



THE CARDINAL CHALLENGE

— FEBRUARY 17, 18, 19 2021 —



SCHEDULE OF EVENTS

Wednesday, 17 February 2021

- 3:00PM Kickoff Zoom Webinar
Welcome and Introductions
Robert Garrett, Competition Director
Teams will be instructed to sign into their designated track
Tech Check Zoom meeting
- 3:15 – 3:30PM: Team #1 Tech Check in each Track
3:35 – 3:50PM: Team #2 Tech Check in each Track
3:55 – 4:10PM: Team #3 Tech Check in each Track
-

Thursday, 18 February 2021

Tracks A and B (NOT livestreamed)

- 8:00AM Judges Check-in/Instructions
8:15 – 8:50AM: Team #1 Presentation and Q&A
8:55 – 9:30AM: Team #2 Presentation and Q&A
9:35 – 10:10AM: Team #3 Presentation and Q&A
- 10:15 – 10:40AM: Judges deliberate/select one winner per track
- 10:45 – 11:00AM: Judges give 15-minute feedback session Team #1
11:00 – 11:15AM: Judges give 15-minute feedback session Team #2
11:15 – 11:30AM: Judges give 15-minute feedback session Team #3

Tracks C and D (NOT livestreamed)

- 12:15PM Judges Check-in/Instructions
12:30 – 1:05PM: Team #1 Presentation and Q&A
1:10 – 1:45PM: Team #2 Presentation and Q&A
1:50 – 2:25PM: Team #3 Presentation and Q&A
- 2:30 – 2:55PM: Judges deliberate/select one winner per track
- 3:00 – 3:15PM: Judges give 15-minute feedback session Team #1
3:15 – 3:30PM: Judges give 15-minute feedback session Team #2
3:30 – 3:45PM: Judges give 15-minute feedback session Team #3
-

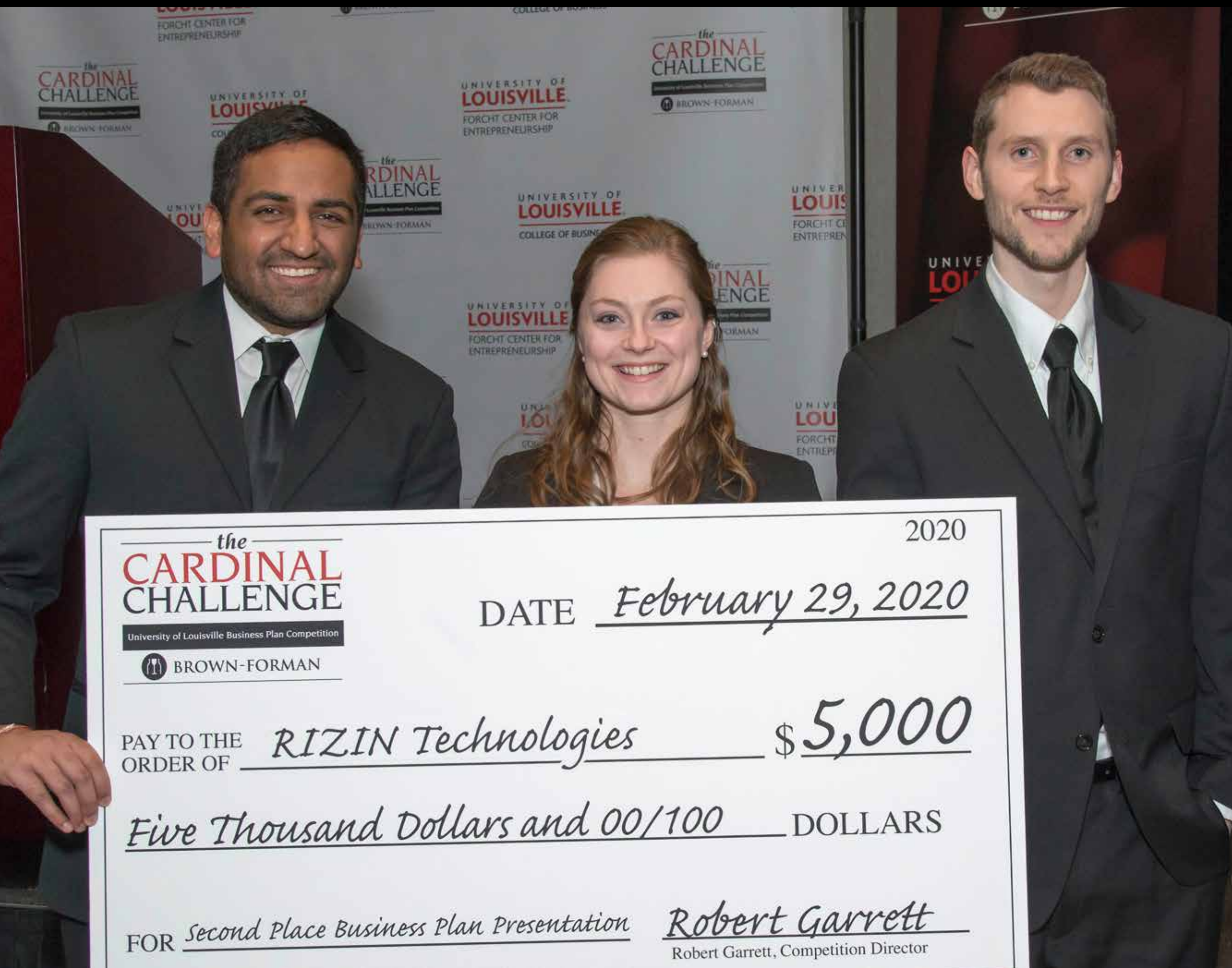
LIVESTREAMING

Thursday, 18 February 2021

- 5:00PM: Overview of Friday's Livestreaming events
Robert Garrett, Competition Director
- 5:10PM: Fast Pitch Videos from each team
- 5:25PM: Announcement of Track Winners
-

Friday, 19 February 2021

- 11:45AM: Judges Check-in
12:00PM: Welcome and Introductions
Robert Garrett, Competition Director
- 12:10 - 12:45PM: Track A Investor Pitch
- 12:50 - 1:25PM: Track B Investor Pitch
- 1:30 - 2:05PM: Track C Investor Pitch
- 2:10 - 2:45PM: Track D Investor Pitch
- 2:50 - 3:30PM: Finals judges deliberation
- 4:00PM: Closing Ceremonies
4:10PM: Todd A. Mooradian, Dean, UofL College of Business
4:15PM: Neeli Bendapudi, President, University of Louisville
4:20PM: Sean O'Leary, CEO, EDJ Analytics, Keynote Speaker
4:30PM: Greetings from UofL IMBA Graduates
- 4:45PM: Announcement of Winners
Robert Garrett, Competition Director



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. All teams compete in the Fast Pitch.

For all Business Plan Presentations, the teams have 15 minutes to present their concepts, followed by 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 \$25,000. Second-place receives \$10,000, third-place receives \$5,000, and the winner of the Fast Pitch Competition receives \$2,000.

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

Cardinal Challenge will pay awards directly to the teams' legally formed entity or the teams' 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



TEAMS & THEIR COMPANIES

Concept descriptions are provided by participating teams.

Birthwrite

University of Louisville

Kathryn O'Malley, Danten Rice, Joel Scharrer

Fueled by our nation's aging Baby Boomers, the 65-and-older population in the U.S. is rapidly increasing. Currently, there are 5.8 million Americans with Alzheimer's disease and other related dementias (ADRD), with that number expected to reach over 16 million by 2050. While there is no cure for Alzheimer's disease, person-centered care—using treatment strategies around the likes, dislikes, and personality of the individual—has been clinically demonstrated to lead to better patient outcomes.

BirthWrite is a Software as a Service (SaaS) company improving quality of care for individuals with early-stage Alzheimer's and dementia. By capturing personalized memories and developing care touchpoints through actionable insights, our software platform strengthens and improves communication and coordination between a patient with memory loss, their family members, and at-home healthcare providers and caregivers.

Faculty Advisor: Mary Tapolsky

EmpowerMe

University of Western Ontario

Zen Jain, Eric Bogodist, Hemaka Priyanatha, Cesar Hesse, Caroline Garrod

While millions of people cannot work out a win-win debt repayment deal, lenders want to collect whatever they can from a defaulting debtor but do not have the resources to negotiate small unsecured consumer loans. Lenders write off non-performing loans and outsource them to collection agencies, who charge high fees and shame customers.

EmpowerMe's purpose is to make debt collection

cheaper, faster, and safer by digitizing the human-centred debt collections process. We offer an AI powered platform that provides debt counselling, negotiation and settlement, removing shame and harassment for the debtor and reputational risk and inefficiencies for the lender.

Faculty Advisor: Eric Morse

HSTN

Vanderbilt University

Travis Welwood, Rowdy Vass

HSTN, Your Smart Home Control Center

In a market plagued by deep fragmentation, with devices lacking true interoperability across existing systems, HSTN is on a mission to make the Smart Home even smarter as the next-gen Smart Home platform for tech enthusiasts. The cloud-based, API-driven platform is entirely customizable and community-driven, with the power to manage all of a user's Smart Devices from a single place. Manage your devices from a central hub, develop run-time workflows, receive device-usage recommendations, and optimize your system with the help of other home futurists from the HSTN community.

Faculty Advisor: Michael Burcham

ichiego

Indiana University

Monica Scinto, John Bickel

While reflecting on many backpacking trips, planning for the next day's adventure was an activity that occurred in the hostel the night before. For many young travelers, this practice is the same, waiting until arriving into a city before making definitive plans on what to explore. ichiego wants to capitalize on this behavior and help hostels make ancillary income in

an untapped market. ichiego offers hostels wireless network tools that drive passive income through customer data collection and affiliate partnerships with travel-related booking engines. ichiego provides a brand-specific captive portal on a hostel's guest Wi-Fi network to capture traffic.

Faculty Advisor: Greg Fisher

Infloso

Indian Institute of Technology, Kharagpur

Utkarsh Khandelwal, Lakshraj Doshi

Infloso is an open marketplace that standardizes and democratizes Influencer marketing and helps connect brands with influencers. Traditional advertising has become plastic and consumers don't trust ads anymore. They trust people. We help brands of all budgets, sizes and types to build this trust with Infloso. Social media usage is at an all time high but the majority of the users do not earn from it. We help average social media users and brand's customers become influencers and flag bearers of a brand, while earning money, growing their reach on any platform. We empower people and make advertising real.

Faculty Advisor: Swagato Chatterjee

LandMaverick

University of Connecticut

Emily Yale, Paul Roach

LandMaverick is a revolutionary platform technology, changing the way industries manage their property, starting with the golf course industry. Our solution uses autonomous robots to collect soil data, including moisture, temperature, pH, and more. Then, our solution displays the data on a smart user application. We allow managers to maximize profit and quality, while reducing cost, labor, and chemical usage. When our system is deployed at scale we will be able to reduce nitrogen usage by 4,000 US tons per year. Our system will then look to expand into other markets.

Faculty Advisor: Leslie Shor

Nuyasa

University of Louisville

Nolan Carrico, Jack Manzella, Giovanni Giorcelli

Nuyasa is a premium yoga brand offering a broad range of health and wellness products for the yoga community. Everyone from bodybuilders to marathon runners uses athletic supplements and nutrition products to crush workouts and recover faster, but no solution exists for the 55 million yoga practitioners in the United States.

Nuyasa's mission is to enhance wellbeing on and off the yoga mat, whether that means dialing-in for an intense vinyasa flow, replenishing essential vitamins after a hot yoga class, or getting your daily dose of greens. As avid yoga practitioners ourselves, we've worked hard to create an environmentally conscious and ethical nutrition company. We've found the right partners to help us avoid harmful ingredients and fillers to create effective wellness and fitness products that you can trust.

Faculty Advisor: Suzanne Bergmeister

ReNew Innovations

Sasin School of Management

Pinnapa Phetcharatana, Kawisara Jongkolratanaporn, Shotirose Poramesanaporn

Over 2 billion trees are logged annually to create paperboard packaging, and over 300 liters of water is used to make just 1 kg of paper. Recycled packaging is weak in nature, and packaging manufacturers need higher box strength at lower weight and cost. Current solutions are neither sustainable nor sufficient. Through modern cellulose chemistry and nanotechnology, ReNew developed CELLUNATE™, a transparent, naturally-sourced biocoating formula that can strengthen and extend the life of cellulose-based materials including corrugated cardboard. With CELLUNATE™, we compete with high-grade specs using raw materials produced from waste, cut costs, and promote upcycling and circular economy.

Faculty Advisor: Nick Pisalyaput



TEAMS & THEIR COMPANIES

Concept descriptions are provided by participating teams.

Ripely

Rensselaer Polytechnic Institute

Alex Connor, Alex LaClair

Billions of dollars and millions of lives are lost annually due to food waste. Ripely solves this problem by providing a 100% or more increase in the shelf life of fresh food. Using a safe process, Ripely produces edible, tasteless, odorless, and invisible protein-based protective coatings for fresh food that are easily applied by food retailers and consumers, at no expense to food quality. This means increases in margins for businesses, savings on groceries for consumers, and more full bellies around the world. Our mission is to provide the largest innovation in fighting food waste since the advent of refrigeration.

Faculty Advisor: Helen Zha

Sahara Cloud

UCLA Anderson

Jama Mohamed, Andy Chang, Josh Kimmel, Annie Lu, Raghav Agarwal, Elaine Park

Sahara allows users to start developing code on hardware via a web browser without the need to download any software or purchase any electronic circuits. Through our platform, developers are able to build electronic circuits in a distributed manner and with less risk, bypassing the limitations of traditional product development. We provide this service through a subscription-based model, charging a flat monthly fee plus an incremental fee based on usage. We currently cater to the higher education market, including colleges, universities, and professional educational institutions, but plan to expand into SMBs and enterprise as we build out our technology.

Faculty Advisor: Jama Mohamed

Urogix

Washington University in St. Louis

Chang HiLee, Frank Moon, Kevin Park, Raphael Chung

We are developing a cost-effective treatment for benign prostatic hyperplasia (BPH) that avoids complications and is more accessible to the patients. Our device consists of a delivery device and an implant. The delivery device is inserted through the urethra and deploys the implant at the prostate. The permanent biocompatible implant is designed to open up the prostatic urethra immediately and permanently after the procedure. We will be using a device that is already FDA cleared as our predicate device. Using the standard transurethral approach and a proven delivery mechanism will help us during the regulatory process.

Faculty Advisor: Christopher Arett

WagersEdge

Indiana University

Sam Kodis, Matt Herring

WagersEdge is an online sports gambling broker powered by aggregating the multitude of available online sports books' wager opportunities in a common platform minimizing the need for multiple accounts and deposits. WagersEdge will provide users with a single online location to analyze and place wagers on the best lines available regardless of the online sports book. This offering will eliminate the tedium and inefficiency associated with having to log in and look for the best lines and wagers available with each individual online sports book providing users with lower committed funds and higher potential winnings.

Faculty Advisor: Greg Fisher

FIRST ROUND TRACK JUDGES



Chris Bailey, GM, 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, VP, 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, Chief Strategy Officer (CSO), Saling Wealth Advisors

Since 2020, Tendai Charasika has been the Chief Strategy Officer for Saling Wealth Advisors, an independent wealth management firm

focused on comprehensive financial planning for multi-generational families. Tendai leverages his entrepreneurial mindset and proven business building track record to lead strategy, growth and business development. He recently has been named an Entrepreneur-In-Residence for the University of Louisville, where he helps guide research-backed innovations to market through the UofL Office of Research and Innovation. Previous to joining Saling Wealth Advisors, Tendai was the CEO for the fast-growing mobile technology company SuperFanU, Inc. where he strategically led and grew the venture-backed, early-stage startup company from the idea of two founders to a multi-million dollar technology company with brands that continue to have a national and global presence. Prior to joining SuperFanU, 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 and most recently is on the board of Amplify Louisville, the UofL College of Business Board of Advisors, and

YPALs Advisory Council. 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.



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, to help startups grow and scale, and to 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, Amplify Louisville

Larry Horn is the Executive Director of Amplify Louisville. Amplify 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, he 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. Larry lives in Louisville with his wife, Emma, and kidpreneurs, Myles and Ava.



Scott Hougham, CEO, MuteMe

Scott Hougham is a '16 UofL IMBA grad proudly representing Louisville in California. During IMBA days he started a company with fellow classmates that participated in business plan competitions across the US, ending

as an award-winning team at the Rice University's RBPC. Scott has been part of multiple startups, primarily in the chemical engineering and technology spaces. Additionally, he brings experience in high-value real estate development and associated investments and capital markets.

Today, Scott is pursuing two avenues that share one fundamental trait - connecting people in an increasingly disjointed world. As the founder and CEO of MuteMe, a startup that recently completed a six-figure crowdfunding campaign and now counts multiple Fortune 500 tech companies among its customer base, Scott focuses on lowering the barriers of digitized communication. Simultaneously, he is pursuing new models for senior housing that bridges the gaps of generations and economics.

FIRST ROUND TRACK JUDGES



Steve Huey, Angel Investor, Mentor, Serial Entrepreneur

Steve's passion is integrating cutting-edge technologies into already existing markets that desperately need them.

Most recently Steve was the founder and CEO of Capture Higher Ed, an industry-leading technology firm that provides predictive modeling and marketing automation software to university recruitment offices. Using narrow AI and machine learning, Capture provides its partners with the most accurate enrollment and financial aid data in the industry.

No matter the company, Steve's belief is that human capital is quickly becoming the only differentiator between good companies and great ones, and he strives to create a corporate culture that embraces the entrepreneurial spirit in order to align both personal and professional goals. And to that point, while Capture is a high-growth company changing an industry, it was really the Best Places to Work and Top 200 Best Culture awards that Steve was most proud of.

Featured in Forbes' Built to Sell and 2018 Kentucky Mentor of the Year, 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 the .com era and held director positions at software firms Earthlink and Alluria. In the few hours when he's not mentoring, speaking or investing, you can probably find Steve geeking out to tech-books or manning his Playstation.



Angelique Johnson, CEO, MEMStim

Angelique has raised over \$5M 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. His background includes 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 is an active angel investor, serves on the investment committees of two angel funds, and is a board member or advisor for several early-stage software companies. Greg has worked closely with dozens of startups in several accelerator programs. He is a cum laude graduate of Vanderbilt University with a degree in Electrical Engineering, and is co-author of three patents.



Nick McRae, CEO, Meta CT

Nick McRae is a motivated tech-entrepreneur. He started his first company, McRae Technologies, in 2010 providing custom software development services to clients such as Hat World/Lids, Navistar,

AngiesList.com, Texas Roadhouse, and Samtec. Now he is working on his second start-up that he co-founded while attending UofL's Entrepreneurship MBA program. Meta Construction Technologies is a construction-tech company that uses an AI-powered dispatching and virtual fleet logistics platform, BroadLoop.com. Nick and his business partner, Maxwell Kommor, took 3rd place in the 2017 Cardinal Challenge.

Nick has been named Young Entrepreneur of the Year by the Indiana Small Business Development Center, Business First's 20 People to Know in Technology/Innovation and Forty Under 40. He received the Taylor Leadership Award from UofL. He was a Vogt Award recipient and was commissioned by the Governor of Kentucky as a Kentucky Colonel. Sullivan University, named him 2018 Distinguished Alumnus of the Year.



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 and startups in the healthcare space for companies such as Target, Walgreens, and 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 & XLerate Health Accelerator programs. Jake is on the board of Louisville-based New Roots, working to create affordable access for farm-fresh food.



Wake Norris, Managing Director, Willow Ridge Global

Wake Norris is a Managing Director with Willow Ridge Global, a management consultancy, and CEO and Co-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.

FIRST ROUND TRACK JUDGES



Ellie Puckett, Deputy Executive Director, Ky Innovation

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. Currently, she leads the Commonwealth of Kentucky's innovation and entrepreneurship efforts as a part of the Cabinet

for Economic Development. She is passionate about building diverse and thriving communities and growing our economy through growing "future big businesses." 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.



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

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 JUDGES



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 (home to Louisville's new favorite gin, Holi) and Pallet Pirates Liquidation in Michigan. Mike got his MBA in entrepreneurship from the University of Louisville and has continued education in certificate courses at Middlebury Institute of International Studies and UC Berkley Law School for impact investing and venture capital. 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 is now the Program Director for Louisville's entrepreneurial support organization, Amplify.



Kela Ivonye, Entrepreneur in Residence, Amplify

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.

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.



Daniel Johnsen, Angel Investor

Daniel has worked with over 4,000 entrepreneurs in 20 countries to identify, validate, launch startups and grow existing businesses. He has been helping Australian entrepreneurs since 2016 and has helped over 600 people explore business ideas, get their first customers and earn investment. Daniel is a former Moot Corp competitor while earning his MBA

at the University of Louisville. Daniel currently resides in Australia and is a member of several angel investment groups.



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.



FINALS JUDGES



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.



Viji Evers, Global Data Center Transformation Practice Leader, Google

Viji's 26 year IT career includes cutting edge technology leadership for Fortune 500 companies such as Google, Humana, Bristol Myers Squibb and Kraft Foods. Viji currently leads a team

of Google's Data Center Transformation IT professionals in North America, LATAM, Canada, EMEA, and JAPAC regions to drive the vision, mission, and strategy that enables customers on their multi-year cloud migration journeys. Viji's team collaborates closely with a broad cross-functional group of stakeholders within Google, including Sales, Professional Services Field Delivery, Value Engineering, Solution Management, Product Management, Engineering, Partners & Alliances, Marketing, and Training, to bring forward a robust end-to-end transformation strategy for her customers.

Prior to joining Google, Viji was VP of Cloud Migration and Application Modernization at Humana where she led the creation of Cloud Migration and Application Modernization Factories to automate and transform Humana's application landscape.

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. She enjoys

applying her tech innovation and business process engineering expertise on a variety of entrepreneurial ventures in Louisville KY, with manufacturing tie-ups in China.



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.



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).



Ben Reno-Weber, Director,
Microsoft Future of Work
Initiative

Ben is a social entrepreneur whose career has been dedicated to creating opportunities for all people to reach their full potential. He has run tech start-ups, non-profits, and government programs in the US and abroad, and his current focus is on what advances in data science and automation are going to mean for a future workforce and education system.

Ben is the Director of the Microsoft Future of Work Initiative, a Microsoft funded nonprofit initiative focused on establishing Louisville as a hub for Artificial Intelligence, Data Science, and the Internet of Things. He works with companies, educators, non-profits, and government agencies to understand the possibilities and limitations of the coming technological revolution.

Ben is the co-founder MobileServe, which is used by more than 300 organizations around the world to support more vibrant and engaged volunteer communities. Previously, he was the Executive Director for the Greater Louisville Project and the Kentucky YMCA Youth Association. Ben has also worked for the World Bank, the International Finance Corporation, and the Boston Consulting Group.

ROOM MODERATORS

Kirsten Bullock

Mary Tapolsky, PhD

Malcolm Mohammed

Lauren Zettel



ACKNOWLEDGMENTS

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 the Innovation MBA, which is ranked 25th in the nation by the *Princeton Review*, an Entrepreneurship PhD, an Entrepreneurship Minor, the Ballard Morton New Venture Competition, Cardinal Venture Fund II, the Family Business Center, the Small Business Institute, the 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, 13-month, cohort-based program is for professionals interested in leading, creating, and growing new products or services 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.



BROWN-FORMAN

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 Management and Entrepreneurship Departments 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, Entrepreneurial Strategy, and Strategic Management. 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

has over 20 years of experience working with entrepreneurs and start-up companies. She is currently the Entrepreneur-in-Residence and the Assistant Director of the Forcht Center for Entrepreneurship at the

University of Louisville College of Business. In this capacity, she has taught across all the UofL MBA programs including the nationally-ranked Innovation MBA Program, and the undergraduate Entrepreneurship Minor. In addition, Suzanne teaches Entrepreneurship-600, an entrepreneurship elective open to any graduate student at the University, four Global MBA entrepreneurship courses and one Executive MBA course. Suzanne formerly worked in the private equity industry for Fort Washington Investment Advisors, and as a Venture Capitalist most recently with Chrysalis Ventures in Louisville. Suzanne is the former Chair and President of Venture Connectors (formerly the Venture Club of Louisville), and is one of the founders of the Network of Entrepreneurial Women (NEW). She is also a retired Colonel in the Air Force Reserves.



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 600 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.

FORCHT CENTER
FOR
ENTREPRENEURSHIP

These successful companies represent a cross-section of firms founded or led by UofL College of Business Entrepreneurship MBA alumni:

