



University of Cincinnati 2007 MBA Business Plan Competition

2007 Participating Teams

DePaul U
Loyola Marymount U
Northern Kentucky U
Pepperdine U
U of Cincinnati
U of Georgia
U of Illinois- Chicago
U of Louisville
U of Manitoba
U of Oregon

2007 UC Spirit of Enterprise Winners

Best Technology Plan Award \$1,000 (\$500 each)
(Sponsored by Fort Washington Partners Capital Group)

Winner: University of Illinois – Chicago
Faculty Advisor: Dr. Rod Shrader
Team Members: Kelly Liebl, Kristin Ware, Shrijay Vijayan, Ph.D.
Business Plan: Optimal Vision Corp.
Concept Focus: Infrared Keratectomy (IRK) technology

Winner: University of Georgia
Faculty Advisor: Dr. Charles Hofer
Team Members: Michael Brighnati, Ph.D., Craig "Blue" Collins
Business Plan: Phoenix Pharmaceuticals
Concept Focus: Peptide-stabilizing and peptide-screening technologies

Taxi/Limo Round Award \$1,000
(Sponsored by UC Center for Entrepreneurship)

Winner: University of Oregon
Faculty Advisor: Don Upson
Team Members: Brian Cole, Beck Hartmann, Holly Jones
Business Plan: Innovative Sports Strategies
Concept Focus: Financial software for professional and collegiate sports organizations

Championship Round Awards

Third Runner-Up Championship Round Excellence Award \$500

Winner: University of Georgia
Faculty Advisor: Dr. Charles Hofer
Team Members: Michael Brighnati, Ph.D., Craig "Blue" Collins
Business Plan: Phoenix Pharmaceuticals
Concept Focus: Peptide-stabilizing and peptide-screening technologies

Second Runner-Up Queen City Angels First Fund Award \$2,000

(Sponsored by the Queen City Angels First Fund)

Winner: University of Illinois – Chicago

Faculty Advisor: Dr. Rod Shrader

Team Members: Kelly Liebl, Kristin Ware, Shrijay Vijayan, Ph.D.

Business Plan: Optimal Vision Corp.

Concept Focus: Infrared Keratectomy (IRK) technology

First Runner-Up Championship Round Spirit Award \$3,000

Winner: University of Louisville

Faculty Advisor: Dr. Van G.H. Clouse

Team Members: Joel Adams, Sara Babbitz, Greg Bernard, Robinson Brown, Stephen Herron

Business Plan: RJS, LLC

Concept Focus: Pulse – a premium spirit in the cordials market

Cincom Systems Spirit of Enterprise Champion Award \$10,000

(Sponsored by Cincom Systems, Inc.)

Thomas M. Nies

Founder, President & CEO, Cincom Systems, Inc.

Winner: Loyola Marymount University

Faculty Advisor: Dr. Fred Kiesner

Team Members: Dwight Yorke, Ben Waddle, Tim Vermilion, Allan Avelino

Business Plan: Anson Enterprises

Concept Focus: Asthma Sound Indicator medical device

The champion also receives an automatic bid to the MOOT Corp Business Plan Competition and was treated to a limo ride at the end of the competition to celebrate their success.

Many thanks to the following folks who served as judges in the UC Spirit of Enterprise MBA Business Plan Competition:

Preliminary round judges: Rob Heimann, River Cities Capital Funds, Carol Frankenstein, BIOStart; Benjamin Willingham, PNC Financial Services Group; Paul Cashen, DaytaOhio; Mark Richey, Draper Triangle Ventures; Myrita Craig, Small Business, Greater Cincinnati Chamber of Commerce; Pat Longo, Hamilton County Business Center; Rea Waldon, PNC Bank; and Dave Willbrand, Thompson Hine, LLP.

Championship round judges: Tony Shipley, Queen City Angels; John A. Kraeutler, Meridian Bioscience; Maribeth Rahe, Ft. Washington Capital Partners Group; and Daniel Vogel, Cincom Systems.

Taxi/Limo round judge: Dov Rosenberg, Blue Chip Venture Company

Best Technology Award judges: Christopher Baucom and Andrew Paradise, Fort Washington Capital Partners.

Many thanks to our sponsors: Queen City Angels; Fort Washington Capital Partners and The Ohio Capital Fund; CincyTech USA; Keating Muething & Klekamp LLP; The Walnut Group; Greater Cincinnati Venture Association; Draper Triangle Ventures; River Cities Capital Fund; and CincyBusiness.

About the UC Center for Entrepreneurship Education and Research (E-Center)

Founded in 1997 by Dr. Charles H. Matthews, the E-Center's vision and mission is to "...create gateways and remove barriers to entrepreneurship..." and provide a state-of-the-art entrepreneurship curriculum and research base not only for potential student entrepreneurs and

scholars, but also for people in the many organizations that interact with small, entrepreneurial and family-owned businesses on a daily basis. The University of Cincinnati has been ranked as one of the top 50 programs for entrepreneurship in the U.S. by *Success* magazine and one of the top programs in the U.S. (*Entrepreneur Magazine*) in 2003, 2004 and 2005.

About Cincom

For nearly 40 years, Cincom's software and services have helped thousands of clients worldwide simplify the management of complex business processes. Cincom specializes in the five areas of business where simplification brings the greatest value to managers who want to grow revenue, control costs, minimize risk and achieve rapid ROI better than their competitors.

For More Information:

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