



## FOR IMMEDIATE RELEASE ##

**Alta Resources Center for Entrepreneurship & Innovation**

University of Wisconsin Oshkosh

835 High Ave, Oshkosh, WI 54901 | Sage Hall, Suite 1410

(920) 424-1826 | <https://uwosh.edu/cei/>

## Three students selected as winners of the 2020 Culver's Business Model Competition at UW Oshkosh

Nine student entrepreneurs pitched their business concepts in the first-ever *virtual Culver's Business Model Competition* at UW Oshkosh. Students were required to submit a 5-minute video business model presentation to be evaluated by a panel of twelve judges, consisting of local startup founders, business leaders, investors, and economic development partners. Judges determined the 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winners, while the People's Choice Award was voted on by the public. Over \$15,000 in cash and in-kind prizes was at stake in this year's event.

**Jaden Radcliff** of Hortonville took the 1<sup>st</sup> place prize for his unique food truck concept, RICE TIME. Jaden realized that college students desire high quality, affordable meals, and RICE TIME delivers. Jaden shared that he plans to sell rice and stir fry dishes that have been perfected through years of ingenuity. Jaden is a Freshman at UW Oshkosh studying Physics.

- **Prize Winnings:** \$7,590 in cash and in-kind services
- **Qualified for:** [Titan Accelerator Program](#), [The Pitch Fox Cities](#), and the [Wisconsin Big Idea Tournament \(WBIT\)](#) taking place in Spring 2021.

**Shifa Jaleel Ahamed** of Oshkosh placed 2<sup>nd</sup> with her business venture, Lucid Creators, a service-based company that creates virtual training modules, scenarios and tours using augmented and virtual reality and Internet of Things technology. Shifa also received the most votes to earn the People's Choice Award. Shifa is a Senior majoring in Information Systems.

- **Prize Winnings:** \$4,750 in cash and in-kind services + \$200 for People's Choice Award
- **Qualified for:** Titan Accelerator Program, The Pitch Fox Cities

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**Jalen Greenlee** of Brown Deer placed 3<sup>rd</sup> for his business venture, Flora Fruit Company, a fruit box subscription company that delivers fresh, high-quality fruit boxes to our customer's doorstep every week, bi-weekly, or upon request. Jalen is a Junior pursuing a Management major with a concentration in Business/Entrepreneurship.

- **Prize Winnings:** \$2,540 in cash and in-kind services

In addition to this year's winners, six other finalists presented excellent business models, including the following (in no particular order):

- **Andrea Toms, StylesByMarieAndre** – An online boutique that offers fun and unique pieces that celebrate the everyday diva.
- **Alexus Olsen, COPPED. Clothing** – An organization that takes gently used clothing items and re-fashions them at affordable prices.
- **Mason Bohm, MIBohm Elections** – Provides and maintain a secure mobile app for people to vote in local, state, and national elections.
- **Jordan Cassiani, Media Check** – A website that focuses on bringing accurate information to the consumer through its website, email list, and media pages.
- **Husam Alabed, Limitless Effort** – A grappling attire brand currently in the development of an innovative wrestling shoe/lace design.
- **Alex Ziegler & Nathan Weis, UW-Collaboration** – A UW-oriented platform that focuses on connecting entrepreneurs and other like-minded students.

All of the video presentations can be viewed [here](#).

The Culver's Business Model Competition is an annual event presented by the Alta Resources Center for Entrepreneurship and Innovation at UW Oshkosh. Since 2013, dozens of entrepreneurs have had the opportunity to pitch their business concepts and compete for hundreds of thousands in seed funding for their businesses.

Next up, the Titan Accelerator Program begins in February and provides up to seven UW Oshkosh students (or teams) with \$5,000 in seed funding, a "Lean Startup" curriculum, connections with mentors, access to collaborative/private office space, and many other resources to support business growth. Applications are open until January 17<sup>th</sup>, 2021 and can be found on the CEI's website page for the [Titan Accelerator](#).

Judges for the Culver's Business Model Competition included: Aaron Armstrong, Founder of Armstrong Ventures; Dennis Bonn, Vice President of Marketing at Alta Resources; Chris Burns, Director of Business Development at BConnected; Alia Carroll, Small Business Consultant with WWBIC; Matt Cordio, Founder of Skills Pipeline and Co-Founder of the Wisconsin Startup Coalition; Jon Dudzinski, Portfolio Manager at Mersberger Financial Group, Inc.; Evan Freimuth, Founder of Venture Wisconsin; Colleen Merrill, Associate State Director with the Wisconsin SBDC Network; John Muraski, University Professor at UW Oshkosh; Tricia Rathermel, Director of

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Economic Development at GO EDC; Andrew Schmitz, Co-Founder of Proceed.app; and Sarah Spang; Director of Small Business and Entrepreneurship at Envision Greater Fond du Lac.

Once again, a sincere thank you to our volunteer judges, sponsors, local partners, and in-kind service providers – Alta Resources, Culver’s Foundation, WEDC, WiSys, Nigl Accounting, Quill Creative, Epiphany Law, and the Winnebago Seed Fund.



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**About the Alta Resources Center for Entrepreneurship and Innovation**

The Alta Resources Center for Entrepreneurship and Innovation at the University of Wisconsin Oshkosh is a premier entrepreneurship center in Northeast Wisconsin offering diverse programming and resources designed to educate, inspire, and develop student leaders. <https://uwosh.edu/cei>

The Alta Resources Center for Entrepreneurship and Innovation is part of the Wisconsin Small Business Development Center (SBDC), a statewide network of centers that provides no-cost business consulting, training, and educational resources. The SBDC at UW Oshkosh primarily serves the counties of Fond du Lac, Green Lake, Marquette, Outagamie, Sheboygan, Waushara and Winnebago. <https://wisconsinsbdc.org/oshkosh>

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