

VANDAL INNOVATION AND ENTERPRISE WORKS

INSPIRING
VIEW Entrepreneurship
INNOVATION

Vandal Innovation and Enterprise Works presents

2013 Wells Fargo Elevator Pitch Competition

Thursday, November 7, 2013

SCHEDULE OF EVENTS:
J.A. Albertson Building

5:00 p.m. - 6:15 p.m. Elevator Pitch Competition
1st and 2nd floor galleries

6:30 p.m. - 6:50 p.m. Award Ceremony
Room 102

**WELLS
FARGO**

University of Idaho
College of Business and Economics

THANK YOU TO OUR JUDGES

Hank Artis, *Idaho Tech Connect, Vice President of Development*
Rich Allen, *Gellert Company, Retired President*
Dan Alsaker, *Alsaker Corp., President*
Rula Awwad-Rafferty, *University of Idaho, Faculty*
John Bales, *Executive Director, VandalStore*
Jon Berger, *iShout, President & Founder*
Charles Buck, *University of Idaho, Associate Vice President, Northern Idaho*
Vickie Burnet, *University of Idaho Foundation, Inc., Administrative Coordinator*
Don Burnett, *University of Idaho, Interim President*
Gail Byers, *Gail Byers Real Estate, Owner*
Ken Cain, *University of Idaho, Faculty*
Carl Dyess, *Austin Capital Management*
Frances Ellsworth, *River Place Design, Owner*
Andy Emerson, *FLSmith Boise, Inc., President & CEO*
Mark Fredback, *Pacific Value, LLC, Principal*
Scott Green, *Pepper Hamilton LLP, CEO*
Tim Greene, *Stuart-Mill Capital, Inc., Retired Partner*
Jamie Hass, *MJ3 Industries, LLC, CEO*
Val Heusinkveld, *CradlePoint, CFO*
Mike Hunter, *Southcross Energy LLC, Vice Chairman & Chief Commercial Officer*
Karl Johnson, *Palouse Properties, President*
Bill Kearns, *Acquisitions and Leasing, LBA Realty, Principal*
Jon Kimberling, *Kimberling Insurance Agency, Owner*
Monte Larsen, *iShout, CEO*
Tom Liesz, *University of Idaho, Faculty*

Shawna Lindquist, *University of Idaho Foundation, Inc., Director, Endowment and Gift Administration*
Aziz Makhani, *KickShot, Founder & CEO*
Clint Marshall, *Unicep Packaging Inc., Owner & CFO*
John McCabe, *Wells Fargo, Vice President, Moscow Branch*
Nancy McDaniel, *University of Idaho Foundation, Inc., Executive Director*
David McIlroy, *University of Idaho, Faculty*
Gene Merrell, *University of Idaho, Associate VP, Economic Development*
Laine Meyer, *Hewlett Packard Company, Retired Vice President*
Dale Miller, *Morgan Stanley & Co., SVP & Corporate Client Group Director*
Patrick Mitchell, *Guggenheim Partners, Senior Managing Director*
Robin Ohlgren, *Whitman County SEWEDA, Managing Director*
Doug Oppenheimer, *Oppenheimer Companies, President/Director*
Mike Overby, *The Coeur d'Alene Art Auction, Partner*
Bill Parks, *NRS, Owner*
Thomas Reveley, *Merrill Lynch, Financial Director*
Josh Riley, *Ruckus Fermentation, Co., President & Founder*
Ric Sparks, *iShout, COO*
Karen Stevenson, *University of Idaho, Licensing Associate*
Jeffry Stoddard, *Buie Stoddard Group, President*
Ken Stokes, *Moxie Java International, LLC, VP Business Development & Strategy*
Gina Taruscio, *Moscow Chamber of Commerce, Executive Director*
Chud Wendle, *Caldwell Banker, Broker*
Mike Wilson, *Various Start-up Businesses, CFO*
Melanie Zimmer, *Best Western University Inn, Director of Sales*

PARTICIPANTS

TEAM NAME: 49 Knots North

Team Members: Travis Goldsby, Kyle Head, and Sydney Sherer

Abstract: 49 Knots North is developing a type of wind turbine that takes advantage of wind cycles in urban environments. As elevation increases, so do wind speeds. We will place turbines on top of buildings at three stories or higher to produce a more clean form of energy. This takes advantage of the increased wind speeds by converting them into energy.

TEAM NAME: Artists' Guild

Team Members: Austin Brown

Abstract: Essentially, the Artists' Guild is like a game that artists play to make money and reduce the stress of doing all the work in finding and securing work on their own, since they will be assisted. The guild will also provide many options of what to do all within the same community work environment, making the membership

highly desirable for the creative spirit and for those looking for a little more security than the average job as an artist.

TEAM NAME: Atlas Restaurant

Team Members: Leija Thomas

Abstract: The nature of this venture is a restaurant that provides excellent service and high-quality cuisine with flavors from around the world, and a focus on local ingredients. I will provide exceptional products and service that will afford customers a full dining experience. I hope to achieve this through a high-quality and reliable supply chain, practicing a "culture of excellence" among employees, active and engaged community involvement, and awareness and always being mindful of our stakeholders.

TEAM NAME: Bar Hopper

Team Members: Tyler Bunderson, Cory Cramer, and Neil Martin

Abstract: Our product is the "Bar Hopper" application designed for use and sale at the Apple app store. This application allows the user to access weekly bar specials offered by bars and pubs in their current region.

TEAM NAME: Collegiate Coins

Team Members: Trevor Bostrom, Daniel Dose, and Ian Nicoll

Abstract: The Collegiate Coin is a challenge coin aimed at college students and alumni for the purpose of collection or playing any challenge coin game. Ours is a 1.5 inch metal alloy coin with images and words that symbolize the university and identify a community. Our competitive advantage stems from the ability to produce a high-quality coin locally at a family-owned foundry at a reasonable production cost. This allows us the full capability to meet market demand on any scale.

TEAM NAME: CRED Inc.

Team Members: Erik Illum, Rebecca Knauer, Christopher Roberson, and Daniel Urrutia

Abstract: Aquaponics is the combination of aquaculture, raising fish for food and hydroponics, growing plants in a soil-free environment. With this system we can grow foods locally that cannot be grown otherwise.

TEAM NAME: Dual Droppers

Team Members: Jessica Leon, Casey Scott, and Bruno Wilson

Abstract: Any parent knows how difficult it can be to put eye drops in their children's eyes. They squirm, they flinch and they fight you all the way. Our product alleviates the struggle by limiting the child's senses and administering the eye drops into both eyes at once. We are not talking about redesigning the eyedropper bottle, rather making an adapter that reduces the child's visibility by completely covering both eyes and safely distributing pre-measured doses simultaneously into each eye.

TEAM NAME: Elemental Plastics

Team Members: Isaac Bass, Jarin Bressler, Kaylee Howell, and Julia Krauser

Abstract: Elemental Plastics is an upstart plastics manufacturer focusing exclusively on PHA (polyhydroxyalkanoates). Dr. Coats of the Civil Engineering Department produces PHA on a small scale from dairy cow waste. Elemental Plastics has teamed up with Dr. Coats to product this organic plastic on a large scale. PHA has the potential to be used in many ways including packaging and plastic sheeting.

TEAM NAME: Equipment MGMT Innovation

Team Members: Kelly Higby

Abstract: The Equipment MGMT Innovation team's goal is to improve worker productivity for the support staff who deal with the care and maintenance of football helmets by providing a multi-tool that can eliminate the need to have a plethora of single use tools saving both money and time.

TEAM NAME: E-Team 4

Team Members: Todd Lindstrom, Richard Scuderi, Parker Simmons, Jessica Valadez, and Man Fung Wong

Abstract: Our product is a website that matches what people do and do not want. Bartering disappeared because of high transaction and searching costs. But now, technology allows us to reduce both of those costs. Our service will charge both parties a fixed rate once the transaction is a success.

TEAM NAME: E-Team 5

Team Members: James Gutierrez, Jeffrey Reznicek, Corey Sandberg, and Chris Skidmore

Abstract: We will present a screen printing business in the Moscow area.

TEAM NAME: Forget Me Not

Team Members: Anthony Filicetti and Paul Jorg

Abstract: Ever forgotten your significant other's birthday or even your anniversary? Forget Me Not can solve at least a few of your relationship woes. Couples sign up for monthly or quarterly boxes of gifts filled with surprises to delight and excite for their significant other. Different subscription levels add varying amounts of spice to your relationship with products ranging from cards and flowers to jewelry, lingerie and other intimate products. The only thing you have to do now is decide where you're going to dinner on the special night.

TEAM NAME: Impresarios

Team Members: Moyd Alamri, Danbai Mao, and Brandi Reid

Abstract: Our new primarily online company will specialize in a novelty product—a white bath rug that turns red with heat. This product will be used as Halloween décor, a trick item, and encourages children to get out of the tub.

TEAM NAME: Motive Athletics

Team Members: D'Mario Carter

Abstract: This is a service to help and motivate athletes who are suffering from injury and other struggles in life. We not only offer counseling but also a rehabilitation center.

TEAM NAME: Parker Simmons

Team Members: Parker Simmons

Abstract: I would like to buy real estate in big cities that have seen extreme poverty within the inner-city neighborhoods. A city like Baltimore is a great example of a place with prime, downtown real estate and that is currently experiencing crime, poverty, and abandonment. There are areas that could be developed into high end, downtown living for people with jobs in the city.

TEAM NAME: P.E.R.C.H.

Team Member: Cody Lewis and Cole Lewis

Abstract: Pears and apples have been harvested using a ladder and picking bag for more than 100 years. Thirty-one percent of a worker's time is wasted moving the ladder, climbing the ladder and unloading the picking bag. Machines exist to aid workers in picking pears and apples, but the problem is that ladders are designed for use on flat ground. As more flat ground is used, farmers have to plant on sloped surfaces. We are designing a product that is smaller and capable of operating on those sloped surfaces while increasing safety.

TEAM NAME: Pique Nique

Team Members: Sam Badger, Brittany Crietzberg, and Samantha Gilson

Abstract: Pique Nique is an indoor restaurant with an outdoor setting that provides a location for families to enjoy an "outdoor" meal year round. We provide a unique atmosphere in suburban areas where the scenery correlates to the area's countryside.

TEAM NAME: Riding Solo

Team Members: Joshua Lee

Abstract: Network and learn from older professionals.

TEAM NAME: Roman Aerotech

Team Members: Francis Roman

Abstract: Roman Aerotech will provide FOD ingestion solutions to helicopter owners and operators. Our products are specially designed to handle the high air flow rates of high-performance turbine engines. Roman Aerotech's systems increase engine performance and efficiency while dramatically reducing maintenance costs.

TEAM NAME: Simple Solutions

Team Members: Alex Martonick, Thanawat Phituksithkasem, and Dany Yanchapaxi

Abstract: Conventional luggage is expensive and wears out fast. We produce an affordable, easy to carry cardboard box. The benefit for the consumer is that it is easy to find in the airport, lightweight, and maximizes baggage allowance. It is also easily replaced.

TEAM NAME: The Studio

Team Members: Walker Brown, Jake Doggett, Bri Gabiola, and Chris Guarino

Abstract: The Studio is a social media website where users worldwide gather to share and explore music. Acting as collaborators, users of The Studio communicate through music rather than words. Along with sharing music, Studio provides a unique way of discovering songs through user-created playlists and posts. When a user signs up for Studio, he or she creates a profile through a 17-track album representing their lives and/or personalities. Each Studio user learns more about their fellow collaborators by listening to their profile albums and Studio activity.

TEAM NAME: SuperNaked

Team Members: Miles Hendrix, Thomas Leija, Reagan Quigley, and Chelsea Small

Abstract: We provide a healthy choice of nutrient-rich super foods in a café setting, with breakfast and lunch.

TEAM NAME: Team 11

Team Members: Bryan Gill, Matt Montecucco, and Anthony Oslund

Abstract: No matter if you have played golf your entire life, want to pick up the game again, or have never played, Get Golf Ready is designed in a friendly and fun manner that enables you to learn or improve your golf game. It's a five-week program designed to teach people of all levels the basics of the game. The program is offered three times a week to provide maximum flexibility for the attendees. One hour per week for five weeks will get you "Golf Ready"!

TEAM NAME: TKB Enterprises

Team Members: Kasey Moore, Brad Pollock, and Tyler Stanaway

Abstract: TKB is designing a smartphone app that takes personal reminders to a whole new level. The way our app notifies the user sets it apart from others. Rather than simply a note of what to remember or a time constraint, our app triggers a type and location that automatically reminds you when you're near a particular location or item you need to purchase. There is nothing comparable to our technology in the app store, and we are confident TKB Enterprises can fill a valuable niche market.

TEAM NAME: uDivide, LLC

Team Members: Nicholas Garcia, Tyler Gestrin, Kaela Rice, and Allison Wagner

Abstract: We created a washing machine divider, named uDivide, that allows both colors/darks and whites to be washed at the same time without the colors bleeding together. The divider also enables the consumer to cut back on loads of laundry because you are able to wash different colors together.

TEAM NAME: UIV Corporation

Team Members: John Esser, Jared Lund, Chris Olds, and Kyle Street

Abstract: The UIV Corporation extreme sports center combines a park/free running gym with

an obstacle course. The gym encompasses other extreme sports (e.g., rock climbing) and the obstacle course gives gym users a chance to test their skills and improvements. The obstacle course and gym will be separate in the sense that an individual can pay to participate in one or the other. The center will be constructed in a large in-place warehouse to save costs and add to the industrial feel that many attribute to free running.

TEAM NAME: Weller Enterprise

Team Members: Julia Krauser and Nathan Weller

Abstract: Weller Enterprises is the parent company to a variety of businesses, including a healthier spirits company called NU spirits.

ABOUT VIEW

Whether your idea is hastily sketched on a dinner napkin, documented with years of research, or still lurking in your imagination, bring it to life through Vandal Innovation and Enterprise Works (VIEW) and discover the possibilities. VIEW is a university-wide, strategic effort to develop Idaho's next generation of entrepreneurial leaders capable of solving complex business, social and economic issues.

The entrepreneurship program gives the brilliant minds who make up the University of Idaho the inspiration, skills, resources, connections and entrepreneurial mindset to move innovation from classrooms and laboratories into the marketplace.



Dean Mario Reyes and Don Melendez

VIEW's vision focuses on developing tomorrow's entrepreneurs, who will drive the success of traditional and emerging organizations, to build the infrastructure for modern Idaho. VIEW creates an entrepreneurial climate among all sectors of the economy in its effort to transform ideas and innovations into marketable products and services; to develop and strengthen entrepreneurial networks that effectively transfer new technologies to Idaho's industries and business; and to develop work-ready graduates equipped with globally competitive ideas for new products, services and infrastructure.

TO LEARN MORE ABOUT VIEW: www.uidaho.edu/view