

BizPitch Contest

12th Semi-Annual

Wednesday April 9th
12:00 - 1:00 pm
Carlson Atrium



*Hear the finalists make their 90-second elevator pitches
for a chance to win \$1,300 in cash prizes!*

Alexa Ruda Carlson	Northwoods Hops Farms <i>Premium, local fresh hops grown year-round in hydroponic greenhouse</i>
John Holt Design	PLUGZ <i>Molded plast covers/sleeves design to fit over iOS device charger</i>
Yehan Wang Carlson	Food Butler <i>Refrigerator magnet food organizing system to reduce waste</i>
Chris Kuehn Science & Engineering	VenGenerator <i>Crowdfunding portal</i>
Nadya Nguyen Carlson	Echo Spot <i>Internal anonymous social networking platform for Universities</i>
Dane Oberman Liberal Arts	Pierce – the Touchfree Hooker <i>Avoids the pain and hassle of attaching leeches to fishing hook</i>
Margarita Shibko Liberal Arts	The Scream <i>Personal safety device that emits loud noise</i>
Ross Harrison Carlson	UBand <i>RFID wristband for on-campus security access and transactions</i>

“I pitch, therefore I am” – Guy Kawasaki

Gary S. Holmes
Center for Entrepreneurship



CARLSON
SCHOOL OF MANAGEMENT
UNIVERSITY OF MINNESOTA

2014 BizPitch Judges

Brent Gensler is the founder and president of DefySupply.com, one of the fastest growing online retailers in the country. DefySupply.com sources products directly from overseas factories, delivering high quality home furniture at 30-70% cost savings. Brent is a 2007 Badger alum still recovering from Saturday's loss.

Ernest Grumbles is a strategic IP and business development counselor for emerging technology companies and entrepreneurs. He assists clients in recognizing and protecting IP assets and evolving innovation strategies around launch, growth and finance. He is currently working with many startup companies, including pre-revenue and venture-backed entities. Current technology focuses include interactive web applications, medical devices, location/mobile-based services, green-tech, medical informatics and semiconductor manufacturing. Ernest is a community advocate for startups and innovation policy and is Co-Founder and leader of MOJO Minnesota.

Linda Hall is an active board member and Entrepreneur-in-Residence at the Carlson School. Linda is best known for having launched retail healthcare as the CEO of MinuteClinic preceding its \$200 million sale to CVS/Pharmacy. MinuteClinic was named by Forbes magazine as one of the top ten disruptive companies of the decade, along with Google, BlackBerry and iPod. Her career has ranged from a variety of leadership roles at Honeywell, Ceridian and UnitedHealth Group. She has served as a director for 4 public companies, several non-profits and in 2010 she received the "Outstanding Director" award by Twin Cities Business and the "Director of the Year" award from Twin Cities Women in the Boardroom.

Ron Reimann is a technology executive and serial entrepreneur, currently own and run ZapTel, an Inc. 500 company, named by PC Magazine as one of 10 most innovative small businesses in their use of technology, and www.mygiftster.com, an innovative social networking experiment around gift giving, and most recently www.supportstore.com, a niche seller of cause-related merchandise to help people express their support of causes they care about most. Ron also founded three other software and e-commerce businesses. Upon graduating from Carlson in 1982, Ron received the "Tomato Can" award for his service to the school.

Ann Ulrich Ann Ulrich is an award-winning business owner and national keynote speaker. Ann created and presents The BOLD! Factor™ keynotes, inspiring people at all levels to lead and live BOLD!ly...with courage, confidence and style. With 30 years of business adventures in roles from rookie to executive, from the runway to the board room, Ann is an experienced leader and entrepreneur in industries including: business, healthcare, hospitality/travel, retail, fashion, interior redesign, international speaking and business consulting. As President of BOLD! Companies of Ann Ulrich Inc, she was selected by The Business Journal as a Changemaker and recognized as an industry leader by The New York Times. Visit www.AnnUlrich.com.

Roy Wetterstrom has led and supported entrepreneurial activities since graduating from the Carlson School. At the age of 25, Roy moved to New York to start an IT consulting company, Plural Inc., serving major Wall Street firms. Over the course of 11 years as CEO and chairman, his firm grew into an \$85 million consulting company with 600 employees. Plural was twice named to Inc. Magazine's list of the 500 fastest growing private companies. Since the sale of his business to Dell Computer, Roy has initiated several new entrepreneurial ventures in consumer products and real estate development, and currently serves as CEO of RevoBrand Group, a consumer product and branding company targetting outdoor sports categories. Roy is also an active angel investor and board member in several early-stage businesses and a charitable foundation. Roy's ongoing leadership has served as a catalyst to secure University support for the entrepreneurship program, implement unique curriculum and expand outreach programs to serve the local entrepreneurial community.