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Contact: Tom Still or Angela Schlobohm at 608-442-7557

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From social media to health tech to drones, Biz Plan Contest finalists show state's tech range

MADISON – Twenty-six entries representing sectors as broad as social media, health technologies and innovations in products or services are competing in the finalist round of the 14th annual [Wisconsin Governor's Business Plan Contest](#).

The contestants have survived two rounds of judging in the contest organized through the [Wisconsin Technology Council](#) and its sponsors and volunteers. A lead sponsor is the Wisconsin Economic Development Corp.

“These finalists are emblematic of Wisconsin's vibrant entrepreneurial ecosystem,” said Toni Sikes, Tech Council chairwoman. “Few contests can blend together industries as varied as life sciences, composting, speech therapy and drones.”

Software and business service plans include a mobile application to enable physical therapists to create and send instructional videos to patients; software to provide unbiased Medicare enrollment guidance; an apparatus to induce blinking while using a computer to prevent Computer Vision Syndrome; training software for managing commercial drone operations; software that integrates e-logs, tracking and scheduling with freight trucks; cloud-based software to solve core business problems around organizational culture; to conduct aerial mapping and surveying via drone; and to remove compostable products.

Entries focused on social or educational innovations include platforms to save family photos and videos in one place for future generations; to scan public meeting minutes to find actionable sales insights; to exchange contact information for both business and social settings; to establish online science labs for education based on interactive videos for students; and to conduct online speech therapy.

Manufacturing ideas include nanogenerators for sustainable energy generation from human body movement; a combination of a pepper-spray pistol and electrical stun-gun weapon; a blend between a pontoon boat and a hovercraft; an eight-directional compass that firefighters can use in low-visibility conditions; safer batteries with higher storage capacity and energy for electric vehicles; a flood barrier system that can deploy within hours; and an “active Ottoman” for muscle regeneration and pain relief.

Health-related plans include a line of medical foods that will improve quality of life for patients with a feeding tube; an extended release drug that ends opiate addiction without the side effects

of withdrawal; an infrared light that targets tumors and spares healthy tissue; an injectable drug that regenerates and retains cell properties in cardiac cases; a process for more effective processing and storage of biological samples; and a nasal spray that prevents the aftermath of a stroke to be used after a clot is removed.

The contest began in late January with 172 entries. To be eligible for the contest, participants cannot have raised more than \$25,000 from professional angel and venture capital investors by the start of the contest.

Finalists will submit 15- to 20-page business plans for review by a panel of more than 85 judges. Each plan describes the core product or service, defines the customer base, estimates the size of the market, identifies competition, list members of the management team and provides key financial data. Finalists are also encouraged to provide feedback from a potential or current customer.

The “Diligent Dozen,” or top 12 business plans announced in late May, will present in front of a panel of judges and conference attendees at the Wisconsin Entrepreneurs’ Conference on June 6 at Union South in Madison. Category winners, as well as the 2017 Grand Prize Winner, will be announced during the BPC Awards Luncheon on June 8. More information on the conference will be available in the coming weeks at www.witrepsconference.com.

Sponsors are contributing cash, office space, legal assistance, accounting, information technology consulting, marketing, prototyping, web design, event space and more. About \$2.2 million in cash and in-kind prizes have been awarded since the inception of the contest in 2004.

Lead sponsors of the 2017 contest thus far include [@1403](#); [3Rhino Media](#); [American Family Insurance](#); [American Transmission Co.](#); [AT&T](#); [Hudson Business Lounge](#); [Keane Consulting/Workspace at Bishops Woods](#); [Michael Best](#); [Midwest Prototyping](#); [Pieper Properties](#); [Quarles & Brady](#); [Racine Metal-Fab](#); [Reinhart Boerner Van Deuren](#); [SCORE Wisconsin](#); [University Research Park](#); [Ward 4](#); [Whitewater University Technology Park](#); [Wisconsin Economic Development Corp.](#)

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Finalists are listed below. Reporters wishing to contact individual contestants may do so through the Tech Council by calling 608-442-7557.

Entry	First Name	Last Name	City
Pixologie	Mollie	Bartelt	Milwaukee
Cellular Logistics Inc	Adam	Bock	Sun Prairie
Pivot Interactives SBC	Peter	Bohacek	River Falls
i65, LLC	Melinda	Caughill	Mequon
Northern Star Fire LLC	Jeff	Dykes	Eau Claire
Nano Red, LLC	Johnathan	Ebben	Milwaukee

Forsythe & Storms Technologies, LLC	Lorne	Forsythe	Oak Creek
SafeLi	Carol	Hirschmugl	Shorewood
Synesis, LLC	Kenneth	Iwinski	Wisconsin Rapids
Pilot Training System	Christopher	Johnson	Madison
ThirdSpace	Scott	Kohl	Madison
Plumb Pharmaceuticals	Lisa	Krugner-Higby	Middleton
DotCom Therapy	Correll	Lashbrook	Madison
VibeTech, Inc.	Jeffrey	Leismer	Sheboygan
Health Connection	Jordan	Mather	Appleton
Menet Aero, Inc.	Peter	Menet	Milwaukee
Eye Savers	Jeff	Mrochinski	Waukesha
Fast Forward Forensics LLC	Randy	Nagy	Madison
ReNeuroGen LLC	Stephen	Naylor	Elm Grove
Hovertown, LLC.	Richard	Schramer	Berlin
Compost Crusader LLC	Melissa	Tashjian	Milwaukee
Rapid Guard Flood Barrier System	Jeff	Thieding	Loganville
Rigbot	Shatru	Thimmappa	Middleton
Curate	Taralinda	Willis	Madison
EWPanel LLC	Chunhua	Yao	Madison
Cardigan LLC	Matt	Younkle	Madison

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