

**WELLS  
FARGO**

Vandal Innovation and Enterprise Works presents

**2012 WELLS FARGO  
ELEVATOR PITCH COMPETITION  
Nov. 15, 2012**

**University of Idaho**  
College of Business *and* Economics

**SCHEDULE OF EVENTS**

**J.A. ALBERTSON BUILDING**

4:30 P.M. – 4:45 P.M. OPENING REMARKS, ROOM 201

4:45 P.M. – 6:15 P.M. ELEVATOR PITCH COMPETITION, FIRST FLOOR GALLERY

6:30 P.M. – 6:50 P.M. AWARD CEREMONY, ROOM 102

VANDAL INNOVATION AND ENTERPRISE WORKS

**VIEW Entrepreneurship**  
INSPIRING  
INNOVATION

## THANK YOU TO OUR JUDGES

### EXTERNAL

**Edward Hawkins**, Lithouse, founder of values and retired CEO

**Karl Johnson**, Palouse Properties, owner and president

**Dale Miller**, Morgan Stanley, senior vice president and corporate client group/family wealth director

**Mike Overby**, Coeur d'Alene Art Auction, owner and CEO

**Liese Razzeto**, Wells Fargo, area president - northern division

**Ben Rolphe**, Rolphe Industries, retired CEO

**Michael Slavin**, Privlo, owner and CEO

### INTERNAL

**Hank Artis**, Idaho Techconnect, vice president of development

**Rula Awwad-Rafferty**, University of Idaho, faculty

**Ken Cain**, University of Idaho, faculty

**Mitch Day**, University of Idaho, faculty

**Aziz Makhani**, University of Idaho, faculty

**David McIlory**, University of Idaho, faculty

**Scott Metlen**, University of Idaho, faculty

**Karen Stevenson**, University of Idaho, faculty

**Eric Stuen**, University of Idaho, faculty

**Shenghan Xu**, University of Idaho, faculty

## PARTICIPANTS

**TEAM NAME:** 11/11 Café

**TEAM MEMBERS:** Ali Nuckles and Erica Hart

**ABSTRACT:** 11/11 Café is a nonprofit bistro/café/coffeehouse in Bellevue, Wash. We are serving quality food and beverages to customers who want to make a difference in the world. The profit generated from the food and beverages sold will be given to charities of 11/11 Café's choice and will donate money annually to local, regional or national causes. This nonprofit will serve breakfast foods, lunch and dinner foods, as well as coffee items. All food will be provided by organic farmers in the local community, and dishes will be seasonal. 11/11 Café is looking to quickly develop a customer base from nearby hospitals, organizations and communities. We hope to open 11/11 Café with the coordination of grant money and donations from local hospitals and community supporters. We also hope to appeal to your giving nature and interest you to support the 11/11 Café.

**TEAM NAME:** 3C Technologies

**TEAM MEMBERS:** Michael Hungerford, John Maxwell, Nick Lodato, Marshall Piatt

**ABSTRACT:** Major utility companies located in the areas with collapsible soil face significant problems with the foundation integrity of their power poles and substations. The means of mitigating these problems is by increasing the strength of the ground through mixing the soil with cement — which is a time-intensive, environmentally unfriendly and an expensive process. Our proprietary, patent-pending technology-microbial calcium carbonate cementation is faster, lower cost and green alternative to the current method. In addition, this technology has many secondary uses such as liquefaction prevention and toxic waste treatment. Taking into account the many applications for this product, the combined market potential is several billion dollars. As first movers, we are confident that we will be able to leverage our intellectual property and business acumen to create a profitable, high-growth enterprise with strong penetration in multiple markets.

**TEAM NAME:** Apps Gaming

**TEAM MEMBERS:** Gordon Webb

**ABSTRACT:** The gaming industry is a profitable industry, and I see a window of opportunity in phone gaming applications. My idea is creating a gaming controller for a phone that resembles the top gaming console's controllers such as Xbox or PS3 controller. The controller would enable people to play games on their phone without having to use the touch screen. The controller would be a little bigger than an Xbox or PS3 controller so that phone could fit in the center of the controller. The controller would be rechargeable. While you use it to play a game on your phone it also would send a charge to your phone so it doesn't drain your battery while you play. I would start by making them for the iPhone because of the massive app store and the popularity of the phone and if it is successful I would expand to other popular phones.

**TEAM NAME:** Baste Like a Bachelor

**TEAM MEMBERS:** Nate Rench

**ABSTRACT:** Cultural Stereotypes have been around since judgment could be passed. If you asked the cynics of society why stereotypes exist, they will tell you because they are true. One of the best ways to de-bunk these stereotypes is to examine what the stereotype is and prove them wrong. Bachelors can't cook. Wrong. Baste Like a Bachelor is a website dedicated to teaching young men to cook. Through videos, our website will show bachelors the essentials of cooking and how to make meals that are portion generous, nutritious, affordable and interesting to men.

**TEAM NAME:** Brian Bond Builders

**TEAM MEMBERS:** Brian Bond

**ABSTRACT:** Tactical information is a key component in the lives of men and women all across the world, especially when considering our armed forces. When lives are on the line and tough decisions must be made, there is no such thing as too much useful knowledge. One such type is the level of ammunition in the magazine of a person's weapon. Whether heading into a firefight or pulling up on a large buck, no shooter should ever have to experience the gut-wrenching feeling of the firing pin clinking on an empty chamber. To combat this scenario, a real time load out of ammunition levels needs to be provided to the user without having to remove their focus from the objective. Through the use of microcontrollers and other various electronic components, it is now possible for hunters and soldiers to increase their confidence by providing a constant, digitally displayed readout of their current ammunition count. With proper placement of the device, and through expansions in technological capabilities, the user can now keep eyes on target while simultaneously checking their magazine level and transmitting important tactical information to their hunting party or point man.



**TEAM NAME:** Cartographie Consulting

**TEAM MEMBERS:** John Manning, Caitlyn Johnson, Nathanael Breitenberg, Katelyn Feeney, and Seth Massey

**ABSTRACT:** Cartographie Consulting: "Your map into the business world" is a business plan-consulting firm focused on engaging fashion designers, photographers and cosmetologists in the process of developing the best 'map' for their businesses' success. We have found many entrepreneurs in these industries who are interested in starting, or have already started their own businesses but may lack the skills to do so. Our agency will work with the client to create the best map, or business plan, of their industry so that they might be the most successful. When we have completed their personalized plan, they will know just as much about it as we do. Therefore, when the map has to be altered they will know how to alter it because of the role they played in the creation of the map. Our maps will include feasibility studies, industry analysis, and complete business plans.

**TEAM NAME:** Christopher Roberson Entrepreneurship

**TEAM MEMBERS:** Christopher Roberson

**ABSTRACT:** My product is a dynamic breaking system for the automotive industry. Safety is a factor that goes into anything that is mass produced or put out on the market to be sold to the general public and that is the goal of my product. By creating a more dynamic breaking system, there will be fewer accidents, which in turn will cause fewer fatalities.

**TEAM NAME:** Custom Print 3D

**TEAM MEMBERS:** Jason Perry and Daniel Tostengard

**ABSTRACT:** Custom Print3D is a 3D printing business with a core focus on printing objects for customer use out of a wide array of materials ranging from plastic to ceramic to steel. There is no limit to what we can make – products for manufacturing, modeling, medical, aerospace and more can be created by our machines. The business is order based, using a website and auto CAD to develop models as well as working parts for the customer. The market is relatively new a little competition currently exists. The way we will stay ahead of market leaders is by using a lean philosophy paired with a nearly autonomous production system, keeping overall costs low for our company. We will also offer hours to help customers with the design of their product to make sure the finished good meets their expectations.

**TEAM NAME:** Family Fun Nights

**TEAM MEMBERS:** Nisha Bayly, Brett Bennett, Kelly Higby, and Nick Gordon

**ABSTRACT:** Family Fun Nights is a community activity night with a broader economic purpose in mind. To families, this event is a great alternative to the limited low-cost options available for entertainment. For local businesses and organizations, it is an opportunity to form long-lasting relationships with potential customers. Formed in 2010, this grassroots organization was strategically planned to compliment families' and businesses' wants and needs through a series of community events held annually. The benefit of bringing resources and families to the same location at the same time and facilitating face-to-face, hands-on activities achieves mutually beneficial outcomes. Family Fun Nights has had notable success and is being refined and enhanced to become a systematic, duplicate-able model for economic development in communities across the United States.

**TEAM NAME:** Filter Flav

**TEAM MEMBERS:** Phillip Howard, Callum Metcalfe, and Devan Vega

**ABSTRACT:** Filter Flav is a business that's hopes to create a successful product that enhances the water drinking experience. The idea is to develop a water bottle that has a built in filter and also dispenses flavor into the water. The flavors will include orange, grape, and blueberry and hope to develop a dispenser that injects caffeine and vitamins into the bottle as well. We hope to deliver results through customer and market understanding, emphasizing the needs of the consumer at every step. We hope to use the most sustainable production methods in order to be seen as a socially responsible business.

**TEAM NAME:** Forgotten Essentials

**TEAM MEMBERS:** Solina Bressler, Nishelle Klinkhamer, Natalie VanDenBerg, and Katherine Carpenter

**ABSTRACT:** Forgotten Essentials' mission is to revolutionize the vending machine industry. Our focus will be with women of all ages in locations such as shopping centers, airports, hotels and cocktail lounges. Forgotten Essentials will provide luxury items that consumers have or will come to view as necessities. These will range from items that were forgotten at home to impulse purchases. Demand for our products will be created by showing consumers the value in convenient, quality, discreet shopping within the confinements of women's restrooms. Forgotten Essentials will present items that give women a level of confidence in the product they are purchasing. The majority of items will involve beauty and hygiene needs of the consumer. Our aim is to offer small quantities of well-known, brand name products that are reliable within the consumers' minds. Using easily recognizable or attractively packaged products will afford customers assurance that the products are a step above traditional vending machine options. Forgotten Essentials will differentiate by our unique approach of offering quality with convenience. This opportunity of an untapped niche market within the vending machine industry sets a platform for building strong relationships with suppliers, distributors, and consumers allowing us to maintain a competitive advantage.

**TEAM NAME:** Free Float

**TEAM MEMBERS:** Josh Jenkins

**ABSTRACT:** My company is centered on the production of kinetic fly dryers. I am solving an issue that many anglers deal with. Wet flies don't float, and sinking flies don't catch fish. My value proposition is a chemical-free way of getting a fly to float that has no continued cost long-term (i.e. buying more chemicals). This company is tailored to recreational fisherman and guiding services. Some channels that I would use to get my product to customers are physical and online fly shops and guide services that could present this product to their clients. My product gives customers an opportunity to use new, innovative technology while conserving the resources that they love.

**TEAM NAME:** Funner Design

**TEAM MEMBERS:** Neal Joslyn

**ABSTRACT:** The product that this business would be selling is a quick release brake pad holder for bicycles. The reason behind the product (problem/opportunity being solved) is that changing brake pads for bicycles takes too long, requires extra tools and has extra hardware that is easy to lose. The solution to this problem is a brake pad holder that incorporates an easily releasable brake pad locking mechanism to replace the current mechanism. This product would also eliminate the need for extra hardware and tools. In order to be successful, the product must be competitively priced, reliable/functional, and safe.

**TEAM NAME:** GreenPIN

**TEAM MEMBERS:** Ian Kelsey and Chris Bremer

**ABSTRACT:** Green Products and Innovations, GreenPIN for short, is a company aimed at bringing about a positive change to this planet. We will work with businesses around Idaho and the Pacific Northwest to keep them informed about recent advances in environmentally friendly products and practices. Working as outside consultants, we will inform these companies about possible improvements that could be made to their current workplace, processes, and possibly their tax situations. Using our extensive knowledge in the field of green business practices, we will serve as the go to source when it comes to questions about being environmentally responsible and what steps should be take to achieve this outcome.

**TEAM NAME:** Helping Hand

**TEAM MEMBERS:** Jeremy Smithee and Chris Metz

**ABSTRACT:** Helping Hand is a taxi service for elderly people. The driver is also assigned to help the phassenger go through the store; put their groceries away or whatever else they have for our employee to do. Our target area is Ada County in Boise where we feel there is a large enough market with 43,692 residents in Ada County that are 65 years old or older. Most of this population no longer drives or is coming close to the age where they won't be driving any longer. In previous generations the elder's children would likely take care of helping them run errands; however with how busy the average person is now a day's most people do not have the time to help their parents as much as they would like to. We will step in and take their place and be their helping hand because getting their parents there and back is our knack.

**TEAM NAME:** Left/Rights

**TEAM MEMBERS:** April Bocksturck, Kurtis Stark, and Travis Kiser

**ABSTRACT:** Left/Rights, a winter outdoor ski that is made of recyclable materials, will hold a price that any ski enthusiast would find more than reasonable. Left/Rights has identified an opportunity in the ski industry with skis being extremely overpriced and sees a niche that it can fulfill. In today's economy, consumers find it difficult to pay for a one-day ski pass, let alone consider a purchase of a brand new pair of skis, typically priced from \$800 to \$1,300. Left/Rights are affordable because customers will be able to buy directly from the manufacturer, cutting costs from retail markup. With low production cost of skis around \$180 to \$200 per pair, Left/Rights will be able to continue low costs for consumers while still making a profit by selling these skis at \$500 a pair. Left/Rights will offer fast shipping as well as a 100% satisfaction guaranteed return policy in order to stay competitive with the competition. Left/Rights will provide our customer base with durable, affordable, stylish and eco-friendly skis to encourage families to get out and enjoy one of the Northwest's most special past times.



**TEAM NAME:** Moscow Brew

**TEAM MEMBERS:** Tanner Kingston, Christopher Luke, and James Nicholas

**ABSTRACT:** For our group's business venture we are moving forward with a plan to open a restaurant and brewery within the city of Moscow, Idaho, called Moscow Brew. We will focus on having a pub like atmosphere to our restaurant that becomes a favorite hangout for all students of Moscow and Pullman. We will serve lunch and dinner and strive for providing delicious food with fresh local ingredients with beer made with the hard working students in mind.

**TEAM NAME:** Nic and Hugo

**TEAM MEMBERS:** Nicolas Salemme and Hugo Velazquez

**ABSTRACT:** This is a business that would provide marketing information for grocery stores to target their customers more appropriately via an electronic shopping carts. This product will also improve the shopping experience of the customer as well as significantly improve store efficiency by shortening throughput time at the point of sale. This new and innovative shopping cart will use RFID chip technology as well as tap-and-go technology for a more efficient payment method. This shopping cart will also allow our business to provide foot-traffic information to increase marketing knowledge for store management; this information would be based on customer's shopping experience as well as their shopping routes.

**TEAM NAME:** Personal Fitness Professionals

**TEAM MEMBERS:** Taylor Rowe and Kylee Neumann

**ABSTRACT:** Personal Fitness will be a small privately owned workout facility. It will not be open to the public to come and go with a membership, but will be a place to take yoga classes, cycle classes, circuit classes and get personal training. At Personal Fitness, we feel that having a small workout facility that is not based off of a membership will create a more intimate workout environment. We believe that this will be a large selling point to customers as many can be self-conscious about working around a lot of people, especially those who have less experience in working out. We want our customers, especially those who are new to working out, to feel comfortable and not intimidated. This will create a more positive experience and a safe environment to workout in. Our personal trainers and class instructors will also help create that positive attitude about working out and being in shape. They will be energetic and help push our customers to the best of their ability. They will help correct technique and explain why certain techniques are important to the physical health of the human body.

**TEAM NAME:** SEED Smart Tutoring

**TEAM MEMBERS:** Scotty Hardwich

**ABSTRACT:** SEED Smart Tutoring is a website that brings free tutoring videos to anyone with an internet connection. SEED stands for Science, Engineering, Education and Development; these being our tutoring focal areas. We use the free services of youtube.com to host our videos and to advertise for our company. In the descriptions of our videos on YouTube we have a link to our website. Our income will come from advertising on YouTube, donations on our site, and advertising on our site. The cost of operation for our company is next to nothing. Consequently, any money made is profit. The main goal of our company is to give people another resource to make learning easier. We have two main sections on our website one targeting high school/college age and the other focusing on younger children.

**TEAM NAME:** Simple Stick Stringer

**TEAM MEMBERS:** Kyle Morse

**ABSTRACT:** Lacrosse is the fastest growing sport in America (Sporting Goods Manufacturers Association study). Every lacrosse player uses a stick with a head which has a strung pocket. Traditionally strung pockets are made of leather strips and string. In the early 1990s mesh pockets began to be used because of the comparative ease of stringing mesh and mesh's better weather tolerance. However, mesh lacks the feel and shot speed of a traditionally strung pocket. New methods of caring for leather, and new rules limiting stringing options for mesh, have renewed interest in traditionally strung heads. We developed a product that simplifies traditional stringing. We believe this product will be popular with both high school and college lacrosse players and professional stick stringers. Our research shows only one competitor in the market today. Our product is differentiated by portability, price, and ease of use. This business has the potential to grow along with the game of lacrosse not only through device sales, but also through selling complimentary products and materials for lacrosse head stringing.



**TEAM NAME:** Smart Travel

**TEAM MEMBERS:** Santiago Pina Ros, Hannes Plenge, and Firshta Shefa

**ABSTRACT:** Our business is based on a platform to connect people traveling to same places, needing a car or wanting to offer free seats. Once people are connected, they can ride together and share the gasoline costs. Our company will charge a percentage of the gasoline prices. In contrary to our competitors, we want to put the highest effort on security, by establishing a rating system for our customers. By doing so, we offer everyone the possibility to evaluate the other person before the ride. According to several studies, the potential fuel savings resulting from a ridesharing increased can be regarded billions of gallons annually. Due to the current economic crisis, people are searching for ways to lower their expenses. Carpooling can be regarded the upcoming issue for the futures as oil prices have increased almost 300 percent during the last decade. Our vision is to establish a ridesharing company, which give everybody the possibility to save a huge amount of money and to travel short dated from one place to another. Making sure to create the highest security possible, we want to bring Americans closer to each other and to make the country greener.

**TEAM NAME:** Stroke of Luck

**TEAM MEMBERS:** Halle Smith, Kyle Sutton, Skyler Gullickson, and Bill Myers

**ABSTRACT:** Stroke of Luck is a team assembled together to promote and fundraise for an exciting company which offers a unique and revolutionary product. The company and initial product are named EagleEYE. EagleEYE combines the growing markets of both smart phone applications and golf equipment. The EagleEYE golf ball tracking and analytics package possesses the possibility of revolutionizing the game of golf and the golf ball industry. Combining GPS location technology and a smart phone application creates a combination that will virtually eliminate the need for a second ball in your pocket. The application not only provides real time information about a golfer's upcoming distance and current location, but actually allows the golfer to track and pin point the location of their ball from the tee box, en route down the fairway, from their cart. In addition to the tracking and navigational information, the application will also track and compile analytics for the hole, round, and season for the golfer. The benefits of EagleEYE begin with the increased pace of play, decreased ball loss, better scores for users, smarter golfers, and continued growth of the industry as a whole.

**TEAM NAME:** Succulent Sweets

**TEAM MEMBERS:** Michelle Yeager, Garrett Kyle, Andrea Van Ness, and Sam Phillips

**ABSTRACT:** Our intent with Succulent Sweets is to bring high-quality candy and other homemade sweets to the Palouse. There are few suppliers of high-grade homemade candy in the area while there is plenty of potential customers attending or visiting the neighboring universities. Through this opportunity, we believe Succulent Sweets will be a success. We will approach the market with deals and discounts. Hoping to better reach customers, Succulent Sweets will be attempting to work with University of Idaho and Washington State University. Gift baskets or discounts on game days, Mom or Dad's weekend, Greek events or other events are some ways to reach out to customers. By building a customer base with these opportunities, we hope to grow in to a reliable supplier of candy. Succulent Sweets will also be offering unique candies that cannot be found anywhere else.

**TEAM NAME:** The Cabin Hostel

**TEAM MEMBERS:** Samuel Davis, Nicholas Bryant, and Sonam Sherpa

**ABSTRACT:** Nestled between snow-capped mountains on the shimmering shores of Payette Lake in McCall, Idaho. Whether you are a winter sports enthusiast or you're looking to relax by the lake in the summer sun, it is the perfect place to escape for some fresh mountain air. In the current economic crunch, visitors are thinking more with their wallets when planning a McCall getaway. The time is now to open The Cabin Hostel, a budget priced accommodation in down town McCall that is unique and authentic, not a cookie cutter hotel room. Our goal is to provide affordable and enjoyable experiences for all guest. We will offer dormitory style accommodations and private suites that include a hearty breakfast. Other amenities will include a communal living room, ping pong, a sauna, snacks, and beverages to keep guest entertained. The local wisdom of its owners will come in handy for advice on places to eat and things to do. The Cabin Hostel is a fun, practical place to stay when visiting McCall.

**TEAM NAME:** The Contender

**TEAM MEMBERS:** Elache Cavalcanti, Bruno Bianchi Sato, and Cezar Antonio Rabelo da Silva

**ABSTRACT:** The interest of people in fights was always present in society history with gladiators, middle-age sword battles, boxing and many more. Nowadays the most notable sport in this segment is Mixed Martial Arts (MMA), in 10 years the sport came from almost anonymous Sand violent sport to a well-known activity with luxurious events happening all over the world. Ultimate Fighting Championship (UFC) is the company that organizes the largest MMA championship with the best contenders in the world, making millions of dollars every event. Yet, besides UFC there are many different leagues promoting this fast-growing sport. All of this means MMA is a selling product. With this change in the fighting sports scene, some sports bars are changing their target, airing not only football, basketball and baseball, but also, MMA events. Pullman, Wash., currently doesn't has any business covering this kind of events and researches show that the target audience for this sport is prevalently male (but female audience is rising) between 18 and 35 years old, approximately 50 percent of the population of Pullman is between this age group which means 15,000 potential customers. Giving the opportunity for a new business on this segment.

**TEAM NAME:** The Rink

**TEAM MEMBERS:** Sophie Christenson and Hannah Guyer

**ABSTRACT:** Moscow, Idaho, is a friendly small town community that is home to the University of Idaho students and families alike. Unfortunately Moscow has limited forms of entertainment for the high school and college aged kids who thrive here which has resulted in them partaking in underage activities. This is why we propose that the Moscow community support the implementation of our roller rink (The Rink) equipped with an arcade full of entertainment and satisfying food. This establishment will provide clean fun for anyone and everyone but will be most beneficial for 15- to 20-year-olds, who are most susceptible to underage drinking. This is a great solution to entertainment for the town of Moscow as well as the surrounding area and would greatly benefit our university, town, and entire community.

**TEAM NAME:** Wrap in a Snap

**TEAM MEMBERS:** Charlotte Huntoon and Wesley O'Bryan

**ABSTRACT:** We are proposing a new type of wrapping paper. This paper would be made out of plastic that could be shrink-wrapped. This product would be primarily sold to stores that do gift wrapping and would significantly cut down customer wait time for gift wrapping, especially during the holidays. This new wrapping paper would be significantly faster than traditional gift wrapping, would look better on oddly shaped packages, and would cut down on additional supplies and employee training.

**TEAM NAME:** Your Fitness Guru

**TEAM MEMBERS:** Danielle Maynard, Cody Cook, and Asa Pierca

**ABSTRACT:** Your Fitness Guru is a kiosk that attains a customer's current fitness through tests like, body fat percentage, in a convenient setting and then connects them to our local-social network of fitness professionals where they attain affordable advice catered to their unique physique and goals. We strive to serve the individuals who have the desire to improve their health, but don't have the time to compare and find professional health advice. Your Fitness Guru makes money by offering services like fitness measurement, personalized diets, catered workouts, and progression charts. Fitness Professionals would want to get involved to expand their client market, as well as supplement companies who want promotions of their supplements. We are similar to Jenny Craig and Bodybuilding.com which only offers general health advice, but we unite health fields to bring customers tailored advice from local professionals, advocates, restaurants, and grocers within communities to motivate and support healthy lifestyle choices given the customer's level of fitness assessed by the kiosk.

**TEAM NAME:** Big Head Helmets

**TEAM MEMBERS:** Zachary Floyd

**ABSTRACT:** The vision of Big Head Helmets and its subsidiaries is to end the silent epidemic of traumatic brain injuries, minor and severe for all action sports enthusiasts. The mission of Big Head Helmets is to create a universal helmet with the functionality and quality to not only save lives, but also revolutionize the helmet industry nationwide. According to the Center of Disease Control and Prevention an average of 1.7 million people suffer from a TBI each year. TBIs are the third-most contributing factor to accident-related deaths annually. In creating a two-part product the "bash hats," and the "brain buckets" Big Head Helmets will create a product with a universal appeal to consumers within the action sport industry including skate, bike, snow and water. The idea behind creating a two-part product is to create a universal lid, the "Brain Bucket" that can be transferred across all environments of the action sports industry. This is only possible by designing user specific inner liners that resemble hats/beanies of the associated sport. Each "Bash Hat" can be worn with or without the "Brain Bucket" each of which offering the user limited to maximum protection.

## 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 universitywide 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 are the University of Idaho the inspiration, skills, resources, connections and entrepreneurial mindset to move innovation from classrooms and laboratories into the marketplace.

VIEW's vision is to develop tomorrow's entrepreneurs, who will drive the success of traditional and emerging organizations and will build the infrastructure for modern Idaho. To do so will require that VIEW create 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 to effectively transfer new technologies to Idaho's industries and business; and to develop work-ready graduates equipped with globally competitive ideas for new products, service and infrastructure.



TO LEARN MORE ABOUT VIEW

[www.uidaho.edu/view](http://www.uidaho.edu/view)