

YEAR IN REVIEW 2014



**Center for
Entrepreneurship
and Innovation**

University of Wisconsin Oshkosh

UNIVERSITY OF WISCONSIN OSHKOSH

ALTA RESOURCES CENTER FOR ENTREPRENEURSHIP AND INNOVATION

LETTER FROM THE DEAN

Dear Stakeholders, Students, Faculty, Alumni, and Community Friends:

To achieve lasting success, a business school must equip their students with the skills necessary to thrive in an ever-changing world. For students wishing to succeed in business, few skills are more important than innovative thinking, resourcefulness, and perseverance. The Alta Resources Center for Entrepreneurship and Innovation (Alta Resources CEI) 10-week Accelerator Program offers students a hands-on way to develop these skills, and many more, in the most powerful way possible.

This unique and emerging program supports students as they take their new ideas to market and attempt to build a sustainable business model that solves a real world problem. Armed with seed funding, mentor support, and a burning desire to turn their idea into something much more, these students plunge into the marketplace feet first in an attempt to survive and then thrive. Some of these students will have ideas that fail, others will find massive success with their ideas; all of them will learn more about themselves, and the business world, than they ever imagined possible.

The learning outcomes students gain from such a raw exposure to the business world can be matched by very few programs. This is no simulation, hypothetical case study, or tightly controlled environment. This program nudges students into the "real world" and forces them to understand customer needs and marketplace conditions well enough to make strategic decisions with their business that will ultimately lead to its success or failure. These experiences will allow our students to enter the business world with more skills and confidence than their peers at other institutions.

This program not only benefits the College of Business, but also shines a light on the University as a whole. By allowing all students access to the Alta Resources CEI, the University of Wisconsin Oshkosh showcases that it is a university that fosters entrepreneurship, encourages innovation, and supports student businesses in ways that many other universities simply cannot match.

On behalf of UW Oshkosh, the College of Business, and all of our entrepreneurially minded students, I wish to again thank Alta Resources for the generous support and resources they have provided to make programs like this possible. I would also like to thank you for your interest in what our brilliant students can achieve with the right resources behind them. I invite you to review our inaugural annual Accelerator Report; I think you will be impressed by what passionate students can accomplish when working with a great business school.

William J. Tallon, Dean



LETTER FROM ALTA RESOURCES

The University of Wisconsin Oshkosh and Alta Resources Center for Entrepreneurship and Innovation epitomizes “partnership.” It brings together many private- and public-sector agencies and organizations from the state, region, business community, the University of Wisconsin Oshkosh College of Business, the UW Oshkosh Small Business Development Center and beyond. We’re so privileged to be among them all, partnering together to create new opportunities for students of all disciplines.



The foundational principles of this program — entrepreneurship and innovation — are reminiscent of how we founded Alta Resources nearly 20 years ago. We share with this program those principles, having grown Alta Resources from a simple vision into a budding — better yet, a thriving — reality. As an established, growing company, Alta Resources now has an opportunity to give back and to foster a shared entrepreneurial vision among students, inventors, creators, engineers, marketers and aspiring business professionals. This new center is a testament to that.

The concept of giving back stems from common core values by which everyone at Alta Resources conducts themselves daily. Those values form the constant theme of how we treat each other individually and how we engage with our client partners. They’re called Guiding Principles, of which we have seven: Results, Diversity, Relationships, Integrity, Communication, Strength and Community. Each one echoes, in some way, the foundation of the Alta Resources Center for Entrepreneurship and Innovation. But it is the latter — Community — that really resonates.

Community is our focus on contributing positively to the places where we live, work and play. It’s about reaching out to others around us and helping them prevail and, better yet, succeed. Our Guiding Principle of Community means we care about making a difference at places like UW Oshkosh.

The Center for Entrepreneurship and Innovation is also a symbol of our long-standing relationship with UW Oshkosh; even more, it furthers our partnership. We believe in this program because it equips students with the resources necessary to become entrepreneurs and, ultimately, tomorrow’s leaders. The future needs leaders like them. We at Alta Resources need leaders like them; in fact, people are our greatest asset, for they are the catalyst for our growth and success. When we seek people to join our dynamic team, we look for the characteristics so prevalent among students of the Alta Resources Center for Entrepreneurship and Innovation. And so we’re thrilled to follow their journey — and this program’s journey — into the years to come.

Because of this program’s ability to fuel leaders, innovators, hard workers and creative thinkers, we see this as more than a gift to UW Oshkosh; it’s an investment. An investment in the future.

Lisa Schulze, Vice President of Human Resources.

LETTER FROM THE EXECUTIVE DIRECTOR

The students involved in our 10-week Accelerator Program have amazed many with their inspirational courage, curiosity, and drive to succeed – but this all comes as little surprise to me. In my time here at the Small Business Development Center at UW Oshkosh I have met with dozens of students that share these same traits, and every one that I meet with seems to have more enthusiasm than the last! What these students have needed for the longest time is a resource they could go to that could guide them as they take their idea to the next level. This resource couldn't just be a place to find funding, but also needed to provide endless amounts of encouragement and moral support as these students bravely marched into one of the most difficult challenges of their young lives.



I knew that the Small Business Development Center at UW Oshkosh had an abundance of resources that could help, but believed that creating a new entity that is campus-focused would allow our students to reach their full entrepreneurial potential. What started as a proposal to create a "Student Business Design Lab", turned into a fully supported Entrepreneurship and Innovation Center that offers resources such as this intensive 10-week accelerator program. This feat could not have been possible without the incredible support provided by the university, the WEDC, Alta Resources, and other local partners that believed in the mission enough to contribute.

I've been lucky enough to watch up close as this program has positively impacted students in a rather short amount of time. Students are learning to explore problems, create solutions, embed themselves in their market, and pivot forward as obstacles arise. With these new challenges, our students achieve a level of personal and professional growth that could not be obtained through any amount of textbooks - and will continue to serve them for years to come.

The future of this program is bright, and I envision many more success stories from our students as they continue to come to us with their innovative ideas and passionate hearts. I also know that these results will be amplified as more partners join us on our mission to serve these students and impact our future generations. This report will show you why I was not surprised by the results of our students and why I have so much confidence in our future programs.

Colleen Merrill, MBA

Director, UW Oshkosh Small Business Development Center

Executive Director Alta Resources Center for Entrepreneurship and Innovation

I. Purpose and Goals of Alta Resources Center for Entrepreneurship and Innovation (Alta Resources CEI)

The University of Wisconsin Oshkosh Alta Resources Center for Entrepreneurship and Innovation was created to help service a growing entrepreneurial environment in the most unlikely of places. Originating from very “grassroots” and humble beginnings, the Alta Resources CEI has grown to an entity recognized across the region and globally for its entrepreneurial programming, businesses launched, and seven-figure funding from local supporters.

Purpose

The purpose of the Alta Resources CEI is to create awareness for entrepreneurship, foster entrepreneurial thinking, and assist students and faculty in developing their ideas into successful businesses. It does so by offering:

- Hands-on learning activities
- Extensive lean startup curriculum based programs
- Entrepreneurial networking opportunities
- 1 on 1 counseling
- Mentorship from successful entrepreneurs
- Seed funding for validated business ideas in structured programs

Audience Served

Although the Alta Resources CEI started with a primary focus on students, it is exploring opening it up to faculty and staff as well. Offering services to all parties offers a holistic approach to campus-wide entrepreneurial advancement. It also encourages collaboration opportunities for students, faculty, and staff in ways not possible with a singular focus.

Mission

To inspire, educate, and develop entrepreneurial leaders through world-class education, cutting edge research and applied preparation, mentorship, and public recognition.

Vision

To help UW Oshkosh students and faculty members develop and enhance their ideas, businesses, and lives.

Goals

The Alta Resources CEI strives to become a comprehensive, and sustainable, resource for entrepreneurs at the University of Wisconsin-Oshkosh campus. Success of the program will be measured by “hard” metrics including: business starts, capital infusion, jobs created, revenue growth and other economic factors. Additionally, the Alta Resources CEI aims to help participants develop their “softer” skills like: experience, relationship building, entrepreneurial knowledge, confidence, persistence, passion, purpose, and more.

II. Rationale and Stakeholder Support

Formally founded in 2013, the UW Oshkosh Alta Resources CEI for Entrepreneurship and Innovation has roots that were planted deep before its expansion and has grown tremendously since its humble beginnings.

The Foundation

In 2012 a group of entrepreneurially minded UW Oshkosh students formed the UWO Collegiate Entrepreneurs' Organization (CEO) in a grassroots effort to develop themselves as business owners and connect with other students that shared the same interests and hunger. With no department to support them, no major, and only \$250 in funding, this student entrepreneurship organization exploded in growth and quickly became one of the largest business clubs on campus. Soon they were bringing in nationally recognized entrepreneurs to present, hosting business plan and elevator pitch contests for thousands of dollars of prize money, begging the Dean for "startup space" in one of the academic buildings, and even convincing the Mayor to sign a proclamation for a "Student Entrepreneur Day" in the city of Oshkosh, Wisconsin.

The Conception

This statement was heard loud-and-clear by the new staff at the Small Business Development Center (SBDC) under the College of Business. Soon after, an initiative was created in the Spring of 2013 to bring a Center for Entrepreneurship to the UW Oshkosh campus to help serve the students and faculty of the University. Support was quickly gained across the campus, and city, with encouragement from the Dean, the Mayor, and many other influential stakeholders. However, true validation wasn't received until the vision was shared with the local entrepreneurial community – and support started pouring in!

The Inception

Armed with a well-researched proposal and a vision, the Director of the UW Oshkosh SBDC met with influential members of the local entrepreneurial community to gain further support and initial funding for the Center. She shared the energy and passion of the students on campus and explained how much a Center like this could impact the students, the University, and the local economy. Several successful entrepreneurs with ties to the University stepped up and committed to donating a total of \$50,000 to the Center. Although this was helpful, the Center's first big funding "home run" wasn't hit until the Wisconsin Economic Development Corporation (WEDC) decided to step in and commit \$97,000 initially and then ongoing on a year-to-year basis. This funding was enough to start the Center and run some initial programming that generated student interest and caused some excitement around campus.

The Expansion

The tipping point for the Center occurred in early 2014 when funding was provided by a global outsourcing company, Alta Resources, who has local roots and desires to impact future generations. A funding commitment that represented naming rights of the Center for the next 10 years was enough to hire on additional staff, develop a more robust portfolio of programs for entrepreneurs, and ensure that the Center was going to be around for the foreseeable future. The Center was formally named the Alta Resources Center for Entrepreneurship and Innovation (CEI), however, this support wasn't just monetary. Alta Resources acts a strategic partner of the Center and offers mentorship to the management staff, along with the dozens of entrepreneurs that come through the Center every year.

Overwhelming support from stakeholders has been the primary reason the Alta Resources CEI has been so successful, and will continue to be in the future. This support could not have been achieved without the hard work of those leading the initiative, or without the attention-grabbing passion of the student entrepreneurs who wanted to do something more during their college career and lives.

III. Entrepreneurial Activities Timeline

2012

- Founding of UW Oshkosh Collegiate Entrepreneurs Organization (CEO)
- Hosted 8 speaker events averaging over 40 students per meeting
- Elevator Pitch Contest for \$1,500 in prize money
- City-wide proclamation of "Student Entrepreneur Day"
- Designation of "Student Entrepreneurship Room" on campus

2013

- Founding of Center for Entrepreneurship and Innovation
- Formed formal Advisory Board
- Hosted 8 speaker events averaging 40 students per meeting
- Development of Management Major with Entrepreneurial Focus
- Elevator Pitch Contest for \$1,500 in total prize money
- Received funding from private donors
- Received funding from the Wisconsin Economic Development Center

2014

- Alta Resources committed to fund next 10 years of program
- Name changed to Alta Resources Center for Entrepreneurship and Innovation
- Launch of annual Business Model Contest
- Launch of Accelerator Program
- Accelerator program graduation and 10 student businesses launched
- Over \$67,500 of capital infused into student businesses
- Hosted 8 speaker events
- Hosting the first Startup Weekend event in Oshkosh this Spring
- Hosting the annual Elevator Pitch Contest for \$1,500 in total prize money
- Fall rollout of the new Management Major with a focus in Entrepreneurship
- Winner of the 2014 Emerging Entrepreneurship Center by the Global Consortium of Entrepreneurship Centers

IV. Achievements to Date

City-wide "Student Entrepreneur Week" Proclamation

Helps raise awareness across the city, and campus, for student entrepreneurs and their specific challenges and opportunities. This week falls on the third week of November every year, which is the same week the Annual Elevator Pitch Contest is held.

Annual Elevator Pitch Contest

Fifteen students have 90 seconds to pitch their business idea to a panel of investors and successful entrepreneurs. The winning student receives \$1,000 to be used towards his/her business, there are second and third place prizes of \$500 and \$250, respectively.

This event has been running for the past two years and has distributed over \$2,500 to student entrepreneurs. One of the first place winners received equity funding from an investor panelist after the contest concluded. The other first place winner was placed into the Alta Resources CEI's annual Accelerator Program.

Annual Business Model Contest

Ten students have 5 minutes to present their proposed Business Model and planned execution strategy to a panel of investors and successful entrepreneurs. The top 3 winners are flown to Florida for a 3 day stay, and final round of the competition in front of participants of the annual UW Oshkosh Alumni Banquet. The three students compete for \$10,000, \$5,000, or \$2,500 to be used towards their business.

The first contest was run successfully in February of 2014. Over twenty-five students applied and ten students competed for the top three positions. The top three winners competed for the cash prizes in Naples, Florida and were all placed into the Alta Resources CEI's annual Accelerator Program. In addition, news coverage from this event created a direct increase in online sales for the first place winner.

Annual Accelerator Program

Ten students (or student teams) are placed into the Alta Resources CEI's 10 week startup accelerator program which provides: \$5,000 in seed funding, a lean startup curriculum, 1 on 1 counseling from the Alta Resources CEI's staff, and mentorship from successful entrepreneurs in their industry.

The first program was run successfully from March 2014 to May 2014. Over twenty-five students applied and ten were selected to participate in the program. The ten students (and teams) were given \$5,000 each along with the other resources listed above. All ideas were turned into companies and some are already receiving revenue from customers. About \$50,000 of capital was infused into student's ideas.

Alta Resources Donation for Naming Rights

A local company, Alta Resources, committed to donating a substantial amount of funding over the next 10 years to the Center in exchange for naming rights. The Center changed its name to the "Alta Resources Center for Entrepreneurship and Innovation" and continues to keep a strong relationship with the donor. Alta Resources also provides marketing material, student mentorship, and sits on the Board of Advisors.

WEDC Grant

A year-to-year grant of \$97,000 was provided to the Alta Resources CEI by the Wisconsin Economic Development Corporation (WEDC) to support the entrepreneurial efforts of students. The grant for next year will also include an additional \$30,000 for a Summer Incubator Program that provides the top 3 students from the Accelerator Program an additional \$5,000, along with office space on campus, and a stipend that pays them a wage to work on their business over the summer months.

Funding from Private Donors

A pool of successful entrepreneurs, that all have great relationships with the University, committed to donating funding to the Center on a yearly basis. These successful entrepreneurs also act as mentors to the students and sit on the Board of Advisors for the Center.

Monthly Educational Speaker Events

Over 20 speaker events held in the last couple of years, exposing entrepreneurship to over 800 students. Successful entrepreneurs have come in to share stories of success, failure, and everything in between. The most notable event featured UW Oshkosh alumni Craig Culver, who owns the popular fast food franchise "Culver's". This event had over 170 attendees and was featured on all major news stations.

Inclusive Entrepreneurship Class

The Alta Resources CEI assisted in convincing the University to open up the Entrepreneurship class to all students enrolled. Prior to this, only those enrolled in the College of Business were eligible to take the class. Opening it up to all students encourages entrepreneurial thinking from more diverse backgrounds.

Student-run Companies Launched

As a result of the annual Accelerator Program, ten student-run business concepts were explored and multiple businesses were launched. The Alta Resources CEI will continue to work with the each year's accelerator graduates to support lean business development by having them as mentors to the incoming cohort. Our goal is to increase business development in the coming years with new program initiatives being developed.

Over \$70,000 of Seed Funding Distributed

Between the Elevator Pitch Contests, Business Model Contest, and Accelerator Program, over \$70,000 in total funding was distributed to student entrepreneurs since inception. All seed funding is used towards business expenses and most gets distributed throughout the local economy as startups lean on local businesses for various services.

UW Oshkosh Collegiate Entrepreneurs Organization (UWO CEO)

Although this group was started before the Alta Resources CEI's inception, these two organizations have worked hand-in-hand when it comes to bringing in speakers, hosting events, and running startup programs. In addition, the Alta Resources CEI provides funds for over 50% of the UWO CEO budget every year. The UWO CEO group averages around 40 students per meeting and meets bi-weekly throughout the school year.

Winner of the 2014 Emerging Entrepreneurship Center Award

The Center was named the 2014 Emerging Entrepreneurship Center by the Global Consortium of Entrepreneurship Centers (GCEC). This prestigious award is designated only for entrepreneurship centers that are less than five years old and achieve significant milestones and accomplishments. The last entrepreneurship center to win this award was Kansas State University, back in 2012.

Students Accepted Into UW Extension's Ideadvance Seed Fund Cohort

Two of our student teams from the inaugural accelerator program were accepted into a statewide Seed Accelerator program, UW Extension's Ideadvance Seed Fund Cohort. These two student teams were given additional resources, a lean startup curriculum for ramping up their businesses, and an additional \$25,000 in funding. This competitive program only allowed less than 15 student teams in from across the state.

APPENDIX: SUPPLEMENTAL MATERIALS

Topic	Page
I. Introduction	
a. Letter from the Dean	1
b. Letter from Alta Resources	2
c. Letter from the Executive Director	3
d. Purpose and Goals	4
e. Rationale and Stakeholder Support	5
f. Entrepreneurial Activities Timeline	6-8
II. Alta Resources CEI Organizational Report	
a. Organizational Chart	11
b. Board of Advisors	12-14
c. Alta Resources Center for Entrepreneurship and Innovation (Alta Resources CEI) Staff Bios	15
III. Programming Prospectus	
a. UW Oshkosh College Entrepreneurs' Organization	17
b. Monthly Educational Speaker Events	18
c. Elevator Pitch Contest	19
d. Business Model Contest	20
e. Accelerator Program	21
f. Summer Incubator Program	22
IV. Accelerator Program Report	
a. Jordan Johnson – ProShot, Inc	24
b. Luke van Drunen – Neighborhood Designs, LLC	25
c. Jake White – Party.0 (Sober Parties, LLC)	26
d. Jordan Rhodes – Healthier Youth, LLC	27
e. Corey DeRuiter – Billboard Brew, LLC	28
f. Brian Will – Brag Fitness, LLC	29
g. Gregg Schierl – Ma Schierl's Tartar Sauce, LLC	30
h. Kyle Kemp – Wicked Web Wizardry, LLC	31
i. Taylor Schultz – The Mobile Detailers, LLC	32
j. Parker Lenz – Atlas Capital Group, LLC	33
k. Jordan Mather – Health Connection, LLC	34

UNIVERSITY OF WISCONSIN OSHKOSH

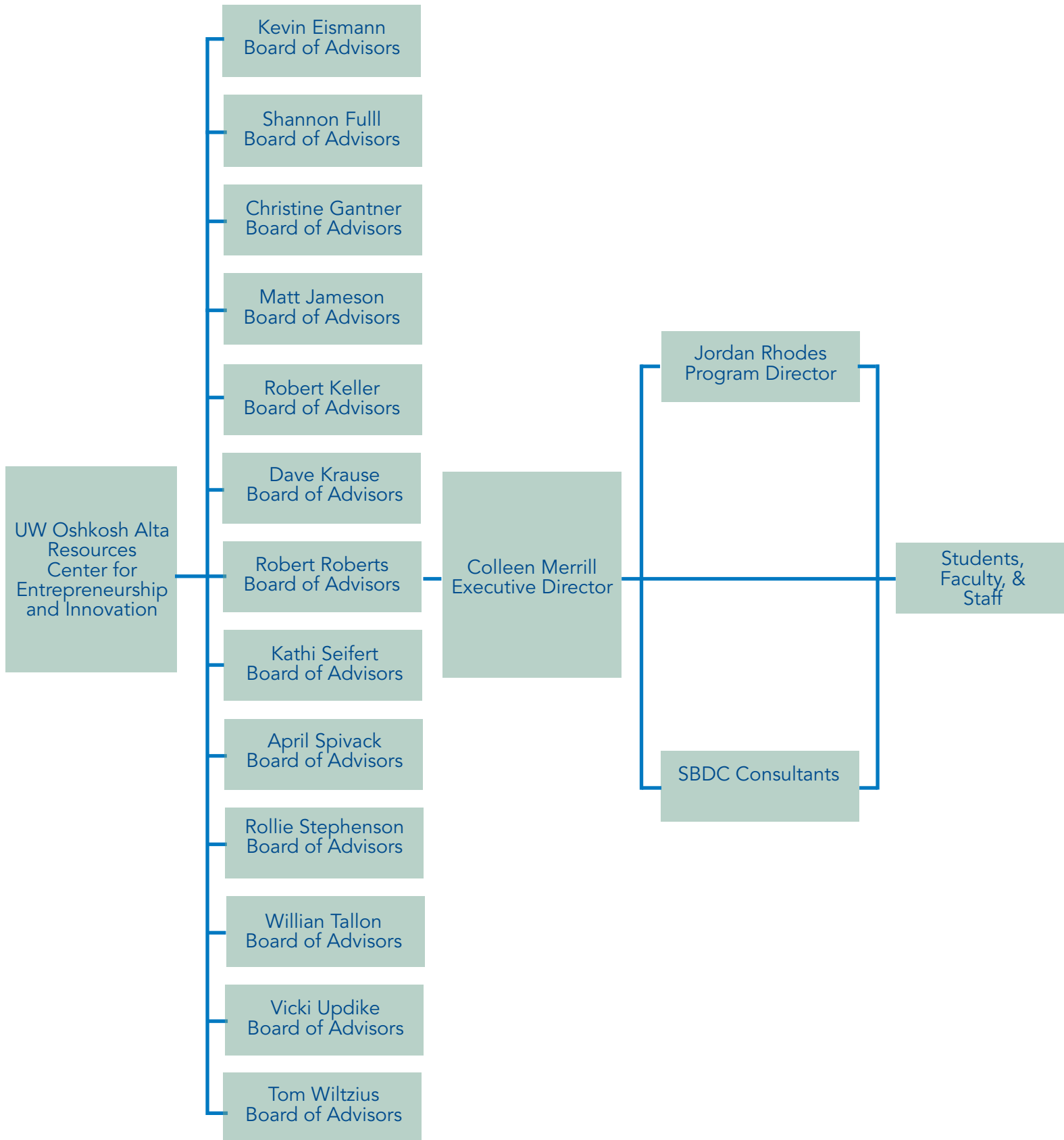
ALTA RESOURCES CENTER FOR ENTREPRENEURSHIP AND INNOVATION



The following pages provide an organizational chart, brief information about the Board of Advisors, and in-depth backgrounds of the staff that runs, and manages, the Alta Resources CEI.

An all-star team of passionate and knowledgeable professionals is required for the success of any organization – especially for one such as this. Without each and every individual listed in the following pages, the Alta Resources CEI would not have had nearly the success it has today.

ORGANIZATIONAL CHART



BOARD OF ADVISORS

Kevin Eismann – Ephiaphany Law Firm

Kevin Eismann (JD) is the founder of Ephiaphany Law, LLC. With over 20 years of business law experience, he assists the Alta Resources CEI with any legal advice necessary. Eismann is a graduate from the UW Oshkosh MBA program.



Shannon Full – Fox Cities Chamber of Commerce

Shannon Full is the President and CEO of the Fox Cities Chamber of Commerce. She enjoys working with businesses and community leaders on growth strategies. Full believes that the most rewarding part of her job is empowering and mentoring others.



Christine Gantner – UW Oshkosh

Christine Gantner is the alumni relations director at UW Oshkosh. She keeps in contact with almost 80,000 of UW Oshkosh's alumni through newspapers, magazines and events. Gantner is very enthusiastic about her career and provides connections that the Alta Resources CEI wouldn't have otherwise.



Matt Jameson – Jay Manufacturing

Matt Jameson is the President and CEO of Jay Manufacturing Oshkosh, Inc. In addition to serving on the advisory board for the Alta Resources CEI, he is very involved in the Oshkosh community serving on numerous boards including Boys and Girls Club of Oshkosh, Fox Valley Technical College Foundation. Jameson received his bachelor's degree from UW Oshkosh.



Robert Keller – JJ Keller

Robert Keller is President of the J.J. Keller Foundation, Inc. Before serving as President, he served as CEO for 24 years. During that time, he led the firm to gain over \$180 million in revenue.



Dave Krause – UW Oshkosh

Dave Krause is currently the director of development and alumni relations at UW Oshkosh. He creates networking programs for College of Business alumni to attend while developing and maintaining strong relationships with all. Besides working for the university, Krause was a motivational speaker for businesses for over 16 years. He received his undergraduate degree from UW Oshkosh.



John Muraski – UW Oshkosh

John Muraski (MBA, MS) is currently a lecturer at UW Oshkosh. His mission is to engage, educate and enable and fulfills it by teaching entrepreneurship courses, advising entrepreneurship club. In addition to entrepreneurship, Muraski teaches a variety of courses in the undergraduate and graduate programs. He received his MS from UW Oshkosh.



Dave Quandt – Alta Resources

David Quandt (MBA) is the Senior Vice President of health care and insurance at Alta Resources. He has been with Alta for almost 20 years serving in many different positions while improving all areas of the business. Quandt received his undergraduate degree and MBA from UW Oshkosh.



Robert Roberts – UW Oshkosh

Robert Roberts (MPA, M.Ed.) is the director of grants and faculty development at UW Oshkosh. He oversees grant submissions, standard research agreements and faculty development proposals. He received his MPA from UW Oshkosh.



Kathi Seifert – The Katapult Group

Kathi Seifert is the President of Katapult, LLC. She was named in Fortune magazine's list of the 50 Most Powerful Women in Business and was also named in Forbes.com's list of "America's Top Businesswomen". Prior to Katapult, LLC, she served in numerous senior executive positions at Kimberly-Clark.



April Spivack – UW Oshkosh

April Spivack (PhD) is currently an assistant professor of management and teaches the entrepreneurship class at UW Oshkosh. Her areas of expertise are human resource management, behavior science/organizational behavior, management, entrepreneurship/small business administration. Spivak has also written numerous published articles about entrepreneurship.



Rollie Stephenson – Faith Technologies

Roland Stephenson was CEO of Faith Technologies, Inc. for over 41 years and is currently Chairman of the Board. He has been named Chamber of Commerce “Business Person of the Year” and was a finalist for the Ernst and Young Entrepreneur of the Year Award for 2 years.



William Tallon – UW Oshkosh

William Tallon (PhD) has been serving as the Dean of the College Business at UW Oshkosh for over 4 years. He assisted in the transformation of the new College of Business by creating additional majors and implementing new programs, and provided resources to support the development of the Alta Resources CEI. He has had many significant administrative achievements and strives to maintain the College of Business’s stringent AACSB accreditation.



Vicki Updike – Silver Star Brands

Vicki Updike is the President of Silver Star Brands. She has over 20 years of business and marketing experience. Under her leadership, Silver Star Brands was rebranded from what used to be Miles Kimball, has received the Green Professional Status, and was featured in Insight Magazine. Updike is also a Chairman on the Oshkosh Chamber of Commerce.



Tom Wiltzius – Envision Performance Solutions

Tom Wiltzius (PhD) is the Principal of Envision Performance Solutions, LLC and the President of Wiltzius Associates, LLC. He has received multiple nominations for mentorship and small business-of-the-year awards. Wiltzius is passionate about helping leaders bring success into their lives and organizations.



ALTA RESOURCES CENTER FOR ENTREPRENEURSHIP AND INNOVATION (ALTA RESOURCES CEI) STAFF BIOGRAPHIES

COLLEEN MERRILL, MBA EXECUTIVE DIRECTOR

Colleen Merrill is no stranger to small business ownership and management. She currently owns and operates an area rental properties management business and Oshkosh's first coworking space. Her background includes deep experience in mechanical contracting, high impact sales, project management, and business consulting. Having that essential, in-the-trenches understanding of the challenges and needs of small business is integral to her role at the Wisconsin SBDC at UW Oshkosh.

Colleen is extremely active in her community donating her time at multiple economic development organizations. She is currently the Vice President of Women in Management, Emergent Technology Alta Resources CEI co-chair along with acting board member at the Boys and Girls Club, and the UW Oshkosh Alumni Association. Previous terms on the Board of Review, Planning Commission, Rotary, and Chamber.



JORDAN RHODES PROGRAM DIRECTOR

Jordan graduated from the University of Wisconsin Oshkosh in 2012 with a Bachelor's Degree in Business Administration. When he was there he founded the Collegiate Entrepreneurs Organization and quickly grew it to one of the largest business clubs on campus. He was the recipient of the Certified Student Leader award, the Innovation and Creativity Award, and was inducted into the National Society of Leadership and Success.

After graduating he joined the family business as the Director of Marketing and Operations and helped develop streamlined systems and processes to implement during the acquisition of another firm. Outside of work, he created multiple online businesses that serve the needs of niche specific audiences leveraging Search Engine Optimization, Social Media Marketing, and Affiliate Advertising. In addition, he was a co-organizer of the first "Startup Weekend" hosted in Northeast Wisconsin and developed a "Lean Startup" curriculum which helped participants take their ideas to first customers in less than 3 months.

Now he is an SBDC Counselor and the Program Director of the Alta Resources Center for Entrepreneurship and Innovation at UW Oshkosh. He remains actively involved in the UW Oshkosh Collegiate Entrepreneurs Organization and volunteers through the local Junior Achievement chapter, teaching 3rd and 4th grade students about business and the joys of entrepreneurship.



PROGRAMMING PROSPECTUS

UNIVERSITY OF WISCONSIN OSHKOSH

ALTA RESOURCES CENTER FOR ENTREPRENEURSHIP AND INNOVATION



The following pages describe the different programming that we offer through the Alta Resources Center for Entrepreneurship and Innovation (Alta Resources CEI). These programs are a direct reflection of our mission in helping inspire, educate, and develop entrepreneurs at UW Oshkosh. Most of the programs listed have already successfully taken place and are part of our annual offerings to students, faculty, and staff. The last few programs listed have not yet occurred, however they are currently being thoroughly planned for and budgeted for the 2014-2015 school year.

UW OSHKOSH COLLEGIATE ENTREPRENEURS' ORGANIZATION

Summary

The UWO CEO is a group of students with a shared passion in entrepreneurship, business management, leadership and personal growth. They hold bi-weekly events that expose students to entrepreneurship, inspire entrepreneurial actions, and provide a commonplace for networking between like-minded individuals.

Benefits

The benefits of a student entrepreneurship club include:

- Educates and motivates students
- Offers opportunities for media exposure
- Encourages social sharing and interaction between students and the Alta Resources CEI
- Creates a network of student entrepreneurs that serves all involved

Highlights

This group has averaged over 40 students per meeting and has held 8-10 meetings per year since their inception. They have received awards from the national Collegiate Entrepreneurs' Organization, and from the UW Oshkosh Student Leadership and Involvement Center, for their continued success.

Funds Allocated

The Alta Resources CEI partners with the UWO CEO and provides for more than 50% of their annual budget. In addition, the Alta Resources CEI provides access to speakers, mentors, counseling, programs, and more that directly benefit this group and their members.



MONTHLY EDUCATIONAL SPEAKER EVENTS

Summary

Hold educational events once per month that help students learn more about entrepreneurship. These events are on campus and typically draw in crowds of 40+ students. Events are usually held as “Speaker Events” that invite a successful entrepreneur in to speak about his/her experiences, or “Workshop Events” that give the students a hands-on activity to perform.

Benefits

The benefits of holding Monthly Educational Events include:

- Educates and motivates students
- Allows the Alta Resources CEI to build relationships with students
- Offers opportunities for media exposure
- Encourages social sharing and interaction between students and the Alta Resources CEI

Highlights

Averaging over 40 students per meeting and peaking at 170 attendees, these events have been a great first place for students interested in entrepreneurship to start. Speakers have covered topics ranging from starting a business, marketing, dealing with patents, building the right team, and much more.



ELEVATOR PITCH CONTEST

Summary

Host an annual Elevator Pitch Contest that gives ten to fifteen students 90 seconds each to pitch their business idea to a panel of investors and successful entrepreneurs. The winning student receives \$1,000 to be used towards his/her business, there are second and third place prizes of \$500 and \$250, respectively.

Benefits

The benefits of hosting an annual Elevator Pitch Contest include:

- Educates and motivates students
- Allows the Alta Resources CEI to build relationships with students
- Offers opportunities for media exposure
- Encourages social sharing and interaction between students and the Alta Resources CEI
- Offers prize money to students with top pitches to advance their business

Highlights

This event has been running for the past two years and has distributed over \$2,500 to student entrepreneurs. One of the first place winners received equity funding from an investor panelist after the contest concluded. The other first place winner was placed into the Alta Resources CEI's annual Accelerator Program.

Funds Allocated

The Alta Resources CEI provides funding for the cash prizes, the food, and beverages provided at the event. In addition, we help find investors and successful entrepreneurs to make up the panel of judges.



BUSINESS MODEL CONTEST

Summary

Hold an annual “Business Model Contest” event on campus that causes student to compete based on the merits of their proposed business model for a cash prize. This consists of an application process, a top 10 competition on the UWO campus, and concludes with the three finalists being flown to Florida to compete for the top prizes. Local investors and entrepreneurs act as judges for the event in Oshkosh and in Florida.

Benefits

The benefits from hosting a Business Model Contest include:

- Provides funding to viable student business ideas
- Helps students develop validation, negotiation, and presentation skills
- Educates and motivates students
- Offers opportunities for media exposure
- Encourages social sharing and interaction between students and the Alta Resources CEI

Highlights

The first contest was run successfully in February of 2014. Over twenty students applied and ten students competed for the top three positions. The top three winners competed for the cash prizes (totaling \$17,500) in Naples, Florida. In addition, news coverage from this event created a direct increase in online sales for the first place winner.

Funds Allocated

Funding for this event included the \$17,500 in prize money and the additional expenses incurred from flying the top 3 finalists to Florida for the final round of the contest. The total funding set aside for the budget is about \$25,000 every year.



ACCELERATOR PROGRAM

Summary

Run a 10 week accelerator program that helps students accelerate their business ideas. Provide funding of approximately \$5,000 per student team for business expenses to help validate their business model. Additionally, provide mentors and access to educational resources to help ensure the students are making the right business decisions with their funding. Also, attendance to weekly meetings is required of the students in the program to encourage collective brainstorming and accountability.

The top few teams in this program will “graduate” to the summer incubator program for further business development.

Benefits

The benefits from running a 10 week Accelerator Program include:

- Provides funding to viable student business ideas
- Helps students develop Learn Startup and sales skills
- Educate and motivates students
- Offers opportunities for media exposure
- Helps in business and job creation

Highlights

The first 10 week accelerator program was run successfully in the spring of 2014. Ten students (and teams) were given \$5,000 of funding, along with lean startup curriculum, mentorship, and access to various other resources. All participants went on to launch their companies and some are already receiving sales as a direct result of the program.

Funds Allowed

There is about \$50,000 in funding available for this program every year, which gives each team about \$5,000 to be used towards the development of their business.



SUMMER INCUBATOR PROGRAM

Summary

Run a Summer Incubator Program that helps up to three select students take their developed ideas even further. This program will offer select students additional funding, office space, and a stipend that empowers them to work on their business full time throughout the summer. In addition, students will be connected to extra mentors and will be provided extra 1 on 1 counseling with the Alta Resources CEI.

The funds required cover the following:

- Full time wage (\$400 per week) for 12 weeks for 3 students
- \$5,000 in seed funding for 3 students

The students will be selected to participate in the program through a face-to-face interview process held by the Alta Resources CEI. All students participating in the 10 week Accelerator Program will be considered and will be selected based on the potential of their idea and the traction they have gained since beginning the program.

Benefits

The benefits from running a Summer Incubator Program include:

- Educates and motivates students
- Offers opportunities for media exposure
- Helps in business and job creation
- Provides additional funding to the most vetted student business ideas
- Allows students the luxury of focusing on their business all summer

Highlights

The Summer Incubator Program will be run for the first time in the summer of 2015. The top 3 students/teams who participate in the Accelerator Program will be selected for the Summer Incubator and will be given extra resources to help ensure their businesses succeed.

Funds Allocated

There is \$29,400 set aside in next year's budget to fund the Summer Incubator Program. This will be enough to offer 3 students a full time wage for 12 weeks and \$5,000 in seed funding for each team.

ACCELERATOR PROGRAM REPORT

UNIVERSITY OF WISCONSIN – OSHKOSH

ALTA RESOURCES CENTER FOR ENTREPRENEURSHIP AND INNOVATION



The following pages highlight the student entrepreneurs involved in the first ever 10 week accelerator program held on the UW-Oshkosh campus. This program, and the attached report, is the best example of how the Alta Resources CEI makes an impact on the students, and faculty, that participate in our programs.

These 10 students were each given \$5,000 in seed funding for their idea, a Lean Startup curriculum, 1-on-1 counseling, industry-specific mentors, and much more in order to ensure they had the best chance of business success. All students involved ended the program with a business launch and some even already have customers that are paying for their products or services.

JORDAN JOHNSON: PRO SHOT, INC.

about JORDAN JOHNSON

Jordan is a non-traditional student, May 2009 BBA alumni, and current faculty member that works for the UWO Foundation. He was also a four year letter winner for the men's basketball team at UWO between 2004 and 2008. When he's not working on his business, he loves to train youth basketball players and spend time with his family.



PRO SHOT, INC.

The Pro Shot Band is a patent pending product that Jordan created to help his youth basketball students shoot the ball more consistently. After a frustrating practice one evening, Jordan went home and hand made the band to help his student space their fingers properly when dribbling, passing, and shooting the basketball. When the students started seeing results almost instantly, Jordan knew that an opportunity was born.

Jordan currently sells his Pro Shot Bands at basketball conferences and training camps across the state. He won 1st place in the UWO Business Model Contest and saw a spike in online orders due to the news coverage he gained. The Alta Resources CEI for Entrepreneurship is currently helping him develop an audition tape for the ABC hit show "Shark Tank".



LUKE VAN DRUNEN: NEIGHBORHOOD DESIGNS

NEIGHBORHOOD DESIGNS, LLC

Neighborhood Designs is a web design firm targeted specifically for small business owners and startups. It offers inexpensive web design services by utilizing industry specific “themes” rather than coding the website 100% from scratch. This drastically reduces the time it takes for the web developer and thus decreases the cost for the small business owner.

Luke won 3rd place in the UWO Business Model Contest and carried the momentum gained over to the accelerator program. He currently has 3 clients that are paying him for his web design services and is looking to expand shortly.

about LUKE VAN DRUNEN

Luke is a senior from Kaukauna, Wisconsin majoring in Finance and Economics and minoring in Music. He will graduate with a Bachelor’s in Business Administration in the spring of 2014. Luke is currently the Risk Management Intern at Oshkosh Corporation. Upon graduation, he plans on moving to Chicago to work for a startup company called PerkSpot. Outside of the classroom, Luke enjoys singing, working out, playing soccer, and spending time with his family and friends.



JAKE WHITE: PARTY.0

about JAKE WHITE

Jake is a senior majoring in Journalism with an emphasis in Public Relations. He had his first taste of entrepreneurship when he was 14 and his dad handed his part time embroidery business over to him. When Jake isn't growing his company he doubles as a public speaker, works with the Safe Spring Break Initiative and loves to play volleyball with friends.



PARTY.0

Sober Parties, LLC started with the "Party.0" student initiative that hosted "sober house parties" on weekends for students not interested in drinking. After his success with the Party.0 initiative at UWO, Jake determined that there was an opportunity to bring this organization to other universities across the US. He already has two universities who have signed on to implement the program on their campus this upcoming fall. Jake hope to continue growing his company and raise money for a "Party.0 Chapter House" that allows the organization to host more frequent and spontaneous events.



"Being a part of the Alta Resources CEI has allowed me to really validate and promote my product, network with people who are excited to help and learn from those who have started successful businesses. Without this program, I'd be lost. The mentors, resources and tools available have guided my idea into a profitable business. It's got everything we need to turn an idea and some passion into a start-up"

JORDAN RHODES: HEALTHIER YOUTH

HEALTHIER YOUTH, LLC

Healthier Youth is a software program that elementary schools can use to play exercise videos in their classroom without any equipment required. Teachers need only play the videos on their internet projectors, smart boards, or iPads and students can get a great body weight workout. These exercise videos also incorporate content from the Common Core Standards so teachers can use it to reinforce what they are teaching in the classroom.

Jordan has about a dozen elementary schools signed on to pilot the program this coming fall. He hopes to use this opportunity to track how the program affects student's activity levels, academic performance, and behavior incidents. Jordan hopes that his solution will positively impact all three of these metrics and then will be something schools want to incorporate.

Healthier Youth is one of the two startups accepted in the Ideadvance Seed Fund Cohort. The cohort starts this fall and will provide the startup with additional mentors, resources, and funding up to \$25,000.



about JORDAN RHODES

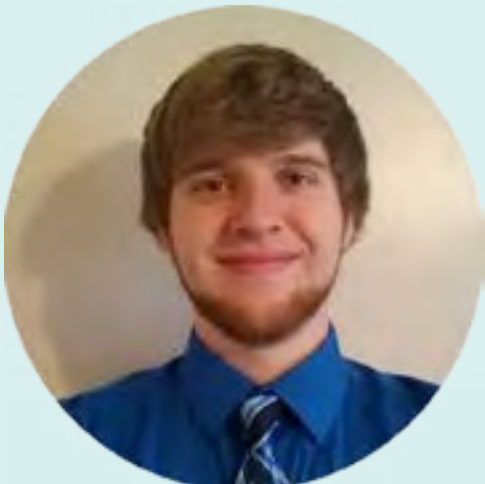
Jordan is currently a non-traditional student that graduated in December 2012 with his BBA. During his time at UWO, he started the UWO Collegiate Entrepreneurs Organization which grew to one of the largest business clubs on campus and still thrives today. Jordan was recently hired on as the Director of the Alta Resources CEI for Entrepreneurship and is excited to start helping students this summer.



CORY DERUITER: BILLBOARD BREW

about CORY DERUITER

Cory is a senior, majoring in Marketing, and currently works as the Community Marketing Manager for Shop Local Oshkosh. Before this, Cory spent 5 years as a General Merchandiser for Berres Brothers Coffee and Mid-Wisconsin Beverage which led to the “aha” moment for his startup. He is an active member of the UWO Collegiate Entrepreneurs Organization and loves to network with like-minded individuals.



BILLBOARD BREW, LLC

Billboard Brew was started as an innovative way to help local companies engage with their target customers. From his experience working with Berres Brothers Coffee, Cory knew that the average coffee drinker spends over 30 minutes holding their cup and saw an opportunity. Now his company gives free coffee sleeves to local coffee shops and gas stations that have advertisements from local companies printed on them. Cory believes this is a win-win scenario for the coffee shop and the advertising company.

Cory received his first shipment of sleeves recently and has distributed them to the local coffee shop called Planet Perk. He plans on expanding and to more coffee shops after his initial run.



BRIAN WILL: BRAG FITNESS

about BRIAN WILL

Brian is a sophomore pursuing his bachelor's degree in Radio TV & Film. He is the vice-president of the UWO Collegiate Entrepreneurs Organization and just finished up his internship at Anytime Fitness in Steven's Point. Brian owns a photography company called Will '36 studios and also is a part-time on-air DJ at a local radio station.



BRAG FITNESS, LLC

Brag Fitness was started due to Brian's passion for health and fitness. He loved helping people get into shape and motivating them through the process. His company offers instructional do-it-yourself videos and automatic text messages that send clients motivating messages to help keep them on track.

Brian finished developing his website and pivoted several times to find this business model. He is now looking for his initial customers and finding more ways to service them.

"The Alta Resources CEI and the resources provided, was instrumental in helping me realize that if I can't explain my idea simply that it isn't going to get anywhere. This helped me narrow down my idea and get it to simple explanation. The Alta Resources CEI has helped advise me and provided insight in the business world. I found great resources that provided support and had great input to offer when I presented them with my ideas."



GREGG SCHIERL:

MA SCHIERL'S TARTAR SAUCE

about GREGG SCHIERL

Gregg is a non-traditional student at UWO and a passionate family man. He enjoys spending his summers up north with family and friends. His love for delicious cuisine is what sparked the idea for a brand new tartar sauce.



MA SCHIERL'S TARTAR SAUCE, LLC

Ma Schierl's Gourmet Tartar Sauce was first created during a family fish fry that left Gregg and his family disappointed in normal, bland, tartar sauce. That day they whipped together a recipe that would eventually become Ma Schierl's Gourmet Tartar and Dipping Sauce. This delicious sauce is made without pickles and even has a kiss of vermouth. It can be enjoyed with fish, crackers, chips, veggies, or anything else you can think of!

Gregg is working with a local co-packer to receive his initial batch of tartar sauce and will then start offering taste tests and local farmers markets. He plans to take the positive feedback he receives to local specialty stores and see if they have any interest in carrying his product. Gregg has a one year goal of getting on the shelves at Festival Foods and is determined to reach it!



KYLE KEMP:

WICKED WEB WIZARDRY

Wicked Web Wizardry, LLC

Wicked Web Wizardry is a company specializing in web application development. It's most prominent project is Chartalog. Chartalog is a revolutionary tool that allows users to display data in a visually appealing way. In addition, these data tables have built in social media integrations that allow users to share their data in one click.

Kyle is currently looking to create relationships with big data providers, such as universities or city governments, so that data can start to flow into his program. He is also building relationships with influential bloggers who may use his product as a way to quickly and easily share data that they think their readers would be interested in.

"The Alta Resources CEI gave me a lot of connections and financial aid to pursue my business - so far I've gotten a permanent contract and I have a lot more doors open to me."

about KYLE KEMP

Kyle is a senior finishing up his degree in Computer Science. He was the president of the Computer Science club and is extremely passionate about software development. Kyle loves creating new products and finding ways to make things more efficient for end users.



TAYLOR SCHULTZ AND TOM MARTINEZ: THE MOBILE DETAILERS

THE MOBILE DETAILERS, LLC

The Mobile Detailers was started from the experience Taylor and Tom earned from their employment at the local car wash. Their new goal is to bring the “car wash” to customers and offer cleaning and detailing services to large business parking lots. Imagine having a long day at work, closing up shop, heading out to your car, and seeing your car cleaned inside and out!

Taylor and Tom have spent a considerable time developing their business model and making sure they can handle customer demands without sacrificing value. Now that they have honed in on their business process, they are looking for their initial customers. Their one year goal is to have several corporations signed up and offering this service as part of their employee benefits package.

“This Alta Resources CEI has helped me in a number of ways. It has helped me understand multiple aspects of starting a business such as finding a target market, analyzing survey results, finding the right product mix, and how to reach out to different people for answers. This Alta Resources CEI has helped me grow as a person and a business student, for which I couldn’t be more thankful for.” - Taylor Schultz

about

TAYLOR SCHULTZ AND TOM MARTINEZ

Taylor and Tom have spent the last few years working together at a local car wash and have dreamed of starting a business together since their friendship began. Taylor is senior, pursuing his BBA, and majoring in Economics. He is also on the Executive Board of the UWO Collegiate Entrepreneurs Organization and has been essential in their new member development.



PARKER LENZ AND ERIK SAJDAK: ATLAS CAPITAL GROUP

about

PARKER LENZ AND ERIK SAJDAK

Parker and Erik have been friends for the past few years and share an equal passion for finance and investing. Parker is currently pursuing his degree in Finance and is an executive board member for the UWO Collegiate Entrepreneurs Organization. Both Erik and Parker have been independent financial advisors at World Financial Group for the past year.



ATLAS CAPITAL GROUP, LLC

Atlas Capital Group is an investment fund that uses formulaic investing to gain a competitive edge in the market. Since inception, their fund has outperformed the market by a significant margin and seems to validate their formula works. So far the fund has a handful of investors, which is just enough to keep the fund going over the course of the next year.

Parker and Erik hope to continue to track their fund's stellar performance and use it to encourage more investors to invest. They plan to pursue affluent investors that have the extra capital to invest in an exciting new model that doesn't have a long track record. In the meantime, they also plan to educate young adults on the importance of financial literacy and investing at an early age.

"The SBDC has been phenomenal in helping us launch our business and providing countless resources. Without the help of Colleen and the Alta Resources CEI, we would not be as close to launch as we are." - Parker Lenz

JORDAN MATHER, MAXWELL ZIRBEL, AND SEAN BAUMGARTNER:

HEALTH CONNECTION

HEALTH CONNECTION, LLC

Health Connection is a software program that allows physical therapists to better service their patients. With this program, physical therapists can assign different at-home exercise to their patients and provide instructional videos that patients can play from their computers or iPads. Once a patient finishes an exercise, they can fill out a quick survey that tells the physical therapists about the experience. This creates a better feedback loop and eliminates the need for paper exercise assignments.

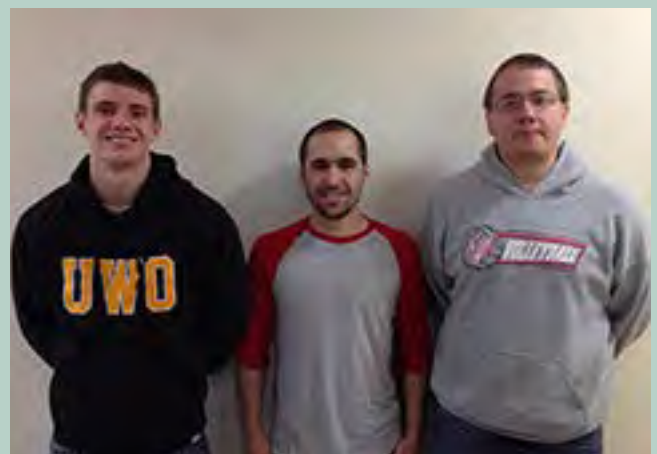
Jordan, Max, and Sean have been diligently interviewing potential customers and getting a very positive response. They are finishing their first prototype and hope to pilot it with some physical therapists within the next few months.

Health Connection is one of the two startups accepted in the Ideadvance Seed Fund Cohort. The cohort starts this fall and will provide the startup with additional mentors, resources, and funding up to \$25,000.

about

JORDAN MATHER, MAXWELL ZIRBEL, AND SEAN BAUMGARTNER

Jordan, Max, and Sean have all been friends for years and are all pursuing their degrees in Computer Science. In addition, they work closely together in the Academic Computing Lab and help the university with different computer and IT needs. Max was just accepted into the "Coding House" and will be heading out to Silicon Valley to develop software in one of the most entrepreneurial places in the world.



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The UW Oshkosh College of Business is accredited by AACSB International, the premier business school accrediting body—a distinction earned by less than 10 percent of business programs worldwide.