



FOR IMMEDIATE RELEASE (March 2, 2018)
Contact: Tom Still or Angela Schlobohm at 608-442-7557
Visit www.govsbizplancontest.com to learn more

From Rhinelander to River Falls, 50 entries advance in 2018 Wisconsin Governor's Business Plan Contest

MADISON – Fifty entries from 28 communities have advanced to the semi-final round of the 15th annual [Wisconsin Governor's Business Plan Contest](http://www.govsbizplancontest.com), contest producers announced.

The contestants were selected from a field of about 200 qualified first-round entries by an independent panel of 110 judges organized through the Wisconsin Technology Council and its programs, the Tech Council Innovation Network and the Tech Council Investor Networks.

The semi-finalists reflect the diversity of Wisconsin's economy and are spread among four broad categories: advanced manufacturing (11), business services (13), information technology (13) and life sciences (13).

A security system that immediately detects gunshots, a new wrinkle in laundry service, metal 3D printing, wearable technology, an electricity generator, a water quality detection device and organic baby food are among the top 50.

Among entries that advanced are software or information systems related to zoning in municipalities, organ transplant transportation, education and language learning, public transit innovation, managing food service employment and using artificial intelligence "chat bots" to mine data.

Also moving on to the next round were plans tied to medical breakthroughs, such as treating or diagnosing cardiac arrhythmia, breast cancer, preserving medical samples, strokes and an app to improve diagnosing prostate cancer.

"Trends reflected in the top 50 entries match up well with Wisconsin's traditional and emerging strengths," said Greg Lynch, chairman of the Tech Council. "Good ideas come from all high-growth sectors of the economy."

The 50 entries competing in Phase 2 of the contest will write 1,000-word executive summaries. Each summary describes the core product or service, defines the customer base, estimates the

size of the market, identifies competition, lists members of the management team and provides key financial data.

Once Phase 2 judging is complete in early April, the 50 entries may be made available for inspection by accredited investors through the Tech Council Investor Networks, which has about two-dozen angel networks, early stage funds or corporate strategic partners. About two-dozen plans will move on to Phase 3, in which contestants will write a full 15- to 20-page business plan.

The top dozen contestants will give live presentations at the annual Wisconsin Entrepreneurs' Conference on June 5 at Union South in Madison. Category winners, as well as the 2018 Grand Prize Winner, will be announced during the BPC Awards Luncheon on June 6.

Sponsors are contributing cash, office space, legal assistance, accounting, marketing, web development, prototyping and more. About \$2 million in cash and in-kind prizes have been awarded since the inception of the contest. The [Wisconsin Economic Development Corp.](#) is a major sponsor.

Additional lead sponsors of the 2018 contest thus far include [@1403](#); [3Rhino Media](#); [American Family Insurance](#); [American Transmission Co.](#); [AT&T](#); [COLLABORATORcreative](#); [Eppstein Uhen Architects](#); [Michael Best](#); [Midwest Prototyping](#); [Pieper Properties](#); [Quarles & Brady](#); [Reinhart Boerner Van Deuren](#); [SCORE](#); [University Research Park](#); [Ward4](#); [Whitewater University Technology Park](#); and [ZEBRADOG](#). Associate sponsors include [100state](#); [Aberdean Consulting](#); Applied Management; [Cresa Madison](#); [Industrious Madison](#); [Makin' Hey!](#); [Murphy Desmond](#); [Smith & Gesteland](#); and [Spencer X Smith](#) and [AmpliPhi](#). Additional sponsors are [BloodCenter of Wisconsin](#); [DXC Technology](#); [Idea Fund of La Crosse](#); [The Ideas Network 90.7FM](#); [Irontek](#); [Madison Gas & Electric](#); [Marshfield Clinic Health System](#); [Neider & Boucher](#); [State of Wisconsin Investment Board](#); [UW-Madison Office of Corporate Relations](#); [Wisconsin Alumni Research Foundation](#); and [Wisconsin Technical College System](#).

Here are the 2018 semi-finalists in the Wisconsin Governor's Business Plan Contest. Reporters wishing to contact individual contestants may do so through the Wisconsin Technology Council by calling 608-442-7557.

Submission Name	First Name	Last Name	City
Compost Connect	Harini	Aiyer	Shorewood
NovoMoto	Mehrdad	Arjmand	Madison
Nanolytix	Harjeet	Bajaj	Milwaukee
Pyran	Kevin	Barnett	Madison
AquaMetals	Bruce	Bathurst	Wauwatosa
GrowthChart Records	Josh	Benner	Madison
Onsite Bike Rental	Andy	Bettinger	Whitewater
Replace-A-Lace	Nancy	Brekke-Jones	Rhineland
OmniValley	Grady	Buchanan	Madison
MedSync-Rx	Sharon	Chappy	Plymouth

Impact Sports	Joshua	Cleveland	River Falls
Floa Ingles	Benjamin	Curtin	Madison
LeanVO	Fabien	Edjou	Menomonee Falls
MOTOgoal	Nelson	Ennis	Wisconsin Dells
Shockray Self-Defense	Lorne	Forsythe	Oak Creek
Sales Buddy	Charles	Jackson	Madison
AmebaGone	Amy	Jancewicz	Madison
Trinity Gunshot Alarm System	Stacy	Jax	Baraboo
Energy Tech Innovations	Bryan	Johnson	Milwaukee
Toolingquotes.com	Mike	Jumbeck	Galesville
10 Newtons	Shane	Kennedy	Middleton
Atrility Medical	Matthew	Knoespel	Madison
CricClubs LLC	Visweswara	Kottapalli	Franklin
Clock'd	Marc	LaPierre	Madison
Radiopathomix	Peter	LaViolette	Milwaukee
SkinMeta	Sarah	Lewis	Madison
Mag Gen	Andrew	Maltbey	Ringle
Intraband	Rob	Marsland	Madison
Pathogenomica	Jacqueline	Mejia	Madison
iMETx	Kathy	Monetti	Madison
Fast Forward Forensics	Randy	Nagy	Madison
ReNeuroGen	Stephen	Naylor	Elm Grove
DataChat	Jignesh	Patel	Madison
Seventeenth Radish Online	Allison	Plumer	Madison
Tixora	Aaron	Redlich	Glendale
Pyxsee	Dayne	Rusch	Oshkosh
Little Food Company	Amanda	Santoro	Appleton
LineLeap	Max	Schauff	Belleville
ZoningHub	Tim	Schwecke	Lake Mills
HealthTech Solutions	Dalton	Shaul	Coralville, IA
Athletic Recovery Complete	Noah	Stamsta	Whitewater
PROMISS Diagnostics	Jalal	Sulaiman	Wauwatosa
Spectronix	Samuel	Sutherland	Madison
Melius Outcomes	AkkeNeel	Talsma	Whitefish Bay
Sidejob Wizard	Mike	Terry	Greendale
CauVal	Toby	Thomas	Pleasant Prairie
Xensr	David	Troup	Green Bay
Swirl Insurance Services	Terry	Wakefield	Mequon
Zero Barrier	Evan	Wolfenden	Madison
Mamas	Al	Yang	Madison

**Entries from outside the state are eligible if committed to locating some aspect of their business within Wisconsin.###*