

2015 YEAR IN REVIEW



**Center for
Entrepreneurship
and Innovation**

University of Wisconsin Oshkosh

**UNIVERSITY OF WISCONSIN OSHKOSH
ALTA RESOURCES CENTER FOR ENTREPRENEURSHIP AND INNOVATION**

TABLE OF CONTENTS

I. INTRODUCTION

- a. Letter from the Dean 1
- b. Letter from Alta Resources 2
- c. Letter from the Executive Director 3

II. GENERAL OVERVIEW

- a. Purpose and Goals 4
- b. Rationale and Stakeholder Support 5
- c. Entrepreneurial Activities Timeline 6
- d. Achievements to Date 7-8

III. ORGANIZATIONAL REPORT

- a. Introduction to the Report 9
- b. Organizational Hierarchy Chart 10
- c. Board of Advisors 11-13
- d. Staff Biographies 14

IV. PROGRAMMING PROSPECTUS

- a. Introduction to the Prospectus 15
- b. Collegiate Entrepreneurs' Organization 16
- c. Monthly Educational Speaker Events 17
- d. Semi-Annual Think Tank Sessions 18
- e. Elevator Pitch Contest 19
- f. Business Model Contest 20
- g. Accelerator Program 21
- h. Summer Incubator Program 22

V. ACCELERATOR PROGRAM REPORT

- a. Introduction to the Report 23
- b. Kyle Johnson, Johnson Aerial Photography 24
- c. Zack Clark & Ian Wenger, Fifth Ward Brewery 25
- d. Lukas Marsh, ReSkinz 26
- e. Keshawn Johnson & Vershae Ward, KTB Disk Jockey 27
- f. Nicole Brey & Molly Kaprelian, Metis Web Consulting 28
- g. Dan Brosman, Sizzle 29
- h. Michael Raymond, Spring Waters Online Sanctuary 30
- i. Alia Carroll, InstaInsure 31

LETTER FROM THE DEAN

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

The College of Business's success rests solely on the ability to provide its students with the resources and knowledge they need to achieve long lasting success in the business world. For students longing for success, few skills are as important as resourcefulness, ingenious thinking, and perseverance. The Alta Resources Center for Entrepreneurship and Innovation's cutting edge 12-week accelerator program offers students an intensive, hands-on boot camp that allows them to develop these skills and gain real world experience in the most effective way possible.

This unique and award winning program supports student-entrepreneurs as they validate new business concepts and develop sustainable solutions to real world problems. Equipped with grant seed funding, mentor support, and an insatiable desire to succeed, these students attack the marketplace head-on to gain customer support and validation that will turn their business concepts into thriving new Wisconsin businesses. Many student's ideas will fail, others will find massive success; all will learn more about themselves and the business world than they ever thought possible in 12 weeks.

The intensive learning and experience students gain during this program is matched by very few programs. The Alta Resources CEI is no simulation or controlled environment. Students that are accepted into the program are nudged into the "real world" to gain first hand knowledge on present market conditions and customer needs that will enable them to make insight driven decisions that will either grow or destroy their businesses. The experiences our students receive from this program profoundly enhance their knowledge and confidence, and also allows them to enter the business world more prepared than they ever thought possible.

The Alta Resources CEI not only shines a light on the College of Business, but on the University as a whole. By welcoming all students regardless of major to the program, the University of Wisconsin Oshkosh is showcasing that it is a university that supports entrepreneurship, innovative thinking, and helps students achieve success in ways unparalleled by other institutions.

On behalf of UW Oshkosh, the College of Business, and all of our entrepreneurially minded students, I wish to once again thank Alta Resources for the generous support and resources it provides that makes programs like this possible. Your interest in what our brilliant students can achieve is starting to show the world what students with the proper resources behind them can do. I invite you to review our annual Accelerator Program Report; I believe you will be highly impressed by the level of intensity, passion, and dedication these students possess when working with a great business school.



Scott Beyer

Dean of the College of Business

LETTER FROM ALTA RESOURCES

The University of Wisconsin Oshkosh and the 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 Small Business Development Center at UW Oshkosh 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

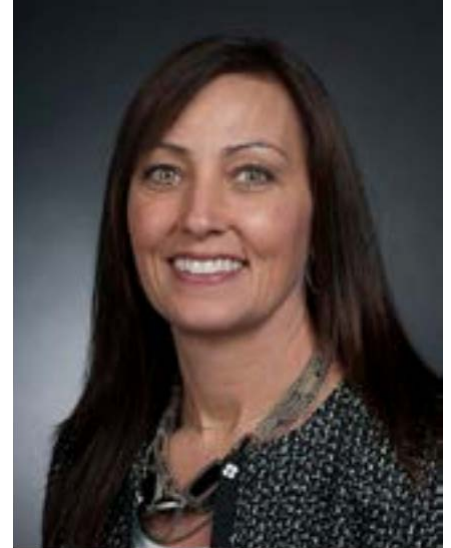
The students involved in our 12-week accelerator program have amazed many with their inspirational courage, curiosity, and drive to succeed – but this all comes as little surprise to me. In my time here at the Small Business Development Center at UW Oshkosh I have met with dozens of students that share 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 12-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.



A handwritten signature in black ink, appearing to read "Colleen Merrill".

Colleen Merrill

Executive Director of the Alta Resources Center for Entrepreneurship and Innovation
Director of the Small Business Development Center (SBDC)

I. PURPOSE AND GOALS

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 Consulting & Post-Program Support
- 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.

OUR MISSION

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

OUR 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 programs will be measured by “hard” metrics including the following:

- | | |
|---------------------------------|-------------------------------|
| ✓ Attendance at Events | ✓ Business Operational Status |
| ✓ Enrollment in Programs | ✓ Additional Funding Received |
| ✓ Students with Consulting Time | ✓ Revenue Generated |
| ✓ Students with Business Starts | ✓ Jobs Created (FT & PT) |

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 Center 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 SBDC at UW Oshkosh 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 as a strategic partner for 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

- ✓ 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

2012

2013

- ✓ Founding of Center for Entrepreneurship and Innovation
- ✓ Formed formal Advisory Board
- ✓ Hosted 8 speaker events averaging over 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

- ✓ 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 annual Accelerator Program
- ✓ Accelerator program graduation and 10 student businesses launched
- ✓ Over \$67,500 of capital infused into student businesses
- ✓ Hosted 8 speaker events averaging over 50 students per meeting
- ✓ Hosted the first "Startup Weekend" event in Oshkosh
- ✓ Elevator Pitch Contest for \$1,500 in total prize money
- ✓ 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 (GCEC)

2014

2015

- ✓ 2nd Annual Business Model Contest
- ✓ 2nd Annual Accelerator Program
- ✓ Americas Pitch Tank featuring Kevin Harrington
- ✓ Hosted eight speaker events, largest event had over 300 students
- ✓ Over \$80,000 invested into student businesses
- ✓ Think Tank sessions implements
- ✓ Launch of Summer Incubator Program
- ✓ More applicants than ever before

In Just 3 Short Years...



IV. ACHIEVEMENTS TO DATE

EVENTS:

City-Wide “Student Entrepreneur Week” Proclamation

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

Monthly Educational Speaker Events

Educational events are held once per month and help students learn more about entrepreneurship. These events are on campus and typically draw in audiences of 50+ 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.

Averaging over 50 students per meeting and peaking at 250 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.

Semi-Annual Think Tank Sessions

At the beginning of each academic semester, a “Think Tank” session is held that helps students come up with business ideas and solutions to problems. These can be general meetings where any opportunity is explored or they can be focused on specific industries, customer segments, or technologies.

Over the past few years, we had an average of 35 to 50 students attend these workshops and inspire students to discover a business idea that they would like to dig into further. Sponsors are given the option to explore problems that their company may be facing and allow the attendees to find solutions, or a general think tank session can be conducted. Ideas have been pursued in the past and even follow on funding has been received.

CONTESTS & PROGRAMS:

Elevator Pitch Contest

An annual elevator pitch contest gives ten 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.

This event has been running for the past four years and has distributed over \$5,000 to student entrepreneurs. One of the first place winners even received equity funding from an investor panelist right after the contest concluded. First place winners are given an automatic spot in the annual business model contest for a chance to win additional funds. Each year, the elevator pitch contest attracts more than 200 students and community attendees.

Business Model Contest

Our keynote event of the year, the annual business model contest gives up to ten students the opportunity to clearly articulate their business model to a panel of judges in just five minutes. At the conclusion, three students walk away with \$35,000 in seed funding and in-kind prizes. The top three also receive an automatic spot in the 12-week accelerator program held during the spring.

The first contest was run successfully in February of 2014. On average, over 50 students/teams apply each year and then that playing field is slimmed down to 10 contestants. Each year, the media does in depth coverage on the event, and at the last event in November of 2015, over 250 people were in attendance!

12-Week Accelerator Program

A 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 in this program “graduate” to the summer incubator program for further business development.

The accelerator program has been running since 2014, and the first cohort consisted of ten student teams. In year two, 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, all participants went on to launch their companies and some are even receiving sales.

Summer Incubator Program

After a face-to-face interview process is conducted at the end of the accelerator program, three student teams are selected to participate in the summer incubator program. This program offers additional seed funding, office space, and a stipend that empowers them to work on their business full time throughout the summer. In addition, students are connected to extra mentors and provided extra one-on-one counseling with the center.

The summer incubator program ran for the first time this past summer (2015). Three teams successfully participated – Health Connection, InstaInsure, and ReSkinz - and were given an abundance of resources! Weekly mentor lunches helped to advance knowledge within industry specific niches, and pilot programs were launched in order to gather essential data for continued iterations/pivots.

OTHERS:

Inclusive Entrepreneurship Emphasis

The Alta Resources CEI assisted in the approval process to open up the entrepreneurship emphasis to all students enrolled at the University of Wisconsin Oshkosh. Prior to this, only those enrolled in the College of Business were eligible to take the classes. Opening it up to all students encourages entrepreneurial thinking from more diverse backgrounds.

Over \$300,000 of Seed Funding Raised

With a total of 30 student businesses started, 40 jobs have been created, and over \$300,000 has been raised collectively from outside investors. All seed funding is used towards business expenses and most gets distributed throughout the local economy as startups tend to lean on local businesses for various services.

UW Oshkosh Collegiate Entrepreneurs Organization (CEO)

Although this organization was started before the Alta Resources CEI’s inception, we work hand-in-hand with them when it comes to bringing in speakers, hosting events, and running startup programs. They primarily assist with spreading awareness of entrepreneurship to the student body, and then funnel interested members with business ideas right into our programs to begin the startup process. The UWO-CEO group averages around 40-50 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 in 2012.

Students Accepted into UW Extension’s Ideadvance Seed Fund Cohort

Two of our student teams – Health Connection and ActiveEDU - were selected to participate in the Ideadvance Seed Fund Cohort. They were given many resources and an additional \$75,000 in funding after completing both Stages 1 and 2 successfully. This competitive program only allowed less than 15 student teams to participate from across the state.

ORGANIZATIONAL REPORT



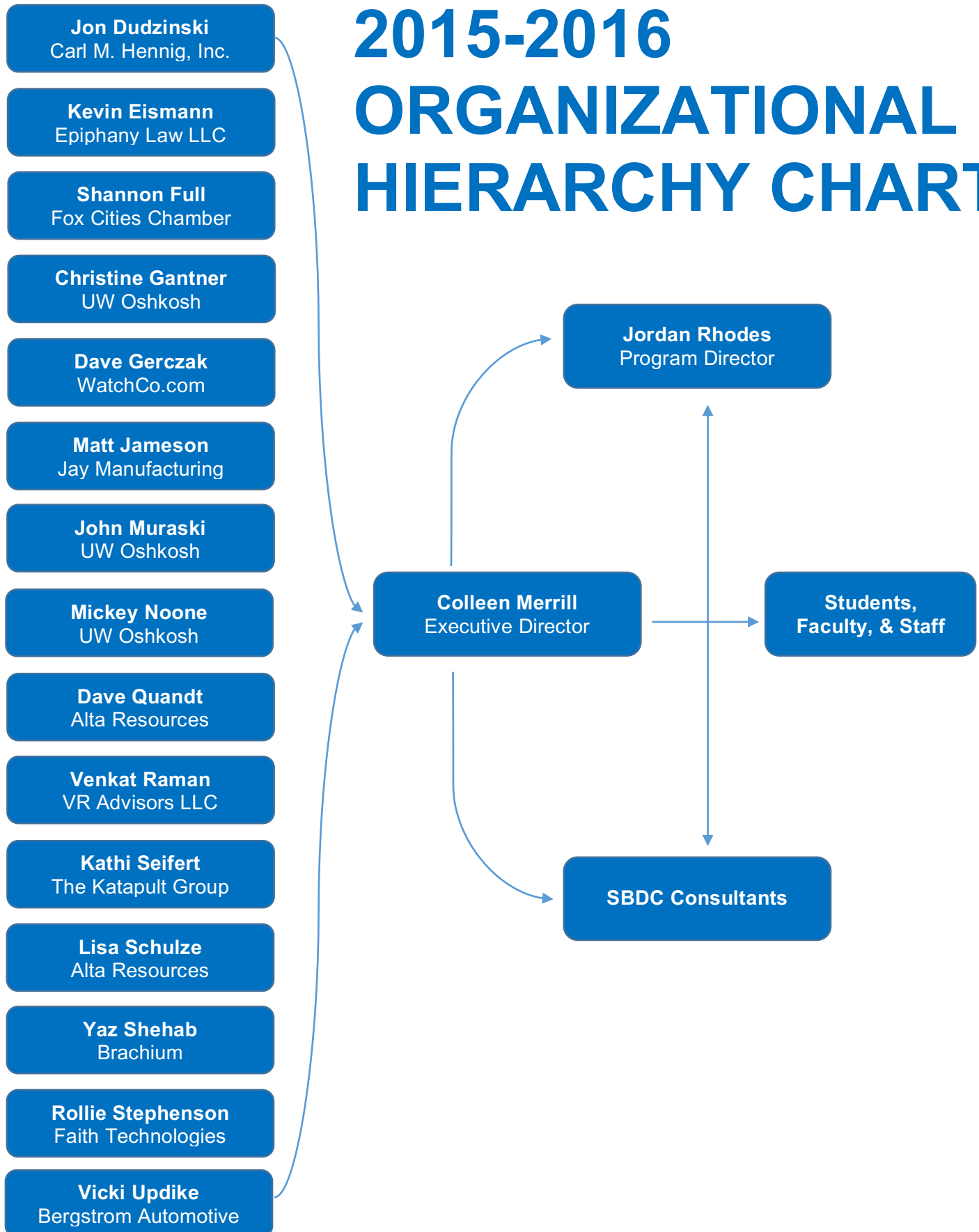
Center for Entrepreneurship and Innovation

University of Wisconsin Oshkosh

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.

2015-2016 ORGANIZATIONAL HIERARCHY CHART



BOARD OF ADVISORS



Jon Dudzinski: Carl M. Hennig, Inc

Jon Dudzinski is a Portfolio Manager at Carl M. Hennig, Inc., a broker-dealer based in Oshkosh with 16 registered representatives. He is the founder and promoter of the UW Oshkosh campus chapter of Be the Match, a national bone marrow donor program. Jon is a 2012 graduate of the University of Wisconsin Oshkosh.



Kevin Eismann: Epiphany Law Firm

Kevin Eismann (JD) is the founder of Epiphany 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.



Dave Gerczak: WatchCo.com

Dave is the founder of WatchCo.com, a watch specialty eCommerce industry leader. He is also a co-founder of The Fantasy Football Players Championship (myFFPC.com) aka The FFPC, which has gone from 2008 startup to the industry leader in season-long high stakes fantasy football. Dave received his bachelor's degree from the University of Wisconsin Oshkosh.



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.



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. In addition to entrepreneurship, Muraski teaches a variety of courses in the undergraduate and graduate programs. He received his MS from UW Oshkosh.



Mickey Noone: UW Oshkosh

Mickey is a senior-level leader experienced in the scaling of financial services companies for the past 20 years. He was previously President of First Business Bank - Fox Valley in Neenah, and prior to that position he was a Vice President. Mickey has a Bachelor of Arts Degree in Economics from the University of Wisconsin Madison.



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.



Venkat Raman: VR Advisors LLC

Venkat Raman is a management consultant with over 25 years of extensive global experience in strategy and corporate finance across large and small enterprises. Venkat is an MBA from Indiana University, a qualified CPA, and a Chartered Accountant.



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.



Lisa Schulze: Alta Resource

Lisa is the Vice President of Human Resources at Alta Resources in Neenah. A veteran of human resources, she possesses more than 17 years of experience, which was jump-started with a bachelor's degree in organizational communication from the University of Wisconsin-Stevens Point.



Yaz Shehab: Brachium Labs LLC

Yaz is the CEO and Co-Founder of Brachium, a healthcare technology startup that is currently in stealth mode. He has built several technology companies over the past decade and is also an avid startup advisor to early-stage companies. Yaz received his bachelor of arts degree in Audio Engineering from UW Oshkosh.



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.



Vicki Updike: Bergstrom Automotive

Vicki Updike is a Vice President at Bergstrom Automotive. Previously, she was President of Silver Star Brands and served in many other roles while there. 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.

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. 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, MBA

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



Now he is an SBDC Counselor and the Program Director of the Alta Resources Center for Entrepreneurship and Innovation at UW Oshkosh.

PROGRAMMING PROSPECTUS



Center for Entrepreneurship and Innovation

University of Wisconsin Oshkosh

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.

UW OSHKOSH COLLEGIATE ENTREPRENEURS' ORGANIZATION

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.



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.

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.

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.



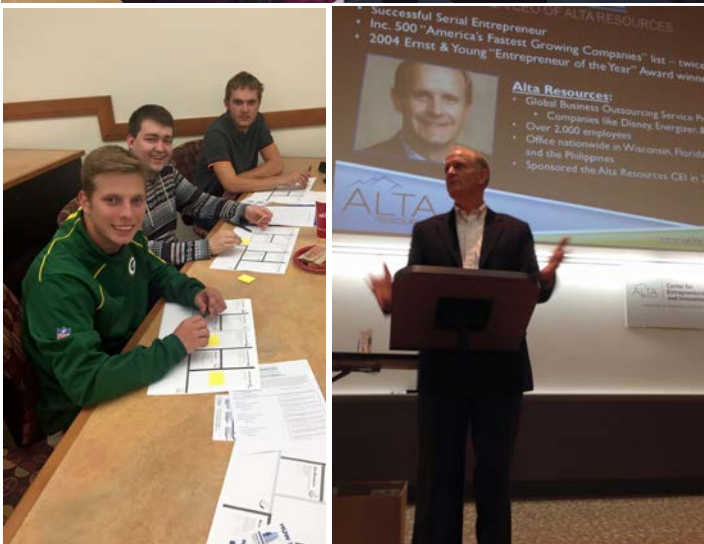
MONTHLY EDUCATIONAL SPEAKER EVENTS

A celebration of innovation, success, and our outstanding students at UW Oshkosh, the **MONTHLY SPEAKER SERIES** kicks off each month in an inspiring manner.

ABOUT THE EVENTS:

Educational events are held once per month and help students learn more about entrepreneurship. These events are on campus and typically draw in audiences of 50+ 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.

Highlights: Averaging over 50 students per meeting and peaking at 250 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 MORE!



SEMI-ANNUAL THINK TANK SESSIONS

An out of the box workshop to get students thinking about potential opportunities, **SEMI-ANNUAL THINK TANK** sessions begin each semester in a creative way.

ABOUT THE EVENTS:

At the beginning of each academic semester, a “Think Tank” session is held that helps students come up with business ideas and solutions to problems. These can be general meetings where any opportunity is explored or they can be focused on specific industries, customer segments, or technologies.

Highlights: In 2015, we had an average of 35 to 50 students attend these workshops and inspire students to discover a business idea that they would like to dig into further. Sponsors are given the option to explore problems that their company may be facing and allow the attendees to find solutions, or a general think tank session can be conducted. Ideas have been pursued in the past and even received follow-on funding.



ELEVATOR PITCH CONTEST

An innovative evening of ideas, the annual **ELEVATOR PITCH CONTEST** gives students the opportunity to carefully craft a business pitch and present to a panel of entrepreneurs.

ABOUT THE EVENT:

An annual elevator pitch contest gives ten 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 a split of up to \$2,000 in seed funding to push their business idea even further.

Highlights: This event has been running for the past four years and has distributed over \$5,000 to student entrepreneurs. One of the first place winners even received equity funding from an investor panelist right after the contest concluded. First place winners are given an automatic spot in the annual business model contest for a chance to win additional funds. Each year, the elevator pitch contest attracts more than 200 student and community attendees.



BUSINESS MODEL CONTEST

For *one* night only, the annual **BUSINESS MODEL CONTEST** allows aspiring entrepreneurs to showcase their business model to a distinguished panel of judges.

ABOUT THE EVENT:

Our keynote event of the year, the annual Business Model Contest gives up to ten students the opportunity to clearly articulate their business model to a panel of judges in just five minutes. At the conclusion, three students walk away with \$35,000 in seed funding and in-kind prizes. The top three also receive an automatic spot in the 12-week accelerator cohort held during the spring.

Highlights: The first contest was run successfully in February of 2014. On average, over 50 students/teams apply each year and then that playing field is slimmed down to 10 contestants. Each year, the media does in depth coverage on the event, and at the last event in November of 2015, over 250 people were in attendance (standing room only).



12-WEEK ACCELERATOR COHORT

A robust program designed to create results, the **12-WEEK ACCELERATOR COHORT** allows participating teams to “accelerate” their ideas and turn them into businesses.

ABOUT THE PROGRAM:

A 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 a accountability. The top teams in this program “graduate” to the summer incubator program for further business development.

Highlights: The accelerator program has been running since 2014, and the first cohort consisted of ten student teams. In year two, 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, all participants went on to launch their companies and some are receiving sales.



SUMMER INCUBATOR PROGRAM

Designed to further develop ideas after the accelerator program cohort graduates, the **SUMMER INCUBATOR PROGRAM** is an exclusive opportunity for students to focus 100% on their business and advance it.

ABOUT THE PROGRAM:

After a face-to-face interview process is conducted at the end of the accelerator program, three student teams are selected to participate. This program offers additional seed funding, office space, and a stipend that empowers them to work on their business full time throughout the summer. In addition, students are connected to extra mentors and provided extra one-on-one counseling with the center.

Highlights: The summer incubator program ran for the first time this past summer (2015). Three teams successfully participated and were given an abundance of resources! Weekly mentor lunches helped to advance knowledge within industry specific niches, and pilot programs were launched in order to gather essential data for continued iterations/pivots.



ACCELERATOR PROGRAM



Center for Entrepreneurship and Innovation

University of Wisconsin Oshkosh

The following pages highlight the student entrepreneurs that participated in the annual 12-week accelerator program held at UW Oshkosh. 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 eight student teams were each given \$5,000 in milestone-based 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.

At the conclusion of the program, a graduation (Demo Day) event was held in which each team had the opportunity to pitch to Kevin Harrington (Shark on ABC's Shark Tank and Founder of "As Seen on TV"), Lt. Governor Rebecca Kleefisch, Jim Bere (Chairman & CEO of Alta Resources) and many others in attendance!

All students involved ended the program with a business launch and a few already have customers that are paying for their products or services.

KYLE JOHNSON

Johnson Aerial Photography



Kyle is a student at UW Oshkosh and extremely passionate about drone technology. He has extensive knowledge in the piloting of various drones, and has quite the portfolio of photos taken at various locations throughout the state.

Kyle Johnson
AERIAL PHOTOGRAPHY

Johnson Aerial Photography

Johnson Aerial Photography is comprised of aerial photography and videography of private and public properties. Kyle uses a drone to do this work, and he is currently selling 12x18 prints in retail stores in Green Lake. The prints are of a local golf course and of Green Lake. Kyle is also in contact with local real estate agents with the intent



to assist them in marketing

lake properties to potential homebuyers. After just six months of ownership Kyle has found a supplier for prints, real estate agents interested in his work, and he has been commissioned by a handful of private landowners to also work with.

ZACK CLARK & IAN WENGER

Fifth Ward Brewery

Zach Clark is a student at UW Oshkosh majoring in Management and Entrepreneurship, while Ian Wenger is studying Biology. Both Zach and Ian are chefs at Dublin's Irish Pub in Oshkosh, and they have been working extremely hard to develop their own brewery for the last three years! With their experience in the culinary industry they have focused their energy towards infusing fruits, herbs, vegetables, and spices into their beers. The duo enjoys making "big" beers which have higher alcohol content and more flavor.



Fifth Ward Brewery

Fifth Ward Brewing Company is a micro brewery set to open by Fall of 2016 in Oshkosh, WI. The brewery's taproom would be open Wednesday through Saturday. They'd like to start with 10 tap lines, at least eight of them pouring Fifth Ward beer. Clark and Wenger describe the beer they intend to brew as "culinary inspired." "That's going to be the focus of a lot of our recipes," explained Ian Wenger. "We'll lean towards using some unusual and interesting ingredients." The duo will act as co-brewmasters, and variety will be emphasized. "A third of our beers will be one offs and specialties," said Zack Clark. "Every month we'll be coming out with a new beer. We're also looking at doing a continual sour line."



The brewhouse producing that beer will be located near the rear of the Oregon St. building. Clark and Wenger intend to install a 10-barrel brewing system that will feed four 20-barrel fermenters. Not all of Fifth Ward's beer would be sold out of its taproom. "We'll distribute kegged and bottled beer in the Oshkosh area ourselves," Wenger says. "We've been going around town talking to people about our beer and asking what they would like to see from us. Right now we have about eight letters of intent to purchase." They anticipate selling about 360 barrels of beer within the brewery's first year of operation.

Clark, 24, and Wenger, 23, have been researching their startup for more than three years. "We've been doing our homework figuring out costs and poking into every little corner of what we need to do to get this up and running," says Wenger. "We have a very clear idea of what we want this to be, our brand, and the types of beer we'll sell."

LUKAS MARSH

ReSkinz



Lukas is a non-traditional student that recently graduated from UW Oshkosh. He is currently pursuing ReSkinz full time and has a full slate of apps to complete in the near future for other top athletes in a variety of sports. Luke is actively working with a sports agent to secure more contracts with athletes interested in having a game created for them.

ReSkinz

ReSkinz

ReSkinz is a mobile app re-skinning company that recreates popular gaming apps by changing the graphics, sounds, and themes. After attending the NFL Draft in early 2015, Luke was able to secure a conversation with one of the top sport's agents in the NFL. Since then, he has been in contact with Ty Montgomery, Jarvis Landry, Demaryius Thomas, Bubba Watson, Matt Kenseth, and many more!



So far, ReSkinz has created apps for Ty Montgomery (Rivalry Rush) and Jarvis Landry (Juice is Loose) that are available on the Apple App Store and Google Play Store. Endless runner games, such as Temple Run, have been a hit within the app industry and Luke's goal is to take those games to another level by focusing on popular athletes.



KESHAUN JOHNSON & VERSHAЕ WARD

KTB Disc Jockey LLC

KTB Disc Jockey was founded by Keshawn Bailey and managed by Vershae Ward - both UW Oshkosh students. Originating from Milwaukee, WI DJ KTB and his manager Vershae Ward have been victims of senseless violence within their own city in 2014. So these two have taken it upon themselves to not only promote non-violence but also incorporate it to be apart of their business and sell apparel as well as direct non-violence



rallies to spread awareness to encourage that it has been ENOUGH violence.

KTB Disc Jockey LLC

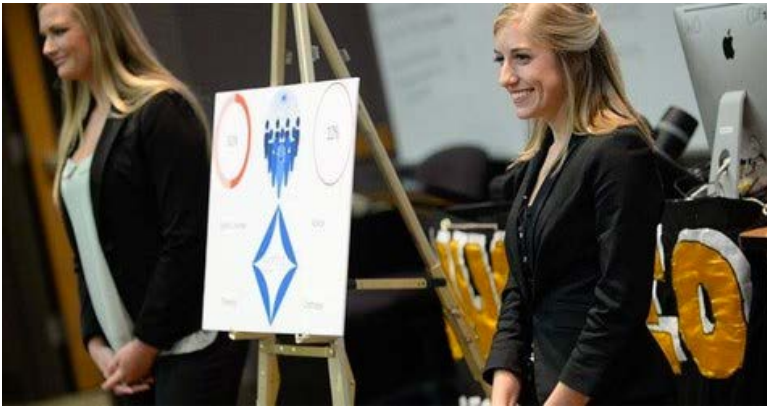


KTB Disc Jockey is a company founded in 2010 that provides professional and quality DJ services to the public for all to enjoy. DJ KTB and Vershae Ward took their business a step forward and began to mentor the youth and teach them how to DJ to encourage them to stay out of trouble and make money while doing so seeing that DJ KTB learned the craft from his mother and seeks to pass it down from generation to generation.

Follow DJ KTB's Instagram page to see some of his finest work from events he's DJed in Florida to Wisconsin @bookdjktb. Since 2010, DJ KTB has aspired to be the world's best DJ and now with his new initiative "DJ KTB College Take-Over" he invites all college students from all over the world to witness his talents at events with music by DJ KTB that first started in the fall of 2015!

NICOLE BREY & MOLLY KAPRELIAN

Metis Web Consulting



Through her undergraduate career, Nicole gained multiple life and work experiences. These opportunities arose from interning at the UW Oshkosh College of Business and the SBDC majoring in Interactive Web Management (IWM), being the IWM club president and social media marketing executive, and more. Her areas of expertise include web development, marketing, social media marketing, design, and customer relations.

Molly specializes in marketing research. She will ensure that the website, social media, or marketing materials of your business stands out from the rest by researching your competition and industry. She has gained experience from taking numerous business and psychology courses, and from interning as a marketing researcher at the SBDC. In addition to her internship, she was also the Director of Member Retention in the CEO Club in which she researched ways to increase member retention. Molly's area of focus is psychology and business, specializing in marketing.

Metis Web Consulting

By interning in the SBDC, Molly and Nicole noticed that the small businesses they were working with did not have websites or weren't utilizing social media to their full potential.

After doing some investigating, they found that this wasn't just a problem in the Fox Valley. Molly and Nicole learned some interesting statistics after hearing from Darren Pleasance, leader of Google's Global Customer Acquisitions Team, at the EAA "Soaring for Success" speaker series, this past fall. They discovered that over 50% of small businesses do not have a website. In fact, less than 10% of them utilize any kind of online marketing at all. Upon this discovery, Metis Web Consulting was born.



To test their business idea, Molly and Nicole were recommended to apply to be in the UW Oshkosh CEO Club and the CEI's annual elevator pitch contest only one week before the competition. Through hard work and determination, they won first place!

Molly and Nicole chose Metis as their business name because it means Greek Titaness for good counsel, craftiness, advice, and planning. They felt those words accurately described Metis Web Consulting and what it offers. Learn more at www.MetisWebConsulting.com.

DAN BROSMAN

Sizzle

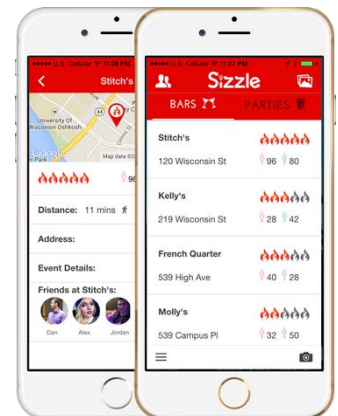
Dan is a recent Human Resource Management graduate from UW Oshkosh. During his time as a student, Dan was actively involved in the Collegiate Entrepreneurs' Organization (CEO) serving as President during his senior year. In addition, he was recently an intern at Oshkosh Corporation, in which he co-managed the internship program and coordinated career fairs all around the country.

Dan is passionate about spreading awareness of entrepreneurialism and making an impact.



Sizzle

Sizzle is a mobile nightlife application that allows users to find the "hottest" bars, clubs, and parties in their area. The app ranks these establishments on a 1-5 flame scale based on the number of people, the male-to-female ratio, and the number of singles there. Users can then get a closer look at each establishment and see things like: walking distance away, average drink prices, friends at that location, and pictures that other users are posting to the event. Sizzle is able to do this by having users log-in to the app with their Facebook accounts and then track (using their phone data/GPS) when they enter the latitude and longitude of a specific location. All of this data is filtered to provide users with the information needed to answer the question: "where should we go out tonight".



Since launching in March 2014, over 2,000 users have signed up to use the app through the Google Play Store and Apple App Store. Sizzle went on to win 1st Place at America's Pitch Tank, an event held in May of 2014 that featured Kevin Harrington as a guest judge in a "Shark Tank" like competition.

Currently, Sizzle is not being fully focused on, as Dan has joined forces with ActiveEDU and is helping to develop out that software/company after some recent traction has been recorded. The company is still alive and running though, but not a core focus at this point in time. Learn more at www.BlameSizzle.com.

MICHAEL RAYMOND

Spring Waters Online Sanctuary



Michael Lee is a retired Registered Nurse having worked in a busy cardiology-focused hospital unit for several years. During his active nursing career, he held advanced certifications in many specialties. He provided staff with frequent workshops introducing the Human Energy Field and continues to provide workshops throughout the country on a variety of topics including Meditation, Music Therapy, and Energy Work. In addition, he worked as a school nurse where his focus was on health education.

In addition to his medical background, Michael has a rich and significant background in spiritual direction, having been a Contemplative Monk at "The Order of Julian of Norwich: and Inner Peace Corp member at "Mary's Margin". His work included managing the retreat center, assisting retreatants and maintaining the outdoor labyrinth. As a Holistic Practitioner, Michael is skilled in the use of alternative/holistic therapies including energy work (Healing Touch/Reiki).

Spring Waters

Spring Waters provides essential information concerning life-long wellness, the latest news and research, tools, resources and a web-based sanctuary for you to achieve balance of mind, body and spirit; maintaining health and vitality across the lifespan. In addition, we provide wellness coaching and individualized plans online (and via telephone) with ongoing group support (via forums and two weekly support groups in Oshkosh and Appleton, WI) and one-on-one follow-ups. We provide assistance to members and guests in creating their own home sanctuary through documentary footage of healing destinations, quality instructional videos, and personal online instruction. Learn more at www.SpringWaters.net.



"Our mission is to promote and educate our global citizens in the use of natural-based strategies to overcome and prevent debilitating health conditions while growing in respect and awareness of the fragile interdependent relationships we have with each other; both human and non-human."

ALIA CARROLL

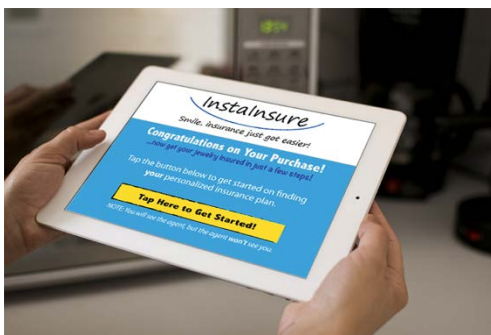
Instalnsure

Alia Carroll is studying Supply Chain Management and Sustainability Management at UW Oshkosh where she will graduate from in the Fall of 2016. She is very determined to secure a career with a business that will amplify her passion for sustainability and hunger for continuous growth.

During her undergraduate career, she was actively involved with the Collegiate Entrepreneurs' Organization (CEO) which led her to cofound Instalnsure.



Instalnsure



Instalnsure is a web-based platform that enables consumers to purchase insurance at the point of sale. By allowing consumers to purchase insurance at the point of sale, Instalnsure increases the number of policies sold to the benefit of consumers, retailers, and insurance providers.

Instalnsure is an Oshkosh-based, Wisconsin C-Corp. The Instalnsure tablet application connects consumers' in-store with a licensed insurance agent using video call technology.

- For consumers, Instalnsure provides the fastest and most convenient way for individuals to be insured immediately with no gap in coverage.
- For retailers, Instalnsure generates an additional revenue stream in the form of affiliate fees and provides a better customer experience.
- For insurance providers, Instalnsure reaches the consumer at the highest likelihood of conversion, thus increasing the number of policies sold.



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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.