

YEAR IN REVIEW //2016

**ALTA RESOURCES CENTER FOR
ENTREPRENEURSHIP AND INNOVATION**



**Center for
Entrepreneurship
and Innovation**

University of Wisconsin Oshkosh



DEVELOPING ENTREPRENEURIAL LEADERS SINCE 2013

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 “grass-roots” 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.

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.

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.”



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INTRODUCTION & WELCOME


LETTER FROM THE DIRECTORS

Colleen Merrill & Jordan Rhodes

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

To achieve lasting success, a university 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 offers students a hands-on way to develop these skills, and many more, in the most powerful way possible.

This unique and emerging center 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.



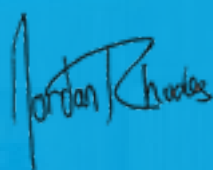
The learning outcomes students gain from such a raw exposure to the business world can be matched by very few programs. This is no simulation, hypothetical case study, or tightly controlled environment. This program nudges students into the “real world” and forces them to understand customer needs and 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 world with more skills and confidence than their peers at other institutions.

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, we would like to thank you for your interest in our center and what our brilliant students can achieve with the right resources behind them.



Colleen Merrill, Executive Director



Jordan Rhodes, Director



HIGHLIGHTS FROM 2016

DAYMOND JOHN FROM 'SHARK TANK'

The Alta Resources CEI, along with Oshkosh Area High Schools, coordinated a successful High School Pitch Tank event that concluded with a pitch to 'Shark' on ABC's Shark Tank and FUBU founder, **Daymond John**.

After a few preliminary rounds of competition between the Oshkosh area high schools, including a semi-finalist round held at UW Oshkosh on April 27th, two teams (Klick-A-Kane & The Reel Deal) were selected to pitch to Daymond John at the Oshkosh Women's Fund Power of the Purse Luncheon on May 19th.

In addition, two teams selected from UW Oshkosh (Golf Shots & Rebuild) were given the opportunity to pitch alongside the high school students and to over **500 attendees** at the event!



NEW CO-WORKING SPACE IN SAGE HALL

As of June 2016, a newly renovated 'co-working' environment opened in Sage Hall to provide students with an exclusive collaborative area at the University.

Thanks to a generous donation from the **Kathi Seifert Foundation**, members of the 'Seifert Startup Space' will be encouraged to promote collaboration between fellow student entrepreneurs and spark great ideas that will grow into strong businesses.

The space comes equipped with a whiteboard wall, Mac & Windows computers, a laser printer, a mounted TV monitor for video conferencing, and even an entrepreneurial library of books!

Set up an appointment with Jordan Rhodes (rhodesj@uwosh.edu) to see the space for yourself.



METRICS TO-DATE

47

Students
Consulted

2,410

Students
Attended CEI
Programs

29

Students with
Business Starts

2012

Founding of UW Oshkosh Collegiate Entrepreneurs Organization (CEO)
Hosted 8 speaker events averaging over 30 students per meeting
Elevator Pitch Contest for \$1,500 in prize money
City-wide proclamation of "Student Entrepreneur Day"
Designation of a "Student Entrepreneurship Room" on campus

2013

Founding of Center for Entrepreneurship
Formation of a formal Board of Advisors
Development of Management Major
Received funding from private donors
Received funding from the WI Economic Development Corporation

2015

Sponsored 'Americas Pitch Tank' featuring Kevin Harrington
Record number of attendees (300+) at Business Model Contest
Launch of semi-annual Think Tank Sessions
Launch of Summer Incubator Program
Launch of annual Student Startup Showcase



41

Jobs Created
by Startups

\$316,482

Total Revenue
Generated

\$713,250

Total Funding
Received

urship and Innovation
visors
or with Entrepreneurial Focus
ors
nomic Devel. Center (WEDC)

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 & Annual Accelerator Program
Hosted the first "Startup Weekend" event in Oshkosh
Winner of the 2014 Emerging Entrepreneurship Center by the GCEC

2016

Craig Culver became a naming sponsor - **Culver's** Business Model Contest
Coordinated the first area high school entrepreneurial pitch competition
Sponsored the 'Power of the Purse Luncheon' that featured Daymond John
Opened an exclusive "co-working space" for CEI members in Sage Hall

MEET THE LEADERSHIP TEAM

COLLEEN MERRILL, EXECUTIVE DIRECTOR



Colleen Merrill is no stranger to small business ownership and management. She currently owns and operates an area rental properties management business. Her background includes ownership in a mechanical contracting business, founder of HeartStart training, 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 President of Women in Management, Emergent Technology 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, and Southwest Rotary.

JORDAN RHODES, PROGRAM DIRECTOR

Jordan graduated from the University of Wisconsin Oshkosh in 2012 with a Bachelor's Degree in Business Administration, and an MBA in Marketing in 2016. When he was an undergrad there he founded the Collegiate Entrepreneurs Organization and quickly grew it to one of the largest business clubs on campus.

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 NE Wisconsin and developed a "Lean Startup" curriculum which helped participants take their ideas to first customers in less than three months.



BOARD OF ADVISORS



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VICKI UPDIKE
BERGSTROM AUTOMOTIVE

EVENTS, WORKSHOPS & CONTESTS

SPEAKERS & WORKSHOPS

In collaboration with the Collegiate Entrepreneurs' Organization (CEO), inspirational speakers are invited in twice per month to speak to students on the topic of entrepreneurship. Workshop events allow the students to perform a hands-on activity and learn first-hand.

In 2016, speaking events held on campus averaged 50+ attendees, and over 10 speakers volunteered their time to inspire the next generation of entrepreneurs.

THINK TANK SESSIONS

Think Tank sessions are held to help students come up with business ideas and solutions to problems. These are offered in two ways: as a session where any opportunity is explored, or a session where there is a niche focus on a specific industry, customer segment, or technology.

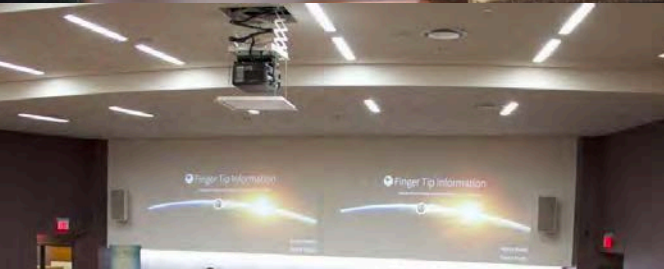
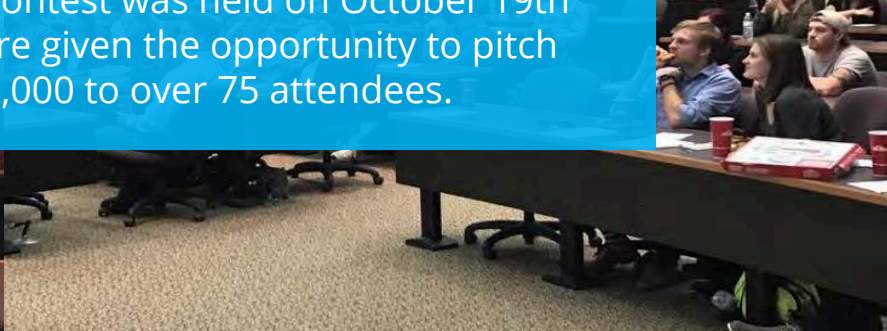
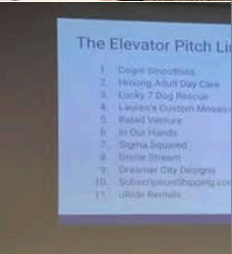
Over the past few years, we've averaged 35+ students at these workshops and inspired many students to discover a business idea that they would like to pursue further!



ELEVATOR PITCH CONTEST

The annual Elevator Pitch Contest gives 10 or more students just 90 seconds to pitch their ideas to a panel of investors and successful entrepreneurs. At the end of the event, three lucky students are awarded up to \$2,000 in seed funding to push their business idea even further.

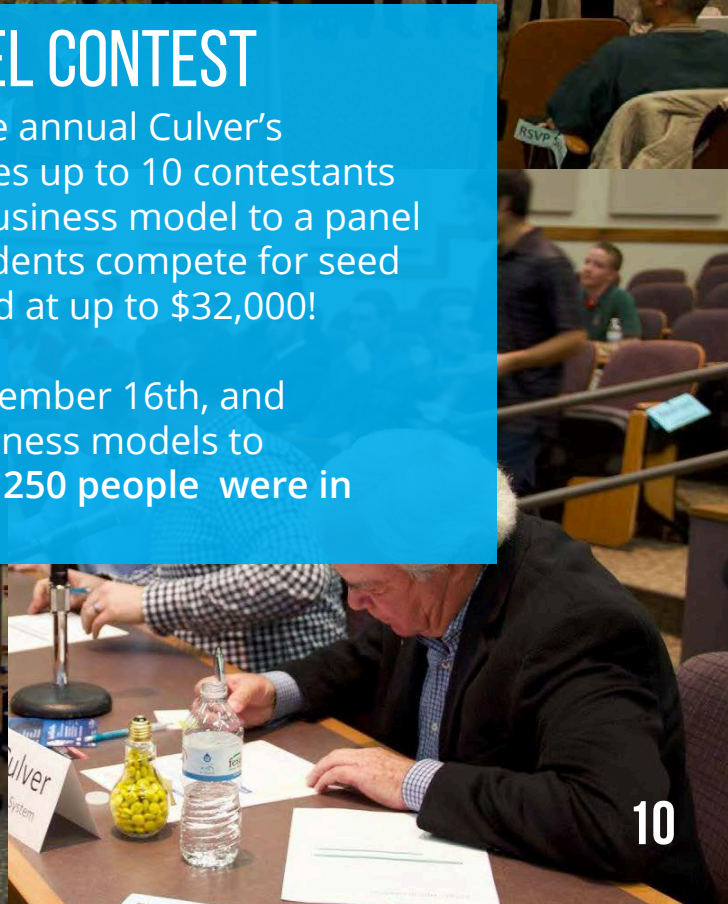
The 2016 Elevator Pitch Contest was held on October 19th where 11 contestants were given the opportunity to pitch their business idea for \$1,000 to over 75 attendees.



CULVER'S BUSINESS MODEL CONTEST

Our keynote event of the year, the annual Culver's Business Model Contest (BMC) gives up to 10 contestants the opportunity to present their business model to a panel of judges in just four minutes. Students compete for seed funding and in-kind services valued at up to \$32,000!

This year's BMC took place on November 16th, and 9 participants presented their business models to a panel of judges that included Craig Culver. Over 250 people were in attendance that night!



12-WEEK ACCELERATOR PROGRAM

GOLF SHOTS, LLC | DYLAN PARKS & BRAD PLOCH



Dylan Parks (CEO) and Brad Ploch (CMO) started Golf Shots

their junior year at UW Oshkosh. Both recently graduated in December of 2016 and have since been working full time to bring Golf Shots to market.



Golf Shots is the world's first golf ball shaped shot glass designed to look almost identical to a normal golf ball. Golfers can now save money and take their favorite drink from home, onto the course.



KIDS RUN WILD | SHERI OMERNIK



Sheri is a mom who loves running... she's completed two 50-mile races, about 30 marathons, and too many half marathons to keep track of. She is raising future marathoners, (she hopes) Alex & Aubrey. She recently received her Masters of Business Administration from UW-Oshkosh and has worked in healthcare business development for the last 10 years.

Kids Run Wild provides a platform for kids to strive to achieve grade-level running goals. To become a member, they need to reach their specified grade-level goal. Kids can run with parents, mentors, or teachers to qualify to join the running club.



The **12-week accelerator program** helps students accelerate their business ideas. With the seven to ten teams selected, they receive a startup curriculum, industry specific mentors, access to educational resources, and up to \$5,000 in seed funding. Also, attendance at weekly meetings is required of the students in the program to encourage collective brainstorming and accountability. The top teams “graduate” to the summer incubator program for further business development.

KHAOS-KON | CHARLENE ALECOS



Charlene has a degree in Event Management and interned with the Executive Director of Events in 2013 at the Fox Cities Chamber of Commerce running Octoberfest in Appleton. She and her husband currently own Adventure Games in Oshkosh, a retail store specializing in the gaming hobby where she manages all the store's special events and tournaments.

Khaos-Kon is a hobby convention which hosts board games, miniatures and card games in full of fun! Khaos-Kon provides a place for the gaming community to come together and play all tabletop games regardless of their skill level.



ANCHOR SHOCK | SCOTT GOLDEN



AnchorShock is a family-owned business with all three brothers attending UW Oshkosh. Scott Golden (CEO) is currently a senior majoring in supply chain management and founded Anchor Shock. David Golden (CFO) is currently a senior majoring in accounting, with the goal of becoming a CPA within the next year. Mike Golden (COO) graduated in 2013 with a degree in supply chain management.

Anchor Shock is a shock reducing anchor attachment for boats that reduces the amount of pull on the anchor rope by over 50%! This allows you to stay anchored on

your favorite fishing spot or on the sand bar. The loop end attaches to the boat, and the hook end attaches to the anchor line. When the waves push against the boat, the Anchor Shock stretches to eliminate anchor drag.



...ACCELERATOR CONTINUED

REBUILD | RICHARD ROEHRICK



Rich is a United States Marine Corps veteran with five years of health and wellness experience. His major is in Kinesiology with an emphasis in exercise and fitness. He is a certified exercise physiologist, strength and conditioning specialist, and group exercise instructor. He currently is the head personal trainer at Valley Athletics in Neenah,

Rebuild Community Health & Wellness focuses on veterans and the community. Post-traumatic stress disorder affects over 7.7 million Americans and it cost our society

42.3 billion dollars to treat these cognitive disorders. The national veteran suicide rate is 22/day. Our philosophy combats this crisis by encompassing physical therapy and cognitive therapy classes, along with exercise and fitness modalities.



CIRCLE OF LIFE AQUAPONICS | NATHAN OCHOCINSKI



Nathan is currently an undergraduate student at the University of Wisconsin Oshkosh. He is pursuing a major in Biology with Ecology and Organismal with a minor in Sustainable Management. He has been active on campus with Collegiate Entrepreneurs' Organization (CEO) working with the marketing team as well as working as the Sustainably Liaison in Webster/Donner resident halls. He is working towards producing a healthier and more sustainable America.

Circle of Life Aquaponics uses 21st century technology

to bring agriculture into the 21st century. In America more than 80% of the freshwater used every year is used on traditional field agriculture. By using aquaponics this can be cut down by 90% by using a closed water system while also not using any herbicides or pesticides. Creating safe, locally grown and organic produce while all be able to be grown year round even in the coldest of climates.



Circle of Life Aquaponics

The accelerator program first started in 2014 and has been growing quicker than ever as more and more students are applying to participate! The first cohort (2014) consisted of 10 student teams, and in year two (2015), eight teams participated. As we conduct the program year after year, the focus has grown to become a more “quality” based cohort with a deeper focus on fewer teams. As a result of the program, most participants go on to launch their company.

K-NICOLE BEAUTY | KYLIA HATHORNE



Kylia Hathorne is the founder and CEO of K-Nicole Beauty Box. Kylia graduated from Hair Professionals Cosmetology School in 2015, which helped immensely with improving her knowledge in the beauty industry.

The K-Nicole Beauty Box supplies on-the-go women with great beauty products directly to their doorstep. By supplying them consistently, the K-Nicole Beauty Box gives sustainability every month for their beauty regimen, as well as offering them quality products on- time, every month.

K-Nicole Beauty

MARC BUSKO & ASSOCIATES | MARC BUSKO



Marc Busko started speaking to high school students when he was 17 and hasn't looked back. Marc, a senior at UW Oshkosh studying economics is also the President of the UW Oshkosh Collegiate Entrepreneurs' Organization.

Marc Busko and Associates, LLC. was founded by Marc Busko in 2012. Marc, the Chief Passionate Officer, has been speaking to students since he was 17 and has spoken in 12 states and to over 10,000 students. Marc's main message is with helping students discover and pursue their passions in their lives. Marc has also worked with the Extreme Entrepreneurship Tour, a

nation-wide tour focused on helping young people learn about entrepreneurship and small business.

MARC BUSKO ASSOCIATES LLC

STUDENT STARTUP SHOWCASE

At the conclusion of the 12-week accelerator program, students have the opportunity to present their business concepts and officially graduate from the program. Many high-level investors and community members are in attendance at the demo day-like event.

The 2016 Student Startup Showcase was held on Wednesday, April 20th at the Alumni Welcome & Conference Center and featured presentations from Chancellor Leavitt, COB Dean Scott Beyer, and Jason Tienor (CEO of Telkonet).



SUMMER INCUBATOR PROGRAM

Two teams are selected annually to participate in the exclusive Summer Incubator Program that is designed to further develop their business models. This program offers an additional \$5k in seed funding, 12 weeks of office space in Sage Hall, intense 1-on-1 consulting, weekly mentor lunches, and a stipend of \$400 weekly to allow team members the flexibility they need to focus 100% on their business.

ACTIVEEDU | JORDAN RHODES & DAN BROSMAN



ActiveEDU is a web-based exercise platform that allows K-5 teachers, parents, and children the ability to stream

thousands of bodyweight exercise videos that are also blended with educational content. Non-profit hospitals sponsor the ActiveEDU platform in their surrounding school districts to provide a proven solution for improving children's health in the community.



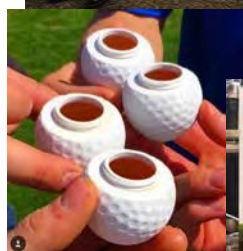
Since inception, ActiveEDU has raised over \$100,000 in funding, fully developed close to 8,000 animated videos, secured major contracts with Agnesian HealthCare in Fond du Lac, and gets 1,000+ students active on a daily basis! Learn more about ActiveEDU at www.ActiveEDU.com or contact Jordan at jordan@activeedu.com.

GOLF SHOTS, LLC | DYLAN PARKS & BRAD PLOCH



Founded by Dylan and Brad in their dorm room, Golf Shots is a golf ball

shaped shot glass that comes in a sleeve of three and holds 1.5 ounces of your favorite liquor. Be sure to throw them in your golf bag and take them with you on the course to have yourself the 'round between rounds' when you need it most.



Since launching, Golf Shots has perfected their overall product design, generated over \$50,000 in revenue by selling close to 1,000+ sleeves via online orders and direct sales. Learn more (and buy) at www.DrinkGolfShots.com or contact Dylan at dylan@thegolfshots.com.

UNIVERSITY OF WISCONSIN OSHKOSH

2016 YEAR IN REVIEW

<http://uwosh.edu/cei>



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.