

2015

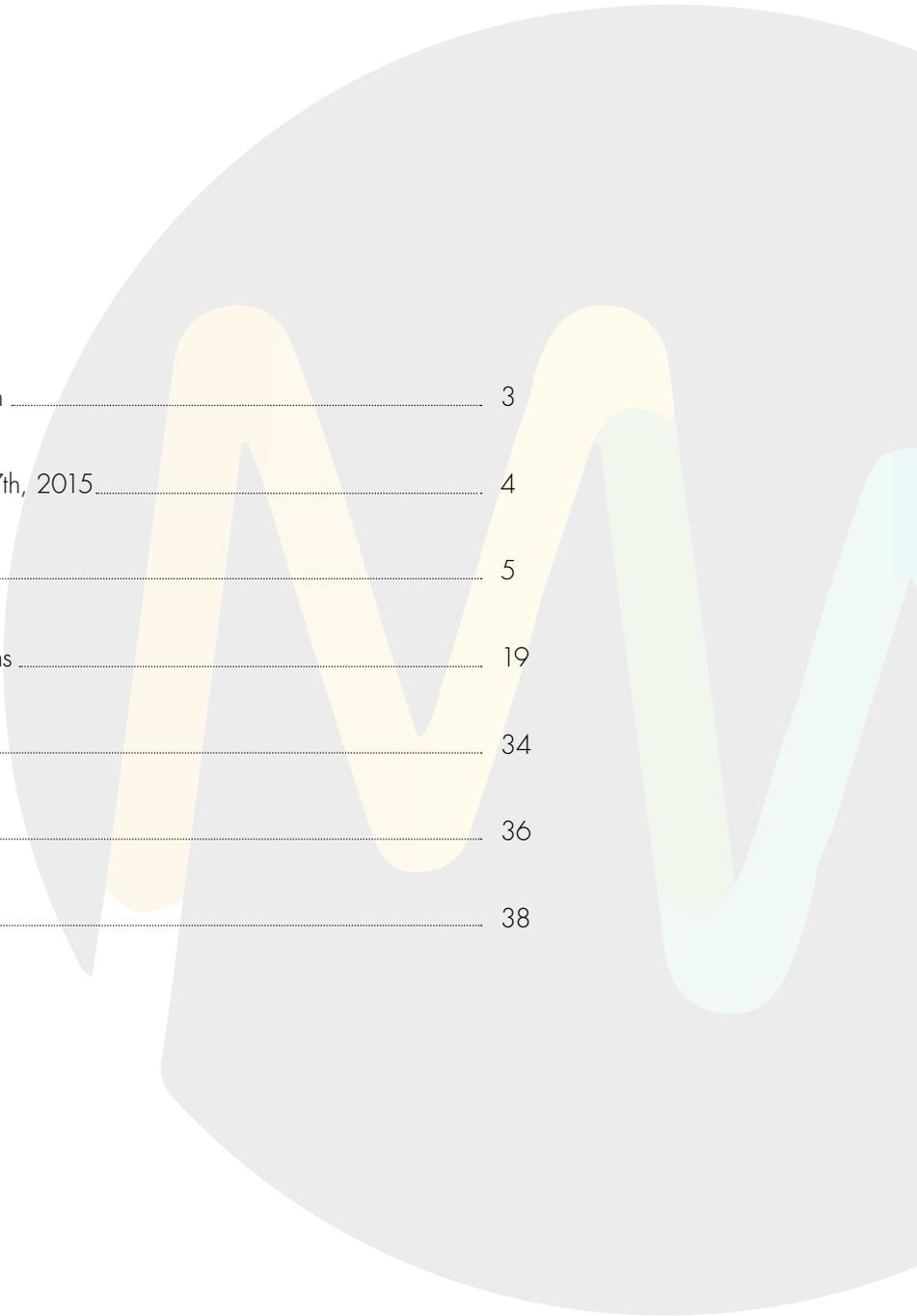
MWEST CHALLENGE



April 17, 2015

www.mwestchallenge.com

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WELCOME

Welcome to the 2015 MWest Challenge, a student business plan competition designed to create cross collaboration between students that span across several universities from West Michigan. Through MWest, entrepreneurially minded students are able to develop and grow new ventures based on their own ideas. MWest involves eight West Michigan colleges and universities, representing 75,000 students from: Grand Valley State University, Kendall College of Art and Design, Kuyper College, Davenport University, Aquinas College, Calvin College, Cornerstone University, Grand Rapids Community College, and Hope College.

The aspiring entrepreneurs participating in MWest have rigorously prepared for the competition today. They have spent countless hours going from ideation to concept to business models. Students had the opportunity to attend multiple workshops over the last few months to learn from business and entrepreneurial experts. Each workshop covered a different aspect of developing a successful business.

The goal of the MWest Challenge is to foster entrepreneurship and encourage students to commercialize their ideas and provide them a forum in which they can develop skills in pitching their ideas. Through the generous support of our partners and sponsors, \$31,000 will be awarded today in start-up capital to student ventures. The ten awards will include the Best Overall in the Masterclass and Early Stage tracks, Spectrum Health Care Innovation, GR Current Technology, Social Impact and Sustainability, Lifestyle, Innovation by Design, Spirit of Entrepreneurship, and Pitch Idea Awards.

On behalf of the West Michigan Colleges and Universities Group (WMCUG), we invite you to absorb the stories and experiences these young entrepreneurs bring today as they showcase their accomplishments. We are excited about the competition and the opportunities it will bring our students. Thank you for your support, and for being part of a new and exciting journey for our budding entrepreneurs!

Best,

Cynthia Vangelderer

Chairperson, Accounting Department
Aquinas University

Bob Eames

Division Chair, Professor of Business
Calvin College

Brad Stamm

Division Chair, Professor of Business
Cornerstone University

Marjolijn van der Velde

Department Chair
Davenport University

Amy Koning

Associate Dean of Operations
GRCC

Steve VanderVeen

Director, The Center of Faithful Leadership
Hope College

J Kevin McCurren

Executive Director, The Center for
Entrepreneurship & Innovation
Grand Valley State University

Jon Moroney

Design Instructor at Kendall College
Kendall University

Marc Andreas

Program Director & Assistant Professor,
Business Leadership
Kuyper College

JUDGING APPROACH

The judging is intended to simulate the real-world process of entrepreneurs soliciting start-up funds from early-stage investors and venture capital firms. The Judges function to analyze the teams from the investors' point of view, with the understanding that this is a student competition. Most competitors are in ideation stage and are not seasoned entrepreneurs. Therefore, a sample of key judging criteria include:

- The Company
- The Idea
- The Market Size
- Market Strategy
- The Management Team
- Financials

Ultimately, the winning team should be the team in which the judges would like to learn more about, including one that they would consider pursuing for investment.

Judges evaluate each team on a scale of "poor" to "excellent." One team from each of the judging rooms proceed to the next round based on the judges overall assessment. The judges have a scorecard as a guideline to evaluate both the business plan and oral presentation of the team.

The awards that will be judged on are as follows:

- | | |
|---|---------------------------------------|
| • Grand Prize-Masterclass - \$6500 | • Lifestyle - \$2000 |
| • Grand Prize-Early Stage - \$6500 | • Innovation by Design - \$2000 |
| • Spectrum Health Care Innovation - \$5000 | • Spirit of Entrepreneurship - \$1000 |
| • GR Current Technology - \$2500 | • IPC first place - \$2000 |
| • Social Impact and Sustainability - \$2500 | • IPC 2nd place - \$1000 |

Total = \$31,000

NOTE – competing teams can only win one award with the exception of the Pitch Competition.

Social Impact and Sustainability Award

This award represents an idea that brings social and/or environmental change in the world. The idea will impact the world by creating a solution that stirs its audience into action.

GR Current Technology Award

Technology is the future of business. If your company has a solid concept and product with valid technology you are eligible for this award. The product has to be based on promising potential technology that peaks the interest of the judges.

Life Style Award

Entrepreneurs looking to sustain a lifestyle through their business are perfect candidates for this award. This award is not about large corporations, but entrepreneurs who want to showcase their passion for a sustainable small business that will make their dreams come true.

Innovation by Design Award

This team understands and implements the Design Thinking process by defining the problem and then implementing a solution that focuses on needs of the users. Finding, understanding, creating, thinking, prototyping and doing are all part of the process. At the core of this process is a bias towards action and creation: by creating and testing something, you can continue to learn and improve upon your initial idea.

Spectrum Health Care Innovation Award

This award was developed in partnership with Spectrum Health Innovations (SHI) with the purpose of enhancing and increasing the commercialization of SHI ideas. This team will help increase the success of new biomedical and life science product concepts with commercialization opportunities in West Michigan's growing life sciences corridor.

Agenda - April 17, 2015

Time	Event
7:30a	Registration and Check-in
7:45a	Orientation
8:00a - 10:00a	First Round Presentations (All teams)
10:00a - 10:30a	Break
10:30a - 12:30p	Idea Pitch Competition (All teams)
12:30p - 1:30p	Networking Lunch
1:45p - 4:00p	Final Round (top 7 teams)
4:00p - 4:30p	Judges Deliberation
4:30p - 5:00p	Awards (all teams)

THANK YOU TO ALL OF OUR JUDGES!

Grand Valley State University, Aquinas College, Calvin College, Cornerstone University, Davenport University, Grand Rapids Community College, Hope College, Kendall College, Kuyper College, and the student competitors thank the following business professionals for their generous time and efforts as judges in today's competition.

FINAL ROUND JUDGES



Paul D'Amato

Paul is a successful serial entrepreneur with more than 20 years of business building experience. Paul is currently the Managing Director of the Grand Angels Venture Fund II and Trout Creek Ventures. Both are regional venture capital funds focusing on technology investments. He is an active angel investor with several angel groups in the Midwest. Paul joined Grand Angels in October of 2011. Since then he has worked on due diligence on nearly every Grand Angels investment resulting in \$7,399,980 of funding in 12 companies through 33 rounds. Previously, Paul owned and operated a retail chain in the Midwest that he sold to a strategic acquirer. Paul built the chain through organic growth and a series of acquisitions. Paul holds a Bachelor of Science in Computer Engineering from the University of Illinois in Urbana-Champaign, and a Masters of Business Administration with an emphasis on M&A and analytical decision modeling from The Kellogg School of Management at Northwestern University in Evanston. Paul is currently on the board of directors of Grand Angels, Blue Medora, and Tetra Discovery Partners.



Diane Durance

Diane Durance is the president of MiQuest, an organization formed in 2014 through the merger of Great Lakes Entrepreneur's Quest (GLEQ) and the Small Business Foundation of Michigan. MiQuest is working to ignite, unleash and promote entrepreneurship in Michigan through its initiatives that include competitions, publications, and events. Prior to her current position, Ms. Durance was executive director of GLEQ. For 14 years, the GLEQ Business Plan Competition connected early stage ventures to growth capital and business development resources. MiQuest is continuing the legacy of the GLEQ Business Plan Competition with a business competition for ventures beyond the start-up stage. In addition to the competition, MiQuest publishes the Michigan Entrepreneurship Score Card and supports the Michigan Celebrates Small Business event and the 50 Companies to Watch awards. For ten years, the Entrepreneurship Score Card has tracked 120 key metrics that impact the growth and vitality of entrepreneurship in Michigan and prepared a state-by-state comparison on each metric. Prior to GLEQ, Ms. Durance was president of the Ann Arbor IT Zone. As an entrepreneur, she founded and grew three companies, including a telecommunications engineering firm, a marketing communications publishing company, and an angel-funded, Ann Arbor-based home repair/handyman business. She holds a Bachelor of Business Administration and Master of Public Administration, both from Southern Methodist University.



Harvey Koning

Harvey Koning is an attorney at Varnum LLP who works with a variety of businesses from start-ups to public companies. Harvey has helped a number of companies form, raise capital and sign agreements with key customers and vendors. When he's not working, he enjoys Crossfit workouts and running. He has completed 14 straight Fifth Third River Bank Run 25K races but has sworn off marathons.



Gary Tilkin

Gary Tilkin is founder and formally Chairman/CEO of Global Futures & Forex, Ltd (also know as Global Forex Trading (GFT)). The firm became one of the first, and largest foreign exchange (“forex”) dealers in the world specializing in offering retail and institutional customers access to the world of currency trading. GFT grew to serve customers in over 120 countries and employ over 400 people in offices in Grand Rapids, New York, Chicago, London, Tokyo, Singapore, Sydney and Dubai. Tilkin was honored with the Seidman Successful Entrepreneur alumni award in 2004 and was also a regional winner, and national finalist, in the Ernst & Young Entrepreneur of the Year program for the financial services category. Tilkin is now President of GLT Capital Advisors.



Dennis Johnson

Mr. Johnson is Chief Investment Officer for Comerica Asset Management Group, the investment management division of Comerica with \$27.5 billion in assets under management. Mr. Johnson is responsible for the firm’s passive and active investment strategies, alternative investments, operations and administration, new products, client relations and business development. In addition, Mr. Johnson is the Chairman of the Comerica Investment Policy Committee, the governing body responsible for establishing the company’s asset allocation policies. He also serves as Comerica’s primary spokesperson in the national media on investments, asset allocation and other matters pertaining to the global financial markets. He received his Masters of Science in Finance from Virginia Commonwealth University and a Bachelors of Art in Economics from the Virginia Military Institute. Mr. Johnson is a Chartered Financial Analyst (CFA) charter holder, a member of the Chartered Financial Analyst Institute and the Chartered Financial Analyst Society of Detroit. He is a member of the Detroit Economic Club and on the Detroit Public Television (DPTV) Board of Directors. Mr. Johnson is also on the Board of Directors for the Charles H. Wright Museum.



Jody Vanderwel

Since 2005, Jody has been President of Grand Angels. Jody oversees Grand Angels’ deal sourcing, investing, and portfolio management, and represents the group at networking and educational events across Michigan. Jody worked several years in private practice before joining Herman Miller as Corporate Counsel and then Vice President for Corporate Giving. Jody is currently a member of the Michigan Venture Capital Association Board, the Plymouth Venture Partners Fund III Advisory Board, the Michigan Accelerator Fund I Advisory Board, the Baker Publishing Group Board, the Fuller Theological Seminary Board, and the Max De Pree Center for Leadership Advisory Board. She also chairs the Board of Priority Health, a Michigan insurance company. In February Governor Snyder appointed her to a four-year term on the Michigan Strategic Fund. Jody holds a B.A. degree from the University of Colorado and a J.D. degree from Washington University in St. Louis.



Kim Cross

Kim Cross is a philanthropy executive with financial and investment management experience for ultra high net worth individuals, corporations and foundations. She holds the Certified Fund Raising Executive and the Chartered Advisor of Philanthropy designations and specializes in helping nonprofits raise major and planned gifts. She believes that successful fund raising requires careful planning and consistent personal attention. Kim has over 20 years of nonprofit leadership experience as a volunteer and professional fundraiser and over 20 years of discretionary and non discretionary investment management experience. She is currently the Chief Operating Officer and Director of Philanthropy – East Region for the Michigan Women’s Foundation and also the President of Philanthropy Services, LLC.

FIRST ROUND JUDGES



Rob Jandernoa

Rob Jandernoa is part of the entrepreneurship team and is responsible for seed and early-stage investing at 42 North Partners. He also works with the Grand Angels and several Michigan-based venture capital funds. Rob serves as a board observer for Tetra Discovery Partners, LLC and Zipments Corp. Rob has worked in sales, banking, and was an entrepreneur. He founded Lesson Vision in 2009 which enabled sports instructors to deliver video of in-person lessons to their students. Rob has a BSE in Engineering from the University of Michigan and MBA from Grand Valley State University. Rob is married to Monica Jandernoa, and they live in East Grand Rapids with their son, Miles.



Dale Grogan

Dale Grogan, Managing Director, Michigan Accelerator Fund I, L.P. In his more than 25 years of professional business expertise, Dale Grogan has been an entrepreneur and an investment banker. He has raised more than \$50 million for start-up and early stage companies and VC funds. As Managing Director for MAF, he is responsible for making investment decisions for the Fund. Grogan is a board member for MichBio; MIT Enterprise Forum (Great lakes Chapter); an advisory board member for the Michigan Israeli Business Bridge; sits on the SWMF Capital Committee; and represents MAF-1 interests on portfolio company boards.



Sandra Cochrane

Sandra Cochrane is a full-time Technology Business Consultant for the Michigan Small Business Development Center. In this position she assists start-up and early-stage high-tech companies. Services she provides to clients include business plan development, accessing capital, strategic planning, and general business consultation. She works with pre-seed funds, angel groups, and venture capital firms to connect companies to capital. Sandra is the former COO/Acting CEO of the Southwest Michigan Innovation Center, a 68,600 s.f. life science incubator in Kalamazoo. Sandra shepherded the Innovation Center through its start-up phase and is credited with the development, construction, and programming of the facility. Sandra is viewed as an expert in the incubation industry and sits on the board of directors of the National Business Incubation Association and is vice-president of the Michigan Business Incubator Association. Sandra serves as a reviewer for the National Science Foundation's Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) Program. Sandra earned a B.A. and an M.B.A. from Michigan State University and holds an NBIA Certificate in Business Incubator Management.



Melissa Chapman

As a strategic consultant and account manager for Reagan Marketing + Design (RM+D), Melissa leads branding campaigns, project launches, print communications, advertising, events, facility openings and Web/multimedia projects for clients in a variety of industries — healthcare, contract furniture, manufacturing, start-ups, non-profits, etc. Prior to RM+D, Melissa worked for Square One Design (Grand Rapids, MI) and a non-profit based in Nashville, TN. Melissa has a BFA from Western Michigan University.



Derek Hunderman

Mr. Hunderman is an entrepreneur with a senior level leadership background in building increased performance of individuals, teams and businesses well developed interpersonal and team leadership skills. His experience in manufacturing, real estate, sales & marketing and construction, includes P&L oversight of \$50M annual operating budget, successful introduction of key performance metrics, corporate dash boards, various communication tools and continuous improvement initiatives focused on profitability. He is the former Managing Partner of the West Michigan region for Colliers International and the former President of Kerkstra Precast. He has a distinct ability to align people and teams around results-oriented strategic development, profitable channel planning and innovation-driven service/product delivery.



Brooks Kindel

Brooks Kindel is a small business strategist and coach. He holds an MBA from Western Michigan University with a concentration in corporate finance. He has held a variety of corporate finance positions, including CFO, and specializes in business planning, financial analysis and financial management. He has significant experience in over a dozen industries as well as mergers, acquisitions and corporate turnarounds. For the past fifteen years he has provided strategic consulting and management advisory services to start-ups and small businesses, and is currently a Business Growth Strategist for the Michigan Small Business Development Center at Grand Valley State University. He is an Adjunct Professor of Finance at Davenport University and an active member in both the Association for Corporate Growth and Start Garden.



Cristian Anastasiu

Cristian Anastasiu is Managing Director at Chapman Associates, a middle market Mergers & Acquisitions firm. In the last 12 years, Cristian has participated in more than 50 M&A transactions involving middle-market IT companies, including several cross border transactions. He previously spent more than 15 years in the IT industry, including senior management roles at Cisco and CEO North America for BRAIN, a software company that was the platform acquisition for what became the third largest ERP company worldwide. He is an angel investor in technology and health care companies. Cristian holds an MSEE from the Technical University Darmstadt and an MBA from Golden Gate University, San Francisco. He is a Fulbright Alumnus.



Jamaal Ewing

Jamaal Ewing is the Microloan Program Manager for Grand Rapids Opportunities for Women. He received his BBA from Western Michigan University in 2006 before becoming a personal banker with Chase Bank in Grand Rapids, MI later that year. During his time with Chase he helped clients with financial services; including investments, loans, and retirement planning. After a four year tenure with Chase, he took a position with Huntington Bank in Wyoming, MI in July 2010 as a Personal Banker – Senior where he focused more on business lending in addition to the services offered by his previous job. In 2013 he received his MBA from WMU through the school's extended university program in Grand Rapids, MI. He was hired onto the GROW staff as a program manager in October 2014.



Paul Jaques

As the Director of Student and Community Engagement for Spartan Innovations, Paul Jaques works with the MSU undergraduate students on their business ideas and inventions to potentially get them to market. Paul has also co-founded his own startups that include Career Search Consultants, a nationwide recruiting firm and Bio-Green Environmental, a biosolids management company. Paul is also a founding partner of Pure Venture Partners.



Amy Lodenstein

Amy Lodenstein is currently working as Director of Operations at Helen DeVos Children's Hospital. In her role, she is leading programmatic development of the congenital heart center. In addition, she is responsible for developing virtual pediatric care strategies, with a goal of providing medical care for children as close to home as possible. Prior to her current role, Amy has worked in various nursing and operational leadership roles in the healthcare sector. She received her Bachelor of Science in Nursing from Hope College, and a Master of Business Administration and a Master of Science in Nursing from Grand Valley State University. Amy is a member of the Seidman School of Business Alumni Board.



Jason Pliml

Jason Pliml is an experienced entrepreneur and business strategist. Jason founded and managed three profitable businesses, including Mock Draft Central, a fantasy sports company grown from infancy to acquisition. Mock Draft Central achieved annual revenue growth averaging 108%, inked fifteen software and content licensing agreements, and won consecutive industry awards for best drafting software, beating rivals ESPN and CBS Sports. Prior to Mock Draft Central, Jason built a profitable boutique software development firm in Grand Rapids, MI with clients ranging from ACE Insurance, ASR Corporation, Steelcase Dealer Network, Fleetwood Group, and numerous regional and startup businesses. As a business consultant, he has worked with over one hundred tech oriented businesses, providing a range of strategic knowledge including sales & marketing, pricing strategy, financial projections and investor pitch coaching. He has served on several non-profit and for-profit boards. Jason graduated with honors from Lake Superior State University with a BS in computer science and mathematics.



Brent Mulder

Brent Mulder, PhD, MBA is the Senior Director of Innovations at Spectrum Health Innovations, LLC where he and his team are focused on developing novel ideas into innovations that improve health and the delivery of healthcare. Since arriving in Michigan, Dr. Mulder has worked at the Michigan Small Business and Technology Development Center and helped to build the Office of Technology Transfer for the VanAndel Research Institute. He has received a BS in Biology and a PhD in Cellular and Molecular Biology from the University of Houston, along with his MBA from Grand Valley State University.



Lynn Smith

Lynn Smith graduated from the Seidman School of Business in 1980 and began a 32-year career in financial services. Prior to her retirement in 2012 as a Senior Vice President in Client Service at Robert W. Baird, she began the development of a unique shelving system called, iLean®. The product was eventually awarded a U.S. Patent and distributed through The Museum of Modern Art and her own website, iLeanstore.com. In December, 2013, iLean was sold to Sauder Manufacturing in Archbold, Ohio, and is now distributed through large-box retail stores as The Anywhere Shelf. Lynn has established a product development company, AngleWorks, and her current project is a battery-powered LED lighting system. Lynn is married to Dr. Tim Smith at Lakewood Family Medicine in Holland and has two grown sons, Keegan and Braden.



Tyler Way

What started in a freshman dorm room by doodling with permanent markers on an old pair of sneakers evolved into creating custom-designed sneakers for professional athletes such as LeBron James and Chris Paul. Eventually, that led to canvas artwork for clients like musician Mike Posner and Nike founder Phil Knight. In addition to being a full-time Footwear Designer for Sebago, an international shoe brand, Tyler Way is also the Executive and Creative Director for the non-profit organization, [Fashion Has Heart].



Debra Zellner

Debra Zellner is the Executive Director of the Isabella Bank Institute for Entrepreneurship in the College of Business at Central Michigan University. The Entrepreneurship Institute and the newly created Entrepreneurship Department combine a unique entrepreneurship undergraduate curriculum with experiential opportunities and extracurricular activities to educate and to capitalize on the student's potential to launch their career. A key component is the award winning New Venture Competition, a forum for providing early stage student led start-up's experience, guidance, seed funds and a platform to launch their venture. Debra previously led Business Development at the MidMichigan Innovation Center, a nonprofit incubator committed to growing and sustaining Michigan small business. She retired from Dow Corning Corporation where she developed products and business opportunities, earned three patents, held numerous global leadership roles in product development, business stewardship, marketing, and key customer sales management. She holds an MBA from CMU and a BS in Chemistry from BGSU.



Therese Thill

Therese is responsible for business retention, expansion and attraction for The Right Place, Inc. a non-profit economic development agency serving the Greater Grand Rapids, MI area. Focusing on growing the small and medium-sized manufacturers in the automotive, life sciences and agribusiness industries in Kent and Ionia counties, Therese leads a team of four. Therese also leads business attraction efforts and the site selection consultant strategy. Thill is a graduate of the University of Michigan with a Bachelor of Arts in International Studies. Therese Thill formerly served as the Director of Business Attraction for the Michigan Economic Development Corporation (MEDC), Vice President of International Economic Development for the Greater Phoenix Economic Council (GPEC), and formerly Senior Business Development Representative for the Oakland County Community and Economic Development Division in southeastern Michigan from 2001 to 2006. She received her Masters of Business Administration from Thunderbird, the American Graduate School of International Management.



Curt Pullen

Mr. Curtis S. Pullen has been the President of North American Office & Learning Business at Herman Miller Inc. since February 2009 and has been its Executive Vice President since 2007. Mr. Pullen served as the Chief Financial Officer at Herman Miller Inc. January 2007 to January 2009. He served as Senior Vice President of Dealer Distribution of Herman Miller Inc., since 2003. He served as Senior Vice President of Finance for North American Operations at Herman Miller Inc. from 2000 to 2003 and Vice President of Finance for International Operations from 1992 to 2000 and Director of Internal Audit from 1991 to 1992. For 16 years, Mr. Pullen has done an outstanding job leading Herman Miller dealer distribution organization and also built a stronger, more focused and effective contract dealer community. He is a Certified Public Accountant.



Rachele Downs

Rachele Downs is an inventive economic and community development executive with 15+ years of representing institutional, corporate and private developers, owners and users. She is an influential business, organizational and leadership development professional with extensive marketing, contract negotiation, transaction and project management expertise. She has experience directing complex transactions throughout complete lifecycle to foster collaboration and realize public, private and non-profit stakeholders' objectives. Rachele has been Vice President of Entrepreneurial Strategies at Inforum since August 2013. Rachele got her Master of Public Administration from Wayne State University and her Bachelor of Science in Public Administration & Community Development from Central Michigan University.



Brian Hamilton

Brian Hamilton has more than 10 years of business expertise, including extensive experience working with family-owned businesses and Fortune 500 companies. Most recently, Brian served as manager of operations for a local family office. His responsibilities included operations, strategic planning, and streamlining of processes. Brian also provided leadership in finance, operations, and process management for many of the family's portfolio companies. He has worked with local start-ups in areas of business strategy, commercialization, revenue modeling, and investor relations. In his role as senior associate for Charter Capital Partners, Brian manages client engagements and performs financial analysis and vets potential investment candidates in our venture capital work. Brian holds a Bachelor's degree in Business Administration from Calvin College, and received an MBA from Grand Valley State University.



Joe Pohlen

Joe Pohlen is a partner and co-founder of Cardinal Senior Management specializing in assisted living and memory care. Joe has spent the last 9 years in multifamily and student housing in West Michigan. From 2009 to 2012, Joe worked as a court appointed receiver for Amicus Management. During the three years as a court appointed receiver, Joe identified and turned around over 2 dozen struggling business and positioned them for sale/liquidation. Working as a project manager for Amicus Management, Joe was able to use entrepreneurship, his real estate and business ownership background to identify and push to close millions in real estate re-positioning for the Amicus team. While performing this role he was able to build close personal relationships in the banking and real estate community. Joe has used this receivership experience to identify, purchase and turn around 250 apartments in West Michigan and 515 self-storage units that currently make up his real estate holdings. Mr. Pohlen graduated college in West Michigan at Grand Valley State University studying entrepreneurship and public administration.



Kim Walton

Kim Walton works for Grand Valley State University, at the Michigan Alternative and Renewable Center (MAREC), as the Program Director. She has a Bachelor of Science from Appalachian State University, Boone, NC in Industrial/Appropriate Technology. Kim has both a Masters in Resource and Environmental Analysis and a Master's in Public Administration from WMU. Kim does consulting, system designs, solar research, and program development for GVSU. Kim was the lead consultant for Muskegon and Oceana Community Action Partnership (MO-CAP) in West Michigan for their Sustainable Energy Resources for Consumers Grants (SERC) grant development, staff training, and implementation. She has started and operated three businesses since 1986.

EXECUTIVE SUMMARY JUDGES



Marc Andreas

Professor Andreas is a proud husband and father of seven children ages 4 - 16. He is also the Director of Kuyper's Business Leadership program. He has held various executive positions with companies such as Pella Corporation, NetValue Sports and Bethany Christian Services where he served as vice president of marketing & communications for nine years. He has also served as an adjunct professor of business at Cornerstone University. He attended Dordt College and is a graduate of the University of Iowa with a B.A. in Political Science and also an MBA. As he loves teaching and mentoring students, he enjoys sharing from the wealth of 20 years of experience he has gained in corporate America, non-profits and starting a business.



Brian DiVita

Professor DiVita has been a practitioner in the field of marketing and management for the past 24-years. He has served in entrepreneurial, analytical, executive and academic roles for several organizations, and currently serves as both Director of Graduate Management Programs and a tenured professor for Aquinas College, as well as President of the West Michigan Research Institute. His background includes authoring hundreds of studies for corporations with some of the world's largest brands. DiVita holds multiple advanced degrees and certifications.



Spencer Covey

Spencer Covey has joined the Richard M. and Helen DeVos Center for Entrepreneurship & Innovation as the Entrepreneur in Residence. Prior to graduating from GVSU in 2005, Spencer was an active member within the CEO club and is thrilled to return and continue to drive the organization forward. Spencer comes to us with over ten years of experience in startups and corporate growth ventures. Past business ventures include computer repair, property management, CRM consulting, and he currently owns and operates Greetology. Greetology is a consulting firm which specializes in sales and marketing for high growth initiatives. Notable clients include Spectrum Health, Perrigo, Wolverine World Wide, Meijer, and The Stow Co. In addition to consulting, Spencer also has his own startup focused on corporate creative retreats hosted at his 120+acre farm on Lake Michigan located in Saugatuck, MI.



Todd Terry

Prior to serving Davenport University as an Associate Department Chair in the Donald W. Maine College of Business, Todd acquired management experience through employment with a Michigan based retail organization. At this same time he developed a distribution business that has gravitated to the online arena that also assisted with creating business globally. Another venture Todd enjoys is working with entrepreneurs and small businesses owners in the medical and dental field to help them understand the importance of management concepts. The mentioned concepts have supported my PhD studies in Organizational Leadership.



Tim Syfert

Tim Syfert teaches entrepreneurship and small business management, international business, and organizational strategy at Grand Valley State University to both undergraduate and graduate students. Tim has over 25 years business experience in key strategic roles at Timex Watch Company, Haworth, Royal Consumer Business Products, Sherwin Williams, Roadway Express Trucking Company, and Johnson Controls. His work at these companies resulted in several domestic and international patents for many products that are currently in production around the world. As a designer and business consultant, Tim has helped inventors and start-up companies develop new products, expand product portfolios, and launch new business ventures. He is currently developing his own new venture blending alcohols for use in sangria. Tim has a bachelor's degree in business from Oklahoma State University, a masters in business administration in strategic planning from Rensselaer Polytechnic Institutes Lally School of Management and Technology, and a doctorate in organization development from Capella University.



Steve VanderVeen

Steve VanderVeen is Director of the Center for Faithful Leadership at Hope College and Professor of Management. Steve earned his BA (English) from Calvin College in 1982, his MBA (Marketing) from Western Michigan University in 1985, and his Ph.D. (Consumer Behavior) from the University of Illinois at Chicago in 1995. He joined Calvin College's faculty in 1989. He joined Hope College in 2004. He became director of CFL in 2007. He currently leads the CFL Consulting and CFL Incubator co-curricular programs, and teaches entrepreneurship and leadership courses.



Marjolijn van der Velde

Marjolijn van der Velde is department chair for management in the Donald W Maine College of Business at Davenport University (PhD, University of Illinois - Chicago). She has a varied business background including founder and principal of The Holland Group, a market research company serving the financial services industry; Director of Research for Bank Administration Institute, the financial services industry's global partner for information and intelligence; and, operations officer at Old Kent Bank (now 5/3 Bank). Her research interests include the organizational processes of culture and structure along with data-driven decision-making.



Scot Dodd

Scot's dedicated to living an active life, which provides him both mental and physical balance as he analyzes businesses for GR Current. Scot understands all too well the value of numbers when it comes to capital fundraising. In addition to interning with UBS Financial during his accelerated MBA program, he's also worked for various start-ups gaining strong experience in early-stage business strategy. When he's not evaluating companies, he's supporting the local economy by drinking pints at Founders.



Joseph Graczyk

Joe is a relationship-centered leader with over 25 years of executive management, teaching and consulting experience, having worked for highly respected firms including IHS Automotive, Johnson Controls, Inc. and AT&T. He has held a series of management and executive management roles serving a variety of clients, including Chrysler LLC, Ford Motor Company, Blue Cross Blue Shield of Michigan, Dominos Pizza, City of Chicago, Disney, Compuware, FOX and Hilton Hotels. He has a proven ability to build highly focused teams who deliver solutions to everyday business problems.



Rachel Hammond

Rachel Hammond graduated with a B.A. in Communication Arts from Cornerstone University in 1999. In 2002, she earned her Masters of Management from Aquinas College while working in the banking industry as a corporate trainer and HRD manager. She now works at Cornerstone University as a full-time professor, teaching management related courses and serving as a faculty advisor for Cornerstone's Enactus team. In her free time, Rachel enjoys spending time with her family, serving at her church, reading, and the occasional urban adventure race. She is also one of the editors for Mom Colored Glasses, a website for moms that provides both information and inspiration on a variety of family-focused topics.



Don Paton

Mr. Don Paton graduated from Grand Valley State University with a BS in political science in 1967. Don has stayed involved with GVSU since his graduation through many committees and Board memberships. After graduation he taught high school for ten years before going into business. His business background includes: real-estate development, franchise sales and management, healthcare management and new business startups. He and his partners started a specialty appraisal business in the early "90's", and Don continues to be involved with that company today through his Board participation.



Yolanda M. Ross-Davis

Yolanda M. Ross-Davis is a Visiting Instructor in the Management department with Seidman College of Business; teaching Introduction to Business, Diversified Workforce and Intercultural Competency. She has earned her Masters' in the Science of Management from Cornerstone University in Grand Rapids, MI and her Bachelors' in Business Administration from Tennessee State University in Nashville, TN. She has extensive work experience in sales within the pharmaceutical industry and prior to becoming a Visiting Instructor she was an Adjunct Instructor at Grand Valley State University.



Austin Dean

Austin serves as the Director of Business Operations for GR Current, a local incubator and business accelerator. He is cofounder of Collective Metrics, a cloud based project management and data collection platform. In 2013 he also launched a local events/media company called Failure:Lab which is now hosted in 6 continents, and has been featured in Fortune, Huff Post, Associated Press and USA Today.

SPECIALTY JUDGES



Prem Bodagala (Spectrum Health)

In his capacity as portfolio manager, Prem works with Venture Capital Funds and Michigan startup companies which have received investments from MEDC. He leverages his prior experience in venture capital and investment banking industries in helping his portfolio attain value enhancing milestones & raise funding from venture capital, angel & strategic investors; develop business relationships with potential customers, suppliers and development partners. He serves on the board of 4 portfolio companies as observer. Prem works with his colleagues in the entrepreneurship and innovation team in researching, proposing and implementing new programs which are designed to further increase access to investment capital for businesses in the Michigan startup ecosystem. Prem has bachelor's and master's degrees in business administration from Western Michigan University and Grand Valley State University respectively. He is currently pursuing a master's degree in information from the School of Information at University of Michigan. Prem is fluent in four languages, an avid history buff and a supporter of social entrepreneurship platforms like Kiva. He lives with his wife in Ann Arbor, and when not trying to outdo each other in the kitchen, they enjoy the trails crisscrossing in and around the city.



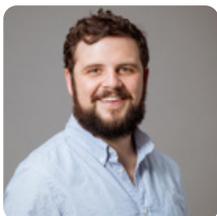
Jorge Gonzalez (Social Innovation)

Jorge, a Grand Rapidian, grew up by Division and Pleasant on the Southeast side of Grand Rapids. He graduated from Union High School and went on to Grand Valley State University where he received a Bachelors in Public Administration and minors in Business and Sociology. He has been with LINC since 2011 as the Director of Economic Development. Prior to LINC Jorge was in the banking industry for 15 years in various positions including Consumer Lender, Mortgage Officer, and lastly as Community Development Officer for five years. He currently serves on various non-profit boards in various capacities including President Emeritus of the West Michigan Hispanic Chamber of Commerce, President of the Board for the Grandville Avenue Arts and Humanities, and Vice President of the Mexican Heritage Association. Previously he has served on other Boards such as The Baxter Community Center, the Literacy Center of West Michigan, and the Potter's House Foundation. Before joining the LINC staff, Jorge served on its Board of Directors for a year. Jorge has been married for 15 years and has five children ages 4 to 14 years old. He enjoys spending time with his family, likes to help out in the community, and enjoys running whenever possible!



Erik Hall (Spectrum Health)

Erik Hall is a MBA graduate from Michigan State University, with an emphasis on finance and strategic management. His undergraduate work was at Purdue University in engineering. Erik Hall is currently the Chief Executive of Lee Shore Ventures which focuses on the commercialization of universities intellectual property, and COO of OrthoForge.



Adam Fox (Innovation by Design)

Adam Fox is a local entrepreneur originally from West Michigan. Adam has had a diverse working background with experiences in federal government, consulting, large corporate marketing and most recently start-ups in software and the medical device industry. He currently serves as an Entrepreneur in Residence with GR Current as well as a team member of a Michigan based medical device startup. Adam graduated from Aquinas College with an emphasis on marketing and international business.



Seth Starner (Innovation by Design)

As President of NewNorth, Seth gets the opportunity to engage companies and organizations in West Michigan as they ask tough questions about how to grow and stay relevant to the customers and communities they serve. Most recently, Seth led the Business Innovations Group at Amway Corporation and was responsible for internal innovation training, leading strategic planning sessions, and catalyzing innovation teams to implement new opportunities around the globe. Prior to his decade of innovation experience at Amway, Starner was Project Director at Wirthlin Worldwide, a global market research firm. Starner has a Bachelor's Degree from the University of Michigan and a Master's Degree from Illinois Institute of Technology's Institute of Design. Across West Michigan, he serves on the Boards of Directors of the Grand Rapids Art Museum and the Keller Futures Center. Starner was also one of the drivers of GRid70 in downtown Grand Rapids.



John M. Ruther (Technology Award)

John M. Ruther, MBA, CPA, CGMA, strives to help business owners achieve their goals through strategic planning, operational efficiency, and sound financial management. For more than 25 years, Mr. Ruther has been trusted to guide critical business decisions and drive strong business performance at companies ranging in size from billions in sales to small businesses. John earned a first attempt pass on the CPA exam. He is a member of the AICPA, Mich CPA (Michigan), and the Outsourcing Institute. Mr. Ruther received his undergraduate degree from Central Michigan University, and holds an MBA from the University of Illinois Urbana-Champaign where he graduated with honors. In recognition of his high scholastic achievement, John was inducted into the Beta Gamma Sigma international honor society for collegiate schools of business. He also has a passion for Michigan's economic growth, and has volunteered his time at Start Garden, SCORE, and GROW. In addition, John is proud to serve as a judge for the Central Michigan New Venture Competition. Mr. Ruther is currently the Global Director of Finance for Motus Integrated Technologies, a \$550 Million Tier 1 Automotive Manufacturer based in Holland, MI.



David V. Huhn (Technology Award)

David V. Huhn has been in the banking and accounting business for the past 38 years. His career experience spans the nuts and bolts of hands-on accounting to strategic planning. David serves as Director of Grand Angels, LLC. Mr. Huhn is a member of the Advisory Leadership Council of Gilda's Club of Grand Rapids, on the Board of the Jandernoa Entrepreneurial Mentoring Program, and chairman of the Cascade Township DDA. He has been active in many community organizations throughout his career including Aquinas College Emeritus College Board, Rotary, Indiana Repertory Theatre, YMCA, and YWCA.



Andy Van Solkema (Social Innovation)

Andy is a graduate of Grand Valley State University with BFA in Graphic Design and founder of the design studio Visualhero. Visualhero offers a systems approach to creative problem solving from start-ups to fortune 50 clients across the country and around the corner. As President and Principal Designer of Visualhero, Andy combines a systems and process mind with his craft of graphic, information and interface design. As technology, communication and business converge, he works under the belief collaboration, design process and methods should be the hub of innovation. Although most days are spent working on design strategies, design craft, running a business or meeting with clients, he also enjoys mentoring, advocating and educating others of design value, methods and process.



Laurie Supinski (Life Style)

As Director of Emerge Web Connect, Laurie is actively involved in the creation of a central resource for entrepreneurs to navigate the West Michigan ecosystem and locate partners and organizations who are available to help take a business concept from idea stage to reality. Prior to taking this newly formed role, Laurie was an Economic Development Specialist for the Newaygo County Economic Development Office where she concentrated on small business development and tourism. Her own entrepreneurial experience includes running a fly fishing guide service and lodge on the Muskegon River with her husband Matt, who is also a renowned author on the subject of fly fishing. Laurie lives in Newaygo with her husband and son Peter, who will be going off to play soccer in college in Philadelphia in the fall. As the ultimate soccer mom, Laurie is already anticipating accumulating a large amount of frequent flyer miles.



Joe Walker (Life Style)

Joe Walker is a business consultant with the Michigan Small Business Development Center, based in Grand Rapids. He works primarily with startups to create viable business models that incorporate lean principles and apply value-creating activities. Working with small business owners and entrepreneurs across Michigan for over four years, Joe has assisted hundreds of clients in areas including customer development, site selection, and digital marketing.

IDEA PITCH JUDGES



Mark Van Holstyn

Before receiving his Computer Science degree from Calvin College, Mark was already working as a professional developer. He's been honing his skills and deepening his experience since 2004. As Mark was developing his craft he was simultaneously collecting information about the software industry and how he might make it better. In 2007, he took that experience and information and co-founded Mutually Human, where he continues to lead business operations. He has a major hand in cultivating new client relationships and nurturing existing ones. In addition, Mark manages finances and business development.



Tim Murphy

Award winning designer Tim Murphy is currently the co-founder and CEO of Airdrop Gaming, an electronic gaming accessory startup based in Grand Rapids, MI. In addition, Tim holds the position of assistant professor of Industrial Design at Kendall College of Art and Design where he teaches both Industrial Design and Digital Modeling. Prior to taking the entrepreneur leap, Tim held the global position of Principal Designer within Whirlpool Corporation's advanced design studio for nearly 12 years. Tim began his design career in West Michigan holding positions with several design and contract furniture companies. Along with Tim's passion for furniture design he holds multiple design and utility patents across a number of industries including consumer products, appliances and electronics. In 2005 Tim was the winner of the OFS and Metropolis chair design competition with a design now known as the Symphony Bench, presently manufactured by OFS. Prior to pursuing a career in design, Tim was an awarded distinguished military graduate serving with the United States Navy. Post military, Tim pursued and obtained a Bachelor of Fine Arts degree in Industrial Design from Kendall College of Art and Design. While attending college, Tim was the recipient of the IDSA Student Merit Award, in addition, the winner of the KCAD Milan Furniture Fair Competition. These honors allowed Tim to showcase his work on a global scale at the 2002 International Milan Furniture Fair, Salone Satellite, a section of the fair devoted to young, progressive designers. Today, Tim's first product the HipShotDot can be found in over 6000 retail locations around the world including Meijer, GameStop and BestBuy. Tim appreciates what it takes to launch a new innovation/business and is excited to be part of this year's MWest Challenge.



Tom Sesti

Tom Sesti is a passionate, experienced leader that works with companies and brands to start-up, re-launch, and/or re-energize, helping them identify and execute strategies to grow their businesses to success. With a knack for problem solving, Tom is known for finding new and creative ways to create markets and opportunities, as well as develop strategies for funding to bring these opportunities to fruition. His list of companies and brands where he has identified and executed plans to enhance business growth include: The Vendita Company, Inc., Brown Sparrow Marketing, LLC, Dow Entrepreneurship Institute at Saginaw Valley State University, Bandals International and Excelda Manufacturing. When he is not working, Tom can be found with his wife, daughter and their multitude of pets.

COMPETITION TEAMS

"Perfect Temp" Shower Handle

Airway Innovations

élan

Big Bee Hops

Bottom Feeder Fishing Reel

Bus Stop Time Update Display

Catfish Acres Noodling and Recreation

ClassChat

Cleaning For A Cause

Concept Media

Door Sock

E.L.F. Cosmetics, Nigeria

Elevated Perspective

Envirowear

Fathom

FindU

FitFrames

FoodSquad

Green Pumps

Hydrogenics

Jitney

LeafyBar

Levitronics

Mobile Ambulation Solutions (MAS)

Muck Flat Meadery

Munchies

Oasis Space Management

Pie Bar

PiPro

QuickEats

RE Fresh

SafetySit

Soundoff Wakening system

State of Man Journal

Superior Shine Detailing

The Entreprenartist Movement

The Sleeved Sock

Urban Farmers

Vandergen

WindChime Social Media

Management

Wrench-It

"Perfect Temp" Shower Handle

Team Member

Laurence Brown, Cornerstone University

Team Member

Joseph Frass, Cornerstone University

Team Member

Daniel Kuster, Cornerstone University

Team Member

Spencer Barnett, Cornerstone University

Abstract

The "Perfect Temp" shower handle is an adjustable shower handle that allows you to arrive at the exact water temperature you desire every time. "We seek to find the exact water temperature wanted desired through the quality of our product and the integrity that we as a group demonstrate."

Airway Innovations

Team Member

Eric VanMiddendorp, Grand Valley State University

Abstract

Airway Innovations LLC is a company formed to develop a patented medical device and license it to an existing medical device manufacturer. The product is a single-use endotracheal tube (ETT) holder designed to prevent unplanned removal or extubation of a hospital patient's breathing tube. Unplanned extubation is when a person's breathing tube is removed unexpectedly, which can cause significant airway trauma or death. This device rethinks how a tube is held in place as well as how an endotracheal tube holder interacts with the patients face, preventing pressure sores and saving lives. Airway Innovations' mission is to improve patient care by getting this device into use in hospitals throughout the US, and internationally as well.

élan

Team Member

Zoe Bruyn, Grand Valley State University

Team Member

Taylor Groenhout, Grand Valley State University

Team Member

Amelia Crouse, Kendall College of Art & Design

Abstract

Élan has created an all in one, adjustable, high heel shoe. This shoe is able to adjust its height through a specifically designed heel that bends into the sole of the shoe. The heel is adjusted when the user reaches beneath the arch and presses the release button to unlock the heel. The release button can then be slip up and down the heel to the desired heel height. When the release button is depressed, the shoe locks for easy use. This technology will allow women to effortlessly and seamlessly change the pressure being exerted on their feet leading to a comfortable and stylish day without changing footwear.

Big Bee Hops

Team Member

Barry Bell, Grand Rapids Community College

Team Member

Michael Bell, Grand Rapids Community College

Abstract

Big Bee Hops is an Organic Hops Farm. As far as being unique and protectable, we are an organic yard that makes us stand out. We will be of the few that are growing organic hops. Besides adding fields for expansion, we could grow grains, which are other ingredients used in the beer production industry, or even start our own microbrewery. Finally, there would be no liability on us because we will be selling to a buyer who has or has had someone inspect the hops to be purchased. Hops, (*Humulus Lupulus*), are approved in the U.S. for food use and appear in the FDA's list of substances Generally Recognized As Safe (GRAS).

Bottom Feeder Fishing Reel

Team Member

Nathan Shamoun, Grand Valley State University

Team Member

Kody DeVree, Grand Valley State University

Abstract

This problem was mentioned by many fellow bow-fisherman; when using a spincast reel, if one did not push the line release button and fired an arrow, the line would snap and the arrow would swim to the bottom of the lake. It was realized that we needed to make the spincast reel function without requiring a button to be pressed to let the line go free previous to each shot. An existing spincast reel had been modified in a garage with a variety of common workbench parts. With these modifications, the reel would now always be open (let line out) and would only be closed (not letting line out) when a handle was pulled, allowing the fisherman to reel the line in when the lever was held. Now the reel could be fired at any time with a 0% chance of line breakage and arrow loss.

Bus Stop Time Update Display

Team member

Thomas Nichols, Grand Valley State University

Abstract

B-STUD is a module that will let you know if the bus is on time, late, early, today's forecast, 5 day forecast, weather alerts, and advertisements. The advantages of having BSTUD at the popular bus stops will let people know where the bus is at all times, which eliminates the anxiety that one has when they are waiting on a bus. What makes B-STUD so unique is the ability to advertise to people at an intimate distance. B-STUD will be placed at the top of the bus stop. This will decrease the risk of the module being tampered with. BSTUD will have 2 different revenue streams. Advertisements from business and Universities that would like to lease the module to help bus travel and weather alerts at their most ridden bus stops.

Catfish Acres Noodling and Recreation

Team Member

Ridge Tefft, Kuyper College

Abstract

Noodling is the process of catching catfish with your bare hands while strategically locating the weaknesses of the fish and defeating them in their own environment. My expansion of Catfish Acres, becoming Catfish Acres Noodling and Recreation will give me the ability to take this unique service to the next level. Catfish Acres Noodling and Recreation will be a spectators dream as there is more action in one hour of noodling than some sporting events. Noodling will give customers the opportunity to try a unique service, but the service can be used by anybody at any age or skill level whether they are amateurs, young, old or even just want to spectate. The concept is a team building exercise revolved around a foundation of competitive recreation. Individuals and teams compete against one another, but are faced with a challenge.

ClassChat

Team Member

Danielle DeVerna, Cornerstone University

Team Member

Micah Peterson, Cornerstone University

Abstract

With the help of our app, "ClassChat," which is a classroom forum application that facilitates communication between students in an effective and efficient way, that problem can be solved. Our team has researched the market, as well as the competition, and finances to create a strategic plan for an app that will be sustainable, competitive, and useful.

Cleaning For A Cause

Team member

Deo Muheto, Aquinas College

Abstract

Cleaning For A Cause is a non-profit Organization willing to help children of street and vulnerable orphans to have access to education and healthcare. By cleaning windows and carpets, upholstery, we want to gain enough funding to give children a healthy start, the opportunity to attend school and learn and protect them from harm. We are a professional cleaning team. We want to be the caregivers and protection for children whose parents have died. We are committed to improve access to education for children living in the street and the most vulnerable households. We want to improve healthcare for children living with HIV/AIDS and other dangerous diseases such as malaria.

Concept Media

Team Member

Lydia Danikolas, Grand Valley State University

Team Member

Matt Collazo, Grand Valley State University

Abstract

Concept Media is a company that focuses on bringing Entrepreneurial spirit to life through photography and videography. We focus on telling stories about new ideas and making these come to life so entrepreneurs can receive funding. Our main product is videos. We are estimating most entrepreneurial videos will be between one and two minutes. Our company can lead entrepreneurs through pre-production (such as creating a story-board and script), and will act as a sort of creative consultant. Then, we will proceed to shoot the video; helping to set the stage and make sure the shoot goes off without a hitch. Afterwards, we will edit the videos and give them back to the entrepreneur within the week.

Door Sock

Team Member

Nicholas Cooper, Grand Valley State University

Abstract

The Door-Sock was originally created to save on heating costs. It is a thin piece of water-resistant fleece that fills the gap around a door and its frame. Its intended purpose is to block the drafts that may occur around old, uneven, or worn doors and frames. It is practical on any hinged rectangular exterior or interior door of any size that may have a draft. Our product seals all four side of the door while remaining attached to the door. It does this with an elastic cord stretched around the door through a series of folds on the interior and exterior of the door to hold the Door-Sock stable.

E.L.F Cosmetics, Nigeria

Team member

Sarah Yongo, Kuyper College

Abstract

The rationale behind creating E.L.F Nigeria is to provide affordable beauty products to middle-class to low income-earning women who are otherwise unable to afford higher end cosmetics due to high prices. With E.L.F Nigeria's triple bottom-line policy, services are provided to women at an affordable rate, all materials used are recyclable, and employees are guaranteed to work in an environment that is green-friendly and environmentally safe. Ten percent of the company's fiscal year profits will be given to a child in the community who will be sponsored to go to school.

Elevated Perspective

Team Member

Leviticus Cain, Grand Valley State University

Team Member

Ebiri Nkugba, Grand Valley State University

Abstract

Elevated Perspective, LLC is an aerial data acquisition company providing competitively priced aerial survey imaging services by leveraging emerging UAV technology. Aerial survey work is traditionally done with a small general aviation aircraft at a cost of \$300 to \$1000 charged hourly, or using satellites which give low pixel images that are worth nothing to a farmer trying to understand his land. Using UAV technology, Elevated Perspective, LLC will offer a stronger value proposition to its clients.

Envirowear

Team Member

Maisie Stocks, Kendall College of Art and Design/Manchester Metropolitan University (UK)

Abstract

Envirowear, locally sourced up-cycled materials that are hand picked to apply to a range of frames customized by the consumer. This allows both a customized frame and the support of local businesses, along with re-cycling and money off options available when the customer would like to upgrade glasses. The main benefit of Envirowear is that it allows choice of frames using locally sourced materials. It is highly customizable and greener than most solutions currently on the market. It is the only eyewear company that sources all materials from local streets and allows the customer to choose from these to make their own frames. This means that every pair of glasses made by Envirowear will be completely unique not only because of what the material choices are, but also because of the location and the limited nature of each material due to its up-cycled source.

Fathom

Team member

Matt Gira, Hope College

Team Member

John Boss, Hope College

Team member

Danny Vessells, Hope College

Team Member

Matt Webb, Hope College

Abstract

Fathom is an easy-to-use, smart device integrated underwater drone. Fathom's possible users range from the average consumer to technical marine research teams. Fathom's ease of use stems from its novel steering system, ability to interface with any smart device through its provided app, and out of the box, "plug and go" functionality. Fathom is the most economically accessible underwater remote operated vehicle.

FindU

Team Member

Jake Pruiksma, Calvin College

Team Member

Derek DeYoung, Calvin College

Abstract

FindU is a web-based service that provides a wide array of information from several resources to assist prospective college students find the right institution. We plan to pioneer a one-stop-shop college search tool in which each user will perform a customized college search, as well as have the ability to interact with other students and with college representatives. We will offer a free web based service that utilizes advertisements from post-secondary institutions and other related services. For a monthly subscription fee, FindU will have a platform for college representatives to engage prospective students on one centralized location as well as populate their personal dashboard with targeted content.

FitFrames

Team Member

Mackenzie Smith, Kendall College of Art & Design

Team Member

Karl Hoenshall, Kendall College of Art & Design

Team Member

John Cook, Grand Valley State University

Team Member

Christina Cardenas, Kendall College of Art & Design

Team Member

Allison Charnley, Kendall College of Art & Design

Team Member

Pat Shields, Kendall College of Art & Design

Team Member

Kevin Murphey, Grand Valley State University

Abstract

Fit Frames is a company devoted to assisting consumers in finding the perfect pair of eyeglasses that reflect their style and personality. Currently, customers are overwhelmed with the amount of product on shelves, and without an accurate system to filter their options they are left spending valuable time searching for frames that fit. We are aiming to create a new, more efficient, eyeglass shopping experience through the use of 3D scanning technologies.

FoodSquad

Team Member

Aakash Arora, Kendall College of Art and Design

Team Member

Rafia Nadeem Qureshi, Kendall College of Art & Design

Team Member

Jordan Eastwood, Kendall College of Art and Design

Abstract

FOOD SQUAD is an online service to aid new dining experiences based on 'user preferences'. It works as a filter, where you can choose the food you want to eat with price, category and location in mind. FOOD SQUAD works by allowing the user to check prices and reviews by other people and experts who have had the same food before.

Green Pumps

Team Member

Andrew Weiss, Davenport University

Team Member

Cameron TenHoopen, Davenport University

Team Member

Jamies Barnes, Davenport University

Abstract

Green Pumps, a green technology company, is developing a new generation of gas pump handles. These handles will eliminate petroleum waste. Green Pumps' goal is to eliminate unnecessary waste by innovation. Our pump handle, the GPx1 will be the first and only pump handle on the market that eliminates the drips. The drips start as mere drops in the financial bucket, but with 360 million gallons consumed everyday, these costs add up quickly.....almost \$60,000 a day quickly!

Hydroganics

Team member

Nicole Lawrence, Kendall College of Art & Design

Abstract

The Hydroganics is a unit that is all in one area so it takes up less space. The system is on top of the food storage and on the bottom there is a space for supplies. Each hydroponic system has a Bluetooth notification to remind you to change and clean the reservoir and plant containers. There is a PH "Mood" lighting that are LED lights programed with a PH reader to make sure the water solution is good and the plants stay healthy. The colors of the LEDs will simulate the colors on the PH spectrum. The food storage has two drawers for vegetables and fruits.

Jitney

Team Member

Holly Hernandez, Grand Rapids Community College

Abstract

Jitney is a taxi like service that is purchased at the beginning of the year in one of three plans. This service provides pre-paid rides for people up to 15 times per year depending on the plan chosen. No matter what the emergency, the Jitney cab will be there to help. The Jitney cab service will provide added reassurance for those who need it. Whether someone is drinking at a party or has an unreliable vehicle this service will give people confidence in their independence. Since this is a prepaid service, the customer does not have to worry about having cash on the spot in order to get a safe ride home.

LeafyBar

Team Member

Tingru Nan, Kendall College of Art and Design

Team Member

Bosun Zhang, Kendall College of Art and Design

Team Member

Yiyao Wu, Kendall College of Art and Design

Team Member

Kamran Ahmed, Kendall College of Art and Design/Manchester Metropolitan University

Abstract

LeafyBar is a system for the office environment that provides fresh herbs and spices to employees to accompany their food or beverages. Businesses and organisations would have this system either in the office space or in the canteen room. The system would grow herbs and spices, with minimal maintenance, for staff to pick from to accompany their food and/or beverages.

Levitronics

Team member

Tanner Hostetler, Cornerstone University

Team Member

Cullen Montgomery, Cornerstone University

Team member

Brandon Willard, Cornerstone University

Team Member

Paul Studebaker, Cornerstone University

Abstract

There is not a convenient or comfortable way to use tablets or other portable electronic devices while lying down or reclining in a comfortable position. Our product provides a way to utilize portable electronics while also maximizing comfort. It has an adjustable mount to hold any size device and an extendable arm to allow you to position that device at any place in front of you. It easily attaches to a nearby headboard or other piece of furniture. Our product even has a built-in charger for added convenience.

Mobile Ambulation Solutions (MAS)

Team Member

Lindsay Noonan, Grand Valley State University

Team Member

Catie DiCiuccio, Kendall College of Art and Design

Team Member

Justin Beitzel, Kendall College of Art and Design

Team Member

Wes Keely, Kendall College of Art and Design

Abstract

Currently, when a patient is admitted into the hospital, be it for emergencies or chronic illnesses, they must be able to ambulate before they can be cleared for discharge. To help facilitate patient ambulation, hospitals rely on a variety of assistive motion devices—most commonly a continuous passive motion machine (CPM machine). However, a majority of these devices are antiquated, bulky, or incredibly expensive. By utilizing intelligent design, coupled with user and consumer feedback, M.A.S. has developed a device capable of rehabilitating a patient suffering from difficulty or the inability to walk. This device has a smaller physical footprint, is more efficient, and reduces the cost of use to the hospital; all at a price point comparable or lower than competitors.

Muck Flat Meadery

Team Member

Jacob Heiss, Grand Valley State University

Abstract

Muckflat Meadery is located in a small country town in West Michigan called Ravenna. Nestled in the hills of Heiss Farms, it is owned and operated by a fifth generation farmer, Jake Heiss. Jake Heiss has been brewing mead for three years and has worked with multiple meaderies, breweries, and wineries to perfect his formulas. Heiss Farms grows and produces several varieties of fruits and vegetables. It is also located near the Alpine Ridge, an area famous for its production of rich fruits. Muckflat will be creating a new revenue stream for Heiss Farms and local vendors while offering a unique take on a historical product. Mead is the original alcoholic beverage that predates beer and wine. This ancient drink is composed of water, yeast, and honey. The ingredients are often coupled with fermented fruit to create a wide range of flavors and alcohol levels. Muckflat will focus on carbonated meads that are comparable to beers and ciders.

Munchies

Team member

Thomas Hurtman, Kuyper College

Abstract

Munchies is a food truck that will be located in downtown Grand Rapids and serve 1/3 pound burgers, French fries, fried pickles, fried green beans and mac and cheese, everybody's favorite. My signature item will be the Bacon Mac and Cheese Burger. This will be our 1/3 pound burger with bacon and mac and cheese all on a savory pretzel bun or regular bun. I will also have an option to create your own burger for those who want to mix up their flavors. I want to give the people of downtown delicious options to choose from after 2am. When the bars close I'm open and ready to satisfy their hunger.

Oasis Space Management

Team Member

Eric Choike, Kendall College of Art and Design

Team Member

Aaron Rihacek, Kendall College of Art and Design

Abstract

We are an environmentally conscious company geared at bringing attributes of nature into modern spaces. Our mission is to create meeting spaces and structures that offer an integration of natural elements both explicit and implicit to improve one's mental and physical positivity for a healthier, more enjoyable work experience. Our products are prefabricated structures for studio offices and other open plan workspaces that have a need for occasional isolated environments for meetings and increased individual productivity.

Pie Bar

Team Member

Cody Ney, Grand Rapids Community College

Team Member

Nicole Kunnen, Grand Rapids Community College

Team Member

Alexis Donze, Grand Rapids Community College

Team Member

Kristin Doornbos, Grand Rapids Community College

Team Member

Shaun Hill, Grand Rapids Community College

Abstract

With Grand Rapids being an artsy area, Pie Bar will give people the freedom to be creative with their food. We are solving the problem for the demand of personalizing a pizza in a fun atmosphere. With twenty different educational institutions in the Grand Rapids area the demand for pizza is always high. With the high tourist volume and booming nightlife of Grand Rapids a Bar that offers fully customizable pizzas and cocktails will be a perfect fit. Pie Bar will give young adults in Grand Rapids the freedom to create their own good time.

PtPro

Team member

Margaret Apostoleris, Hope College

Abstract

Our mission is to create an app that acts as a virtual physical therapist which will allow long term rehabilitation patients to communicate, check exercises, and watch videos. This allows for an easier and quicker recovery, saving both the time and money of physical therapy clinics as well as their patients.

QuickEats

Team Member

Anne Ondrla, Cornerstone University

Team Member

Sarah Taylor, Cornerstone University

Team Member

Allison Cook, Cornerstone University

Team Member

Maegan Byker, Cornerstone University

Team Member

Stephen Walker, Cornerstone University

Abstract

There is very little balance between eating at a restaurant and spending an exorbitant amount of time in the kitchen finding ingredients, preparing the food, and eating it. With the introduction of QuickEats, a user can enter a few ingredients into the app, answer a few simple questions, and the app will then generate a recipe catered to the desires of the person preparing the meal.

RE Fresh

Team Member

Kayla Ita, Kendall College of Art and Design

Team Member

Amanda Hargraves, Kendall College of Art and Design

Team Member

Ben Zuiderveen, Kendall College of Art and Design

Team Member

Mackenzie Macksey, Kendall College of Art and Design

Team Member

Fernando Ramirez, Kendall College of Art and Design

Abstract

We are Re | Fresh, and we sell compostable lunch containers that are specially designed to keep foods separate and sealed. No other compostable food storage containers incorporate an all in one solution that will keep food from leaking. RE|Fresh was created as part of a start up competition in 2015. It is currently in a concept for, and we would like to take it to the next level of prototyping the compostable container and start manufacturing it to put it on the market.

SafetySit

Team member

Mark Harburg, Grand Valley State University

Abstract

When inpatient physical and occupational therapists work with their clients, much of their work requires the patient to be supported in an upright sitting position on hospital beds. Throughout an extensive collaboration process with our partner Spectrum Health, we have developed a design concept that caters to the needs and wants of the users while being a financially preferable option for the purchasing committees within hospitals. This device eliminates the need for a second staff member during therapy, increases flexibility for the therapists, and can pay for itself in reduced payroll costs in as few as two weeks.

SoundOff, Inc

Team Member

Philip Jacques, Cornerstone University

Team Member

Ezra Halsted, Cornerstone University

Team Member

Jeffrey Halsted, Cornerstone University

Team Member

James Hardman, Cornerstone University

Abstract

Many people struggle daily with being woken up by others alarm clock early in the morning. The main people that suffer from this are married couples and college students in dorms. When one person wakes up early their alarm often wakes the rest of room. Our solution is to use directional sound technology. Integrating directional sound technology into alarm clocks will direct the sound onto one person only, waking them up and letting the others around them sleep.

State of Man Journal

Team Member

Grant Stoecker, Cornerstone University

Team Member

Taylor Grube, Cornerstone University

Abstract

The core concept of State of Man is print-only magazine with meaningful content and fewer advertisements. I envision the magazine focusing on providing readers with a month's worth of interesting, engaging material in areas concerning what is known as "Men's Lifestyle". The first purpose is to provide readers of periodicals with meaningful and significant content; a need we feel has been neglected in recent years. The second purpose of State of Man is to provide young writers a venue to present their work, as magazines often use more established writers for their printed content.

Superior Shine Detailing

Team member

Zack Bonner, Kuyper College

Abstract

Superior Shine Detailing is a revolutionary new take on the automotive detailing business. Instead of using the traditional bucket and water hose method for washing cars or even the much more water wasteful drive thru car wash, we will be utilizing a waterless car wash method along with an entire array of environmentally friendly cleaning products, such as biodegradable cleaners and environmentally safe water-based dressings as opposed to the standard oil or solvent based dressings that are commonly used in the industry.

The Entrepreneurist Movement

Team Member

Alaina Clarke, Grand Valley State University

Team Member

Hayley Tanner, Grand Valley State University

Abstract

We are designing a curriculum specifically tailored to the creative class in metropolitan areas. With a focus on practical business skills and strategies for creatives, this hands-on six session series will take an in-depth look at the artist's current business practices, envisioning a healthier balance between the business and creative output. The series will provide access to business building tools, identify opportunities, strengthen networks, refine promotion of brands and goods, while discovering ways to reduce costs and increase income. By working together in a tight knit Cohort, participants will troubleshoot issues specific to business development.

The Sleeved Sock

Team Member

Mark Rougas, Cornerstone University

Team Member

Rex Pickar, Cornerstone University

Team Member

Tyler Peterson, Cornerstone University

Team Member

Elijah Yi, Cornerstone University

Abstract

The Sleeved Sock is a product that will provide soccer players around the globe with a more convenient way to wear their shin guard. This soccer sock has an elastic sleeve built into the inside of the sock. This elastic sleeve will maintain the shin guard in the correct position regardless of the rapid movements and allow for easy adjusting without the hassle of separate sleeves or straps while still providing a comfortable high quality sock for the athlete.

Urban Farmers

Team member

Dylan Hammon, Grand Rapids Community College

Abstract

Access to healthier food choices is a solution to solving problems such as obesity, type 2 diabetes, and cancer by bringing fresh food to customers that don't have access to such diets. With careful planning and enough resources, Urban Farms will be able to support the tide of social change that is healthier living through healthier food choices.

Vandergen

Team Member

Jordan Vanderham, Grand Rapids Community College

Abstract

Vandergen enables primary and secondary teachers to better engage with their students in the areas of Science, Technology, Engineering, and Mathematics. As our world develops into a more technological based society, there is a growing demand for workers in STEM based fields. Vandergen provides the go-to product for educators to embark on the required material for our students to get introduced to STEM-based fields. Each fully sustainable and self-contained kit offers the raw resources and tools required to create a take-home keepsake of an 8 watt solar panel.

WindChime Social Media Management

Team Member

Sophie Guetzko, Hope College

Abstract

This mobile-friendly website is designed for businesses to access and manage their social media newsfeeds more effectively than any other social media management system currently on the market. Features involved include viewing analytic graphs, notifications, image resizing, draft management, and secure login. It engages businesses with bloggers and news sources with creative content, which can be promoted via social media outlets such as Twitter and Facebook.

Wrench-It

Team member

John Knott, Cornerstone University

Team member

Natalie Schauer, Cornerstone University

Team member

Drew Penfield, Cornerstone University

Team member

Brittany Wortley, Cornerstone University

Team member

Josh Brander, Cornerstone University

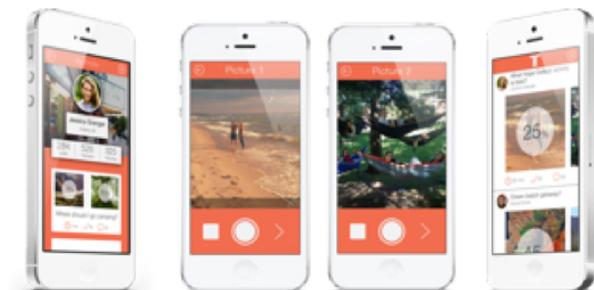
Abstract

Many automobile owners overpay on repairs because they do not know how much a repair should cost. Our solution is a website that allows users to input the information from their recent repairs. Users in the future can look up the data that has been inputted previously on the same make and model. Our website will take the unknown out of auto repairs. By knowing how much previous users paid for the repair, current users will save money. They can also get a huge jump-start on knowing where to take their automobile and what shops offer the best prices for the work that they need.

MWEST 2014 UPDATES

Tizzy - Peoples Choice Award

Tizzy was created by Jessica Granger and Macall Smith. With the addition of a Digital Marketing Intern, Margo Apostoleris! Tizzy launched this past October after receiving various funding including a 5K investment from Start Garden. After a successful launch, Tizzy received an additional 20K from Start Garden. We have gained a strong user base and are focused on growing that number. Some of Tizzy's press includes: Grand Rapids Business Journal, Hope College Anchor, and Teen Vogue Magazine.



Soletics - Second Place Venture

Soletics, heated gloves for Raynaud's disease, has secured over \$100K in funding to finish their prototyping process and have made some manufacturing partners. They have also received endorsements from The National Raynauds Association. They are currently beta prototyping and testing. Soletics is on track to release their product in Summer 2015. <http://www.teamsoletics.com/>

PRESH (Now élan) - Idea Pitch 3rd place

Winning third place for the idea pitch competition last year empowered PRESH to continue on with their venture and gave them the resources to advance their product. With the \$1,000 Taylor Groenhout and Zoe Bruyn started their own company, Bruyn & Groenhout Enterprise LLC, and filed a provisional patent for their adjustable high-heel design. The company has gone through re-branding with a change in names from PRESH (the Practical Easy Shoe) to élan (French for distinctive and elegant style). They have also altered the engineering of the shoe to allow women better options for lower heel heights. The last major milestone for the company since MWest is the addition of a designer onto the team, Amelia Crouse, an Industrial Design student at KCAD and design intern for the Hush Puppy line at Wolverine Worldwide.



RefuTea - Social Venture Award and 1st Place Idea Pitch

Autumn Modena and Jenna Petersen officially launched their online tea company, RefuTea, on February 24th, 2015. Their goal is to generate revenue to open a sustainable greenhouse tea shop where refugees can be employed to grow and serve tea. So far there are three kinds of tea: Raspberry Refuge, Colombo Creme Earl Grey, and Peaceful Peppermint. An article featuring RefuTea (now LLC) can be found in the Grand Valley Lanthorn at <http://www.lanthorn.com/article/2015/02/lakerlife-refutea>. Autumn and Jenna are excited to see RefuTea continue to grow and are thankful for the support they received from last years MWest Challenge! <http://www.refuteashop.com/>



OneBowl - Third Place Venture

OneBowl is a microwave-safe single serving bowl with built-in strainer. The product offers users the ability to cook, strain, eat and store their food all in OneBowl. Founder, Justin Herd is currently in the manufacturing stage with OneBowl. After MWest 2014, Justin ran a Kickstarter campaign in the summer and raised \$58K. <http://www.theonebowl.com/>

Green Apple Energy - Sustainability Award

Since MWest 2014, the Green Apple Energy team, now known as Eporis, have been coordinating their efforts to reduce the high costs associated with the biotechnology industry. Eporis is designing and developing a new and quicker way of producing Erythropoietin which is a glycoprotein hormone that promotes red blood cell production. The method Eporis is designing is not yet used on an industrial scale, and has received the attention and guidance of an industrial consultant from Biogen, Idec. Eporis is currently in the design/stimulation stage. They finished their proposal feasibility study, as well as a business plan, and are moving forward by using process modeling software to simulate industrial scale production. Eporis received extra funding from the Calvin College Engineering Department in January, and are on track to have the project completed by early May. <http://www.calvin.edu/academic/engineering/2014-15-team15/index.html>

Fluition - First Place Venture

Fluition Innovations takes a unique approach to the medical device industry. Their approach is to personally investigate the needs and wants of medical staff members and to design devices to match those expectations. Since MWest Challenge in 2014, Fluition has finished their third prototype and are working towards FDA regulations. They are currently working through their first phase of funding. <http://www.fluitioninnovations.com/>

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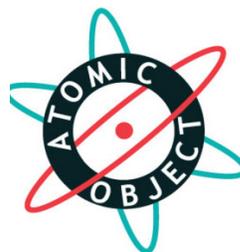
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