**SPECIAL THANKS TO OUR SPONSORS**

**PARTNER SPONSOR**

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**INVESTOR SPONSORS**

![Logo]

**ANGEL SPONSORS**

![Logo]

**FRIEND SPONSORS**

![Logo]

**SPECIAL THANKS**

The Entrepreneurship Advisory Board for Philanthropic Support of the Business Plan Competition

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**...AND THANKS TO OUR SCREENING JUDGES**

- Michael Armstrong
- Bob Baker
- Justin Barnes
- Andy Barret
- Mark Beatte
- Francis Benjamin
- Brett Boese
- Katie Brandenstein
- Asa Brown
- Ian Brown
- Troy Carpenter
- Victor
- Chasenophonsak
- Ray Comb
- Chris Cooney
- Douglas Cox
- Amir Dhegra
- Dave Divine
- Olsey Elliott
- Jonah Friedl
- Kyle Gee
- Richard Gersch
- Larry Gross
- John Harkness
- Lee Hirs
- Becky Hight
- Jamie Jacobsen
- Paul Judge
- Paul Kimmell
- Josh King
- Sam Koester
- Brian Kraft
- Jary Krauser
- Craig Looper
- John Lynch
- Garth Mader
- Aaz Mahani
- Karen Martelli
- Logan Mayes
- Ruesben Mayes
- Dave McCandless
- Daniele McCulloch
- Suzy McElroy
- Howard Mendelsohn
- Alisa Memman
- Dale Miller
- Patrick Murphy
- Daniel Navarro
- Brett Nelson
- John Nelson
- Tom Nihoul
- Kar Osboord
- Andrew Pire
- Tony Poston
- Mike Risik
- Tiffany Reiss
- Ric Rocca
- Laura Scowery
- Carol Anne Sears
- Dave Sears
- Amanda Stevenson
- Leah Sheppard
- Nick Sommers
- Gary Spamer
- Bill Ward
- Paul Warner
- Paul Wiggum
- Emily Willard

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**JOIN THE CONVERSATION ON SOCIAL MEDIA BY USING THE HASHTAG #WSUBPC21**

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**BUSINESS PLAN COMPETITION 21**

---

**CENTER FOR ENTREPRENEURIAL STUDIES**

WASHINGTON STATE UNIVERSITY
EIGHTEENTH ANNUAL BUSINESS PLAN COMPETITION SPRING 2021

UNDERGRADUATE LEAGUES

BECU LEAGUE (1)
Zoom 6054
Volunteers: Jasper Jia and Demi Deng

<table>
<thead>
<tr>
<th>Times</th>
<th>Teams</th>
<th>Judges</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:45-9:30</td>
<td>Room U</td>
<td>Lee Harris</td>
<td>BECU</td>
</tr>
<tr>
<td>9:30-10:15</td>
<td>LL Solutions</td>
<td>Brett Bose</td>
<td>KEZ</td>
</tr>
<tr>
<td>10:15-10:30</td>
<td>BREAK</td>
<td>Kan Oswald</td>
<td>Harvey Nash Group</td>
</tr>
<tr>
<td>10:30-11:15</td>
<td>BOSSecurity</td>
<td>Larry Gross</td>
<td>Electrical Consultants, Inc.</td>
</tr>
<tr>
<td>11:15-12</td>
<td>Uncle Drewz Sauce</td>
<td>Emily Willard</td>
<td>Viatsis</td>
</tr>
</tbody>
</table>

LIGHTER CAPITAL LEAGUE (2)
Zoom 3656
Volunteers: Ben Phifer and Zhuoli Axelton

<table>
<thead>
<tr>
<th>Times</th>
<th>Teams</th>
<th>Judges</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:45-9:30</td>
<td>Shepherd Recruitment</td>
<td>Alex Fischer</td>
<td>Google</td>
</tr>
<tr>
<td>9:30-10:15</td>
<td>Accustomed Accomodations</td>
<td>John Harkness</td>
<td>Revine Neuro Inc.</td>
</tr>
<tr>
<td>10:15-10:30</td>
<td>BREAK</td>
<td>Danielle McCulloch</td>
<td>Fuentek</td>
</tr>
<tr>
<td>10:30-11:15</td>
<td>Metrix Board Co</td>
<td>David Shriner</td>
<td>Morning Star Foundation</td>
</tr>
<tr>
<td>11:15-12</td>
<td>Jody Page</td>
<td>Jody Page</td>
<td>Lighter Capital</td>
</tr>
</tbody>
</table>

HERBERT B JONES LEAGUE (3)
Zoom 1379
Volunteers: Jay Bates & Jennifer Han

<table>
<thead>
<tr>
<th>Times</th>
<th>Teams</th>
<th>Judges</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:45-9:30</td>
<td>Gifted Threads</td>
<td>Katherine Brandenstein</td>
<td>Seagen</td>
</tr>
<tr>
<td>9:30-10:15</td>
<td>Unsuas Heros</td>
<td>Victor Charonosophonsak</td>
<td>Accenture</td>
</tr>
<tr>
<td>10:15-10:30</td>
<td>BREAK</td>
<td>Josh King</td>
<td>Tindery Marketing</td>
</tr>
<tr>
<td>10:30-11:15</td>
<td>Adulting Survival Guide</td>
<td>Howard Mendelsohn</td>
<td>Avitar Partners</td>
</tr>
<tr>
<td>11:15-12</td>
<td>Cleantech Kiosk</td>
<td>Mike Rask</td>
<td>Aon</td>
</tr>
</tbody>
</table>

JIMMY JOHNS LEAGUE (4)
Zoom 1045
Volunteers: Deepika Naidu & Mohammad Sikdar

<table>
<thead>
<tr>
<th>Times</th>
<th>Teams</th>
<th>Judges</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:45-9:30</td>
<td>Med-i-Equip</td>
<td>Andy Barrett</td>
<td>Toolbox NW</td>
</tr>
<tr>
<td>9:30-10:15</td>
<td>Mooshine Ice</td>
<td>Richard Giersch</td>
<td>Valtar Ilo</td>
</tr>
<tr>
<td>10:15-10:30</td>
<td>BREAK</td>
<td>Becky Highfill</td>
<td>Pullman Regional Hospital</td>
</tr>
<tr>
<td>10:30-11:15</td>
<td>Amy Lease</td>
<td>Brett Nelson</td>
<td>Lee &amp; Hayes</td>
</tr>
<tr>
<td>11:15-12</td>
<td>GCB</td>
<td>Ric Rocca</td>
<td>Jimmy Johns</td>
</tr>
</tbody>
</table>

LEE & HAYES LEAGUE (5)
Zoom 8019
Volunteers: Josh Groves & Kesha Wu

<table>
<thead>
<tr>
<th>Times</th>
<th>Teams</th>
<th>Judges</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:45-9:30</td>
<td>3 D Innovations &amp; Academics</td>
<td>Dave Divine</td>
<td>DreamDivine</td>
</tr>
<tr>
<td>9:30-10:15</td>
<td>Soder Safety</td>
<td>Paul Wiggum</td>
<td>Aviation Services</td>
</tr>
<tr>
<td>10:15-10:30</td>
<td>BREAK</td>
<td>Kyle Gee</td>
<td>CellState Biosciences</td>
</tr>
<tr>
<td>10:30-11:15</td>
<td>Greek Life</td>
<td>Paul Warner</td>
<td>SEL</td>
</tr>
<tr>
<td>11:15-12</td>
<td>Soteria Safety Solutions</td>
<td>Andrew Pires</td>
<td>Slalom</td>
</tr>
</tbody>
</table>

IDAHO CAPITAL VENTURES (OPEN LEAGUE)
Zoom 3808
Volunteers: Shawn Parkinson & Oluseyi Elliott

<table>
<thead>
<tr>
<th>Times</th>
<th>Teams</th>
<th>Judges</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:45-9:30</td>
<td>College Thrifs</td>
<td>Paul Judge</td>
<td>Idaho Capital Ventures</td>
</tr>
<tr>
<td>9:30-10:15</td>
<td>sidekick</td>
<td>Dale Miller</td>
<td>Morgan Stanley</td>
</tr>
<tr>
<td>10:15-10:30</td>
<td>BREAK</td>
<td>Meg Carlson</td>
<td>Uproar</td>
</tr>
<tr>
<td>10:30-11:15</td>
<td>Xpressive Tech</td>
<td>John Nelson</td>
<td>Lee &amp; Hayes</td>
</tr>
<tr>
<td>11:15-12</td>
<td>Groove</td>
<td>Linda Olson</td>
<td>MHL Advisors</td>
</tr>
</tbody>
</table>

HIGH SCHOOL LEAGUE

MORNING STAR FOUNDATION HIGH SCHOOL LEAGUE
Zoom 4562
Volunteers: Anabella Donnadie and Jongchun Park

<table>
<thead>
<tr>
<th>Times</th>
<th>Teams</th>
<th>Judges</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:45-5 p.m.</td>
<td>Red Thread Unraveled</td>
<td>Alisha Merrin</td>
<td>The Partnership for Economic Prosperity</td>
</tr>
<tr>
<td>1:45-2:15 p.m.</td>
<td>Pick Up Games</td>
<td>Jacob Davis</td>
<td>Woodbridge Real Estate</td>
</tr>
<tr>
<td>2:15-3 p.m.</td>
<td>Mt Amor Confections</td>
<td>Francis Benjamin</td>
<td>FAB Consulting</td>
</tr>
<tr>
<td>3:15-4 p.m.</td>
<td>BREAK</td>
<td>Suzy McNelly</td>
<td>SWEDA</td>
</tr>
<tr>
<td>3:45-4:15 p.m.</td>
<td>Highland Expresso</td>
<td>Julie Wukic</td>
<td>Morning Star Foundation</td>
</tr>
<tr>
<td>4:45-5 p.m.</td>
<td>Herry’s Lawncare Co.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

FINAL COLLEGE ROUND

Times
Judges
Company

2-5 p.m. Webinar Registration
Dan Lynch | Business Angel, Mentor, Technology Investor |
Diane Framon | Managing Director, Voyager Capital |
Scott Thomson | Vice President, Business Dev, McKrasty |
Matt Mosman | General Partner at Pelion |
Heather Redman | Co-Founder & Managing Partner, Fying Fish Partners |

THURSDAY, APRIL 29, 2021

Event

Preliminary WSU Presentations
WSU Finalists Announced
Final High School Round
Final WSU Collegiate Round
Awards

Virtual Mode
6 Separate Zoom Meetings
Zoom Meeting
Zoom Webinar
Zoom Webinar

Audience
Judges Only
Judges, presenters, & advisors only
Open to public by registration
Open to public by registration

Awards Webinar Registration

Keynote speaker: Danielle Griebel, CEO Performulus, Inc.

PRESENTATION SCHEDULES

Collegiate Presentations: Preliminary
8:30 a.m. Judges Join Zoom
8:45-9:30 a.m. First Team
9:30-10:15 a.m. Second Team
10:15-11:15 a.m. Third Team
11:15-12 p.m. Fourth Team

High School Presentations
12:45 p.m. Judges Join Zoom
1:45-2:15 p.m. First Team
2:15-3 p.m. Second Team
3-3:15 p.m. Judge Break
3:15-4 p.m. Fourth Team
4-4:45 p.m. Fifth Team

Undergraduate Presentations: Final
1:45 p.m. Introductory Remarks
2-2:30 p.m. First Team
2:30-3:30 p.m. Second Team
3-3:30 p.m. Third Team
3:30-4:35 p.m. Judge Break
3:45-4:15 p.m. Fourth Team
4:15-4:45 p.m. Fifth Team

Format/Timing
Tech Transition: 5 minutes
Team Set-up: 5 minutes
Presentation: 15 minutes
Q & A: 15 minutes
Judges Feedback: 5 minutes

Forma/ Timing
Tech Transition: 5 minutes
Team Set-up: 5 minutes
Presentation: 15 minutes
Q & A: 15 minutes
Judges Feedback: 5 minutes

Format/Timing
Tech Transition: 5 minutes
Team Set-up: 5 minutes
Presentation: 15 minutes
Q & A: 15 minutes
Judges Feedback: 5 minutes

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Team Set-up: 5 minutes
Presentation: 15 minutes
Q & A: 15 minutes
Judges Feedback: 5 minutes

Format/Timing
Tech Transition: 5 minutes
Team Set-up: 5 minutes
Presentation: 15 minutes
Q & A: 15 minutes
Judges Feedback: 5 minutes

THANK YOU FOR JOINING US!