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Fifty-one of 326 entries advance to next round in 2013 Gov's Business Plan Contest

February 28, 2013

Fifty-one entries from 28 communities have advanced to the semi-final round of the 10th annual Wisconsin Governor's Business Plan Contest, contest producers announced Thursday.

The contestants were selected from a field of 326 first-round entries by an independent panel of about 70 judges organized through the Wisconsin Technology Council, which is producing the contest in conjunction with its membership subsidiary, the Wisconsin Innovation Network, the Wisconsin Angel Network and other statewide affiliates.

The semi-finalists reflect the diversity of Wisconsin's economy and are spread among four broad categories: advanced manufacturing (13), business services (14), information technology (15) and life sciences (9). That proportion roughly reflects the mix of Phase 1 entries in the contest's four categories.

Software solutions, industrial products and processes, energy management and controls, gaming and mobile apps, health diagnostics and medical devices were sectors that drew a number of entries. The contest also attracted entries focused on products for children and older adults, as well as sports and recreation innovations.

"The pipeline of entrepreneurs in Wisconsin continues to become more diverse," said Mark Bugher, chairman of the Tech Council and director of University Research Park. "The entries that advanced to the semi-final round reflect the fact that good ideas come from all high-growth sectors of the economy."

The 51 entries competing in Phase 2 of the contest are writing executive summaries of no more than 1,000 words. Each summary describes the core product or service, defines the customer base, estimates the size of the market, identifies competition, lists members of the management team and provides key financial data.

Phase 2 plans will be filed online by 5 p.m. March 18; the next judging period will last about two weeks.

Once Phase 2 judging is complete, the 51 entries may be made available for inspection by accredited investors through the Wisconsin Angel Network, which has more than two-dozen angel networks, private equity funds or corporate strategic partners. About two-dozen plans will move on to Phase 3, in which contestants will write a full business plan.

Total cash and in-kind prizes in the statewide contest exceed \$100,000. Prize winners will be announced June 4-5 at the annual Wisconsin Entrepreneurs' Conference, to be held at the Marriott West in Middleton. The top dozen contestants will give live presentations at the conference – with judges scoring those pitches as a part of selecting the winners. A major sponsor is the Wisconsin Economic Development Corp.

Other sponsors of the 2013 contest to date include: 5Nines; Aberdeen Consulting; American Family Insurance; American Transmission Company; AT&T; BDO; Cleantech Open; City of Waterloo; EarthIT; Flanagan Financial/Functional Biosciences; Grant Thornton; JZB Solutions; Kohner Mann & Kailas; Kollath & Associates; Logistics Health; Madison Gas & Electric; Marshfield Clinic; Michael Best & Friedrich; Midwest Prototyping; Milwaukee Institute; Mortenson Construction; Murphy Desmond; Nelson Schmidt, Inc.; Pieper Properties; Reinhart Boerner Van Deuren s.c.; Revelation PR, Advertising & Social Media; Smith & Gesteland; University Research Park; UW-Madison Office of Corporate Relations; Wilson Sonsini Goodrich & Rosati; Wisconsin Health and Educational Facilities Authority; and Wisconsin Technical College System.

To become a sponsor, call 608-442-7557 or visit <http://www.govsbizplancontest.com/>.

Here are the 2013 semi-finalists in the Wisconsin Governor's Business Plan Contest. Reporters wishing to contact individual contestants may do so through the Wisconsin Technology Council by calling 608-442-7557 ext. 26.



Contestant	City	Idea Abstract
Rick Kawczynski	Franklin	Better Medical Disinfectant
Pete Matson	Waukesha	Clouditz
Justin Reed	Madison	C-Motive Technologies Inc.
Mary Kuckuk	Madison	CodeEm
Tim Hart	Shorewood	Custom Healing Abutment
Justin Knupp	Middleton	CyderMED
Timothy Shedd	Madison	Datacenter Cooling Technology
Mackenzie Krentz	Madison	Detour Mobile App
Olivia Nix	Milwaukee	Diddits
Mitchell Fiene	Whitewater	DMZ Aerial
Jordan Giessel	Oregon	EasyShifts
Gary Krause	Racine	EKG Concepts
Betty Marquardt	Poynette	Employmate
Heather Johnston	Milwaukee	Find My Spot
Shobhan Thakkar	Fitchburg	Gaming - Gristmill Studios(GS)
Petr Zilberman	Mequon	Glow in the Dark materials
Abby Johnson	Madison	Green Chemistry Solutions
Dennis Bahr	Middleton	Helicam Neutron Camera
Sreenath Pillai	Madison	Infrastructure for Mobile Apps
James Cruikshank	Cedarburg	Integrated Pharmacy Services
Terry Spilde	Madison	kNew
Joel Dietz	Madison	Lab Desk
Pradeep Rohatgi	Milwaukee	Lightweight composite castings
Allen Oelschlaeger	Mequon	Martial Arts Marketing Network
Mike Lilek	Wauwatosa	Mobile work tickets
Charles Potter	Mequon	MTD Therapeutic Hypothermia
Scott Johaneck	Shawano	MUTO
Frederick Montgomery	Madison	Nitric Oxide Generator for Chr
Russ Rymut	Hartland	Nobo
Bret Wagner	Fitchburg	Oil & Gas Royalty Software
Tom Dougherty	Milwaukee	OSAT: Real Time Metal Analysis
Joseph Trygar	Pleasant Prairie	Pharma Detect
Menachem Tabanpour	Madison	Phosphorus Upcycling
Thom Lemmenes	Princeton	Pierless Boat Rentals
James Benson	Marinette	Quality Medical Management
Stephen Parkhill	Glendale	quickTab
Jon Odorico	Madison	Regenerative Medical Solutions
Michael Harper	Milwaukee	ROAM
Alan Stoffer	Madison	Ronin Studios
David Beebe	Monona	Salus
Annamalai Karthikeyan	Oshkosh	Specialty carbon using wastes
Chad Lee	Middleton	SpectraNotes
Curt Frey	Madison	TaxBadger
Sarah Wright	Cottage Grove	The Healthy Challenge
Mike Kobida	Madison	The Orkan
Jim Schuessler	Crandon	Trolley Green Energy Platform
David Buslee	Delafield	Truck Data Measurement
Alan Peters	Brookfield	True Flow
Peter Petit	Pewaukee	V-Glass Vacuum Insulated Glass
Brian Mayer	Glendale	WeDo
Kevin Kleinfelt	Sun Prairie	WiscBox
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