



Center for  
Entrepreneurship  
and Innovation

University of Wisconsin Oshkosh



2020

YEAR IN REVIEW

University of Wisconsin Oshkosh

Alta Resources Center for Entrepreneurship & Innovation

# Developing Entrepreneurial Leaders

The Alta Resources Center for Entrepreneurship & Innovation is a globally recognized and award-winning entrepreneurship program at the University of Wisconsin Oshkosh.

Since 2013, the Center has grown into an entity recognized across the region for its entrepreneurial programming, businesses launched, and community engagement. The goal to blend students from numerous disciplines - across all three UW Oshkosh affiliated campuses - has resulted in the development of many opportunities to enhance entrepreneurship.

Through the COVID-19 pandemic, the center has continued to provide resources to student entrepreneurs through socially distanced and virtual programs.



## 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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# Letter from the Director

Dan Brosman



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

Rewind to March 2020, we're in the midst of the Titan Accelerator Program at UW Oshkosh, when the campus suddenly closes its doors to in-person activity, and like many, forced a pivot to a 100% virtual environment. This was the new reality, but with passion, perseverance, and lots of "Zoom-ing", we stayed the course and picked up where we left off without skipping a beat.

Although COVID-19 has brought lots of change to the world, we are grateful for the unwavering support of our students, programming, and University. Now in our 8th year, the Alta Resources Center for Entrepreneurship and Innovation (CEI) is continuing to see growth and engagement among students of all backgrounds. In 2020, we had student representation from all colleges and campuses, an increase in minority entrepreneurs, and notable successes from our alumni ventures.

The learning outcomes gained by students participating in the business startup process can be matched by very few programs. There is no simulation, hypothetical case study, or tightly controlled environment. Our programs provide a "real world" opportunity to understand the marketplace and customer needs through an experiential and engaged learning process. Upon graduation, students are equipped with unmatched skills and confidence to be successful as they begin their careers.

Student access to the Center's programs, resources, and support network, is essential to the University's position of fostering entrepreneurship and encouraging innovation. On behalf of UW Oshkosh, the College of Business, and all of our students, thank you for your interest and support of our Center.

A handwritten signature in black ink, appearing to read "Dan Brosman". The signature is stylized with a large "D" and "B".

Dan Brosman, Executive Director



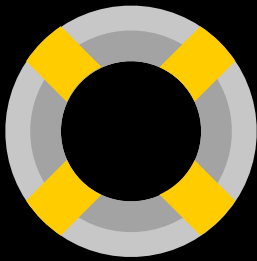
## THANK YOU, COLLEEN, FOR YOUR YEARS OF LEADERSHIP AND EFFORTS IN SUPPORTING STUDENT ENTREPRENEURS.

In August 2020, Colleen Merrill, Executive Director, was selected to become the Associate State Director with the Wisconsin Small Business Development Center Network. Colleen's vision, focus, and enthusiasm of entrepreneurialism in Wisconsin has directly contributed to the Center's rapid growth.



# BY THE NUMBERS

Since the Center's inception in 2013

68% 

Survival Rate

61 

Companies Funded

4,500+ 


Students Engaged

180 

Jobs Created

\$5.2M 

Follow On Investment  
& Revenue

25+ 

Majors Represented



# 2020 Highlights

In 2018, UW Oshkosh partnered with WiSys to create an opportunity for entrepreneurial students. The idea was to pair inventors with entrepreneurs.

Three students came together as strangers over a passion for entrepreneurship and created Hive Central. The team participated in the Titan Accelerator Program and the Summer Incubator Program.



Recent graduate, Macall Hill as well as UWO students Parker Schmidt and Jessica Tarter, and Hive Central earned the **WiSys Carl E. Gulbrandsen Innovator of the Year** honor for exemplary contributions to Wisconsin innovation! This award is presented to a UW System faculty, staff member or student making exemplary contributions as an innovator.



UW Oshkosh junior, Becca Dailey, officially started Divine Beauty LLC in 2020 after she participated in the Titan Accelerator Program.

She came across the program after participating in the Culver's Business Model Competition in 2019. Dailey said, "Because I have no business background at all, this program allowed me to expand my knowledge. It also helped me to get my own studio space here in Oshkosh and bring on two members to my team."

Becca, a nursing major at UWO plans to expand her business after graduation and become certified to provide Botox.

# ALUMNUS UPDATE



Colin Milligan, Founder and CEO of Sydetasker, is a UW Oshkosh graduate and participant in the 2019 Summer Incubator and the Titan Accelerator Cohort VI after his participation in the 2018 Culver's Business Model Competition.

Originally, Colin founded College Cleaners, LLC which then transitioned into SydeWork, and has now been rebranded to Sydetasker. Sydetasker is an app that connects individuals who need assistance with tasks at home to individuals who can perform those tasks!

Sydetasker is now available in the App store for iOS and the Google Play store for Android!



Colin Milligan, CEO & Co-Founder of Sydetasker, UW Oshkosh Graduate





# ALUMNUS UPDATE

Ian Wenger and Zach Clark, UW Oshkosh graduates and Fifth Ward Brewing Company co-owners, participated in 2015's Titan Accelerator Cohort II. After competing in the 2015 Culver's Business Model Competition, the team applied for the Titan Accelerator and gained experience in networking, financing, sales, legal matters and general business strategy.



Zach Clark



UW Oshkosh Alumni &  
Fifth Ward Brewing Company Co-Owners



Ian Wenger

Starting out as students in their college house basement, the two now run a fully functional business in Fifth Ward Brewing Company. The two brewers are true entrepreneurs, constantly seeking out mentors, listening to advice and really understanding the industry. And success came from these two, as the company celebrated their third anniversary in October 2020 and don't have any intention of slowing down. Right across from Oshkosh's Menominee Nation Arena, Fifth Ward Brewing Company's location, at 1009 S. Main St., is ideal for customers and the development of Downtown Oshkosh.

# ADVISORY BOARD



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# BUSINESS MODEL COMPETITION



The Culver's Business Model Competition (BMC) at UW Oshkosh is an annual event where students have the opportunity to pitch their business ideas to a diverse panel of judges. This year, the competition went fully virtual and 10 finalists were selected to submit video presentations of their pitch.

**Bakary Ceesay,**  
Smart Rental Vehicles,  
2019 BMC Participant



# 2020 BMC FINALISTS



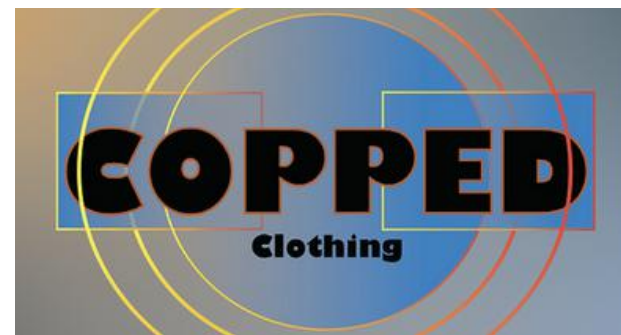
See Page 12 for BMC Winners

*StylesBy  
MarieAndre*

An online boutique that offers fun and unique pieces that celebrate the everyday diva. Each piece is named after one of my customers. The goal is to encourage women to love themselves and to seek new and fun comfortable fashion.

StylesByMarieAndre | Andrea Toms  
Senior, English Major

COPPED. Clothing is an organization that takes gently used clothing items and re-fashions them at affordable prices. Customers can donate approved clothing in exchange for a vote towards donating 10% of monthly profits to customer picked non-profit organizations or charities.



COPPED. Clothing | Alexis Olsen  
Senior, Public Relations Major



MJBohm Elections | Mason Bohm  
Graduate, MBA Student

MJBohm Elections will provide and maintain a secure mobile app for people to vote in local, state, and national elections. The app will reduce the number of workers needed on election day, eliminate human counting, rapidly report the results of elections without delays, and more!

# 2020 BMC FINALISTS

Media Check focuses on bringing information to the consumer through its website, email list, and media pages. The information is compiled through facts and information that is thoroughly checked and unbiased.



Media Check | Jordan Cassiani  
Sophomore, Business Major



Wrestling shoes have a common problem with the laces coming undone during a match - creating frustration and a loss of points. Limitless Effort is a grappling attire brand currently in the development of an innovative solution that aims to solve this problem.

Limitless Effort | Husam Alabed  
Senior, Marketing Major

This UW-oriented social media platform focuses primarily on helping future entrepreneurs create connections with like-minded students. On our platform students can share projects and proposals with others while also connecting with teams and partners.



UW-Collaboration | Alex Zeigler & Nate Weis  
Freshmen, Business Majors

## RAIN: THE WATER COLLECTOR

The Water Collector is targeting southern United States citizens with The Water Collector. The Water Collector is a 100% eco-friendly product that cuts out the middleman to get water straight to your home.

Rain: The Water Collector | Chad Holguin  
Sophomore, International Business Major



# 2020 BMC WINNERS

Jaden Radcliff of Hortonville took the 1st 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. Radcliff took home \$7,590 in cash and in-kind services and qualified for UW Oshkosh's Titan Accelerator Program, The Pitch Fox Cities, and the Wisconsin Big Idea Tournament (WBIT)!



Shifa Jaleel Ahamed of Oshkosh placed 2nd 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. Ahamed earned \$4,750 in cash and in-kind services + \$200 from the People's Choice Award and qualified for UW Oshkosh's Titan Accelerator Program and The Pitch Fox Cities.

Jalen Greenlee of Brown Deer placed 3rd for his business venture, Flora Fruit Company, a fruit box subscription company that delivers fresh, high-quality fruit boxes to a customer's doorstep every week, bi-weekly, or upon request. Jalen is a junior pursuing a Management major with a concentration in Business/Entrepreneurship. Greenlee won \$2,540 in cash and in-kind services and will be participating in the 2021 Titan Accelerator Program!





**COLLEGIATE ENTREPRENEURS' ORGANIZATION<sup>SM</sup>**

The Collegiate Entrepreneurs' Organization (C.E.O.) at UW Oshkosh informs, supports, and inspires students to be entrepreneurial and seek opportunity through enterprise creation. In addition to providing a peer support system for students interested in entrepreneurship, C.E.O. provides opportunities in networking, leadership development, and hands-on experience.



“

CEO has not only provided me many great leadership opportunities but it has also introduced me to so many amazing individuals. If it wasn't for C.E.O. I would not have had the same fun and valuable college experience!"

Jordan Lemieux, C.E.O. President





# C.E.O. Speaker Series

Although COVID-19 interrupted the club's plans for 2020, the group still held multiple successful events and grew as student entrepreneurs!



In February, CEO had their first event of 2020's speaker series with Britney Racine, owner of Escape Oshkosh to learn how Escape Oshkosh got their start.

After a COVID-19 break, CEO continued their speaker series virtually in October with Tom Dugandzic of Northwestern Mutual. Dugandzic discussed topics on entrepreneurship, starting your own business and more!



Lastly, CEO partnered with the Marketing & Sales Club to bring Jim O'Brien to UW Oshkosh students! O'Brien is the founder of both Agrograph and Ten 10 Solutions and discussed his efforts with his start ups!

# TITAN ACCELERATOR COHORT VII

FEBRUARY - MAY

The Titan Accelerator Program helps students accelerate their business ideas from idea to proven concept. After a competitive application process, students (or teams) are placed into the Center's 12-week startup accelerator program that provides \$5,000 in seed funding, a lean startup curriculum, one-on-one counseling from the Center's staff, and mentorship from successful entrepreneurs in their industry. Participants are required to attend weekly meetings to encourage collective discussion and accountability. Two teams from the cohort have an opportunity to "graduate" to the Summer Incubator Program to further their business development.



# SUMMER INCUBATOR JUNE - AUGUST

The two companies that "graduate" to the Summer Incubator Program have an exclusive opportunity to focus 100% on the growth of their businesses. Teams receive office space and additional seed funding of \$10,000, allowing them to work on their business full-time throughout the summer months. Students receive intensive counseling and are connected to mentors on a weekly basis.





# Abby Merrill & Ian McDonald



Abby Merrill and Ian McDonald won the 2019 Culver's Business Model Competition with their business venture, Prexo. The team qualified for the Titan Accelerator Program and then advanced to the Summer Incubator Program.

Prexo is a political app that tracks executive orders (EOs). Users can tailor their profile to filter by orders such as immigration, environment, military, etc. Users can chat with other users about specific issues, and contact elected officials. Prexo provides political knowledge to put power back in the hands of people.

Prexo placed third in the Wisconsin Big Idea Tournament (WBIT) and competed in The Pitch Fox Cities. They were also selected to compete in the 2020 Draper Competition for Collegiate Women Entrepreneurs prior to the event being cancelled.

## Titan Accelerator Cohort VII & Summer Incubator



## Dakota Swank

After placing second in the 2019 Culver's Business Model Competition, Dakota Swank and his team advanced to the Titan Accelerator Program and the Summer Incubator Program.

TapTech is an interactive, automated beverage tap control system that allows users to browse, select, and pour their own beer without a bartender. Using unique identifier technology and inventory control technology, TapTech can monitor the amount of beer that has been poured and by which customer, allowing bars to serve each patron in a customizable fashion as well as help track keg inventory and specifics. Users simply decide which product they would like, scan their login on the interface, and begin pouring their desired amount (samples, half glass, full pour, etc.).

TapTech qualified for and competed in The Pitch Fox Cities and C.E.O Global Pitch Competition.

TapTech is currently in the process of raising funds to further development and refine their launch strategy.

## Titan Accelerator Cohort VII & Summer Incubator



# Titan Accelerator

## Cohort VII



Prexo

Abbie Merrill & Ian  
McDonald

Two Titan Accelerator teams  
graduate to the Summer  
Incubator Program at  
UW Oshkosh.

Teams receive resources such  
as office space, mentorship  
and \$10,000 in funding.



Tap Tech Systems  
Dakota Swank



Provides trendy beauty services that  
include eyelash extensions and  
freelance makeup for weddings, senior  
pictures and other special events.



Divine Beauty  
Becca Dailey



Handcrafted ceramic artwork with a  
mission to benefit local nonprofits and  
organizations in need of a creative  
fundraising partner.

Good Art for Good  
Madisen Potratz

# Titan Accelerator Cohort VII

## N-FIT COMPANY

N-Fit Company

Hannah Beyer & Evan Meyers

N-Fit uses NFC technology to place 'tags' on gym equipment that wirelessly transfers information to a user's device, making it simple to learn and train properly.



A gift "search engine" that searches millions of different websites to identify the hottest selling items to help you find the perfect gift for any situation.

**gift}hop.com**

GiftHop  
Noah Bauer



ProtectYouPrivacy.com

A privacy consulting firm with an objective to spread awareness of privacy concerns and surveillance findings, as well as to fight corruption.

ProtectYouPrivacy.com  
Travi Huss





# STARTUP OSHKOSH WEEK

**Nov 11 - 18,  
2020**

Startup Wisconsin Week is committed to advancing Wisconsin's startup ecosystems through unique programming. This year, Startup WI partnered with the Alta Resource CEI to bring startup week to Oshkosh! Oshkosh hosted over 10 workshops in addition to the 100+ workshops all across the state.

## **Startup Oshkosh Week Event List:**

### **How to Bootstrap Your Startup & Build Success**

Presented by Chris Burns

### **Launch a Brand, NOT a Product (and Display it Like a Pro)**

Presented by Joseph Dillon & Mark Elliot

### **Digital Marketing in a Post-COVID-19 World**

Presented by Chris Burns

### **Tips to Create A Successful Startup Website**

Presented by Dan Spanbauer

### **The Customer First: Pitfalls of the Technical Founder**

Presented by Caleb Dykema

### **Stopping Your Business Problems Before They Start**

Presented by Jeremy Burri & Genaro Cardaropoli

### **Getting Your Startup Off the Ground**

Presented by Aaron Armstrong

### **Marketing Your Startup: Plan, Own, Automate, Scale**

Presented by Grady Teske

### **Getting Started with Video Marketing**

Presented by Michael Raymond

### **Scaling Fast - Using Digital Content Strategy to Attract your Target Customers**

Presented by Evan Freimuth

### **Storytelling - What Does Your Content Say About Your Brand**

Presented by Chris Burns

# COMING UP IN 2021

## WAYS TO GET INVOLVED:

Speak, teach, mentor,  
sponsor, attend, engage.

## STARTUP WEEK

FOR: Anyone

DATES: November 2021

GET INVOLVED: Attend events,  
sponsor, teach/lead a workshop.

## HIGH SCHOOL BUSINESS MODEL COMPETITION

FOR: High School Students in WI

DATES: May 22, 2021

GET INVOLVED: Join us  
virtually, sponsor, mentor students,  
judge, or review applications.

## BUSINESS MODEL COMPETITION

FOR: UW Oshkosh Students

DATES: November 2021

GET INVOLVED: Attend in-person or  
virtually, sponsor, mentor students,  
judge, or review applications.

## C.E.O. SPEAKER SERIES

FOR: UW Oshkosh Students

DATES: Periodically throughout 2021

GET INVOLVED: Be a guest speaker  
or teach/lead a workshop.

## TITAN ACCELERATOR PROGRAM

FOR: UW Oshkosh Students

DATES: Spring 2021

GET INVOLVED: Mentor student  
teams, guest speak, or co-instruct.

## SUMMER INCUBATOR PROGRAM

FOR: UW Oshkosh Students

DATES: Summer 2021

GET INVOLVED BY: Mentor student  
teams and/or guest speak.

LEARN MORE. GET INVOLVED.

[uwosh.edu/cei](http://uwosh.edu/cei)

[brosmmand@uwosh.edu](mailto:brosmmand@uwosh.edu)