pad for startups and high-potential enterprises. 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. In 2020 John launched the Fishers Test Kitchen, an initiative to boost culinary innovation and entrepreneurship in Fishers. John has been a lifetime volunteer with community and nonprofit organizations and currently serves on the Boards of Directors of the Indiana Chamber of Commerce and The Indiana State Museum and the Board of Trustees of Anderson University. John started his career at IBM. John earned a marketing degree from Indiana University where he participated in the School of Business Overseas Study Program in Maastricht, the Netherlands. John also served in the US Army where he learned the art of rappelling from helicopters as an Air Assault-Qualified Combat Engineer in the First Cavalry Division at Ft. Hood, Texas.

SELECTION COMMITTEE

Lisa Bajorinas, Startup Advisor, Ecosystem Builder

Lisa is a startup community builder, having led Greater Louisville Inc.'s EnterpriseCorp, an entrepreneurial support organization as VP Entrepreneurship and Talent, directed the Louisville region of the Kentucky Innovation Network and consulted with the Louisville Entrepreneurship Acceleration Partnership (LEAP). She has launched numerous programs, workshops, and events that add to the culture of Louisville's vibrant startup community including the Vogt Invention & Innovation Awards accelerator and the Louisville Enterprise Angels. Lisa's career began in the travel tech industry in Miami through successive positions in technology, software project management, and marketing. It 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).

Mary Tapolsky, PhD, Assistant Director for External Programs, Forcht Center

Mary Tapolsky, PhD, 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, 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 545 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

Alireza Aghaey

PhD candidate
University of Louisville

Nick McRae

Co-founder and CEO
MetaCT

Suzanne Bergmeister

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

Mary Tapolsky, PhD

Assistant Director for External Programs
Forcht Center for Entrepreneurship
University of Louisville

ACKNOWLEDGMENTS

Founding Sponsor

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

Competition Director

Robert Garrett, PhD, is the Brown & Williamson Associate Professor of Entrepreneurship and Chair of the Entrepreneurship Department at the University of Louisville and the Director of the Forcht Center for Entrepreneurship. He joined the College in 2013 and teaches Corporate Entrepreneurship & Innovation, New Venture Finance, and Entrepreneurial Strategy. He previously taught at Oregon State University, where he won Family Business Researcher of the Year in 2011. He continues to publish regularly in elite academic journals in entrepreneurship.

Judges Coordinator

Suzanne Bergmeister is the Entrepreneur-in-Residence at the University of Louisville College of Business. She has been affiliated with the MBA program since 2003. She teaches New Venture Creation/New Venture Finance and Business Plan Development in the Entrepreneurship MBA, as well as MBA electives New Ventures and Social Entrepreneurship. She also teaches the Global MBAs and the Executive MBA program. Suzanne owns her own consulting company, Sunflower Business Ventures, Inc., and is a retired Colonel in the Air Force Reserves. She is the former President and Chair of Venture Connectors, and a founding member of the Network of Entrepreneurial Women (NEW).

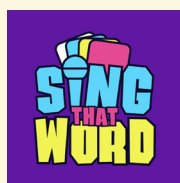
Forcht Center For Entrepreneurship

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 23rd in the nation and 86th in the world ranked Entrepreneurship MBA, Entrepreneurship PhD, Entrepreneurship Minor, Ballard Morton New Venture Competition, Cardinal Venture Fund II, Family Business Center, Small Business Institute, Entrepreneurship Council, and sponsorship of the Venture Connectors of Louisville.

The Innovation MBA program, for entrepreneurs and intrapreneurs, is regularly ranked among the best in the U.S. by the Princeton Review and Entrepreneur Magazine, 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 Innovation 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.

NOTES

These successful companies represent a cross-section of firms founded or led by University of Louisville Entrepreneurship MBA alumni:



Plan now for the 2021 Brown-Forman Cardinal Challenge In Louisville, Kentucky

Target dates: February 26-27, 2021
CardinalChallenge.com