



University of Cincinnati

2008 MBA Business Plan Competition

2008 Participating Teams*

- Indiana U
- Kennesaw State U
- Loyola Marymount U
- U of Arkansas
- U of Cincinnati
- U of Illinois - Chicago
- U of Louisville
- U of Manitoba
- U of Michigan
- U of Oregon
- U of Wisconsin
- Wake Forest U
- Washington U – St. Louis



2008 UC Spirit of Enterprise Winners

Championship Round Awards

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

(Sponsored by Cincom Systems, Inc.)

Thomas M. Nies

Founder, President & CEO, Cincom Systems, Inc.

University of Michigan

Faculty Advisor: Paul Kirsch, Rachel Ulrich

Team Members: Angelo Adams, Ambra Heard, Parren James, Ben Kozma, Sherman Powell

Business Plan: ArmyProperty.com

Concept Focus: Military inventory tracking system

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.

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

University of Wisconsin - Madison

Faculty Advisor: Phil Greenwood

Team Members: Tyler Leeper

Business Plan: ProactiCare, LLC

Concept Focus: Patient monitoring system

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

Indiana University

Faculty Advisor: Dr. Donald Kuratko
Team Members: Justin Chafe, Andrew Vincent, Stephen Wolff
Business Plan: Adora Interactive Corporation
Concept Focus: Integrated e-commerce and social networking

Third Runner-Up Championship Round Excellence Award \$500

University of Oregon

Faculty Advisor: Don Upson
Team Members: Andrew Earle, Bill Sedlak, Cody Stavig, Peter Vomocil
Business Plan: TakeShape, LLC
Concept Focus: 3-D body scanner

Taxi/Limo Round Award \$1,000

(Sponsored by UC Center for Entrepreneurship)

University of Illinois – Chicago

Faculty Advisor: Dr. Rod Shrader
Team Members: Darius Kaulius, Gokul Kumar, Thomas Triantafillou, M.D.
Business Plan: Bioregenix Corp.
Concept Focus: Heart muscle tissue regeneration technology

Best Technology Plan Award \$1,000

(Sponsored by Fort Washington Partners Capital Group)

University of Wisconsin - Madison

Faculty Advisor: Phil Greenwood
Team Members: Tyler Leeper
Business Plan: ProactiCare, LLC
Concept Focus: Patient monitoring system

Best Exhibit Awards

(Reception sponsored by Keating, Muething & Klekamp LLP; Awards sponsored by CincyTech)

3rd Place (\$150) – U of Oregon
2nd Place (\$200) – U of Illinois Chicago
1st Place (\$400) – Loyola Marymount U

Many thanks to the following folks who served as judges in the 2008 UC Spirit of Enterprise MBA Business Plan Competition:

Best Exhibit Award judges: Bill Cunningham, CincyTech; Neal Gardner, Keating Muething & Klekamp LLP; Chuck Giesler, SCORE.

Preliminary round judges: Carol Frankenstein, BIOStart, Dave Willbrand, Thompson Hine LLP, Christopher Hytry Derrington, Alta Financial Technologies; Pat Longo, Hamilton County Business Center, Rob Heimann, River Cities Capital Funds, Rea Waldon, Urban League of Greater Cincinnati; Stephen Boord, Merchant Banking Neyer Holdings, Jennifer Wolfe, The Wolfe Practice, Dennis Garlington, Ohio Chamber of Commerce.

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: Bill Cunningham, CincyTech; Kristin DePlatchett and Steve Baker, Fort Washington Capital Partners Group.

Many thanks to our sponsors: Cincom Systems, Inc., Meridian Bioscience, Inc., Queen City Angels; Fort Washington Capital Partners and The Ohio Capital Fund; CincyTech; Keating Muething & Klekamp LLP; Greater Cincinnati Venture Association; River Cities Capital Fund; and Cincy Magazine. Limos provided by Executive Transportation.

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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**The Teams*

Indiana University

Faculty Advisor: Dr. Donald Kuratko

Team Members: Justin Chafe, Andrew Vincent, Stephen Wolff

Business Plan: Adora Interactive Corporation

Concept Focus: Integrated e-commerce and social networking

Kennesaw State University

Faculty Advisor: Dr. Charles Hofer

Team Members: Randy Taylor, Aaron Meredith, Tony London

Business Plan: HydroCoal Technologies

Concept Focus: Clean coal energy

Loyola Marymount University

Faculty Advisor: Dr. Fred Kiesner

Team Members: Anan Hamdan, Patrick Kronfli, Karli Schneider, Antar Spearmen, Ari Magder

Business Plan: In Sight Riding Gear

Concept Focus: Lighted motorcycle riding apparel

University of Arkansas

Faculty Advisor: Dr. Carol Reeves
Team Members: Christopher Boschetti, Jeffrey Evans, Jennifer Liguori, Rahul Rajgarhia
Business Plan: TrackLife Systems
Concept Focus: Safety software for utility companies

University of Cincinnati

Faculty Advisor: Dr. Charles H. Matthews
Team Members: Divy Chaurasia
Business Plan: BuyStonesOnline, Inc.
Concept Focus: Luxury construction stone products for the home

University of Illinois – Chicago

Faculty Advisor: Dr. Rod Shrader
Team Members: Darius Kaulius, Gokul Kumar, Thomas Triantafillou, M.D.
Business Plan: Bioregenix Corp.
Concept Focus: Heart muscle tissue regeneration technology

University of Louisville

Faculty Advisor: Dr. Van G.H. Clouse
Team Members: Sam Castle, Greg Hermann, Adam Rinaldi, Kumar Subramaniam
Business Plan: Health Network Solutions
Concept Focus: Medical tourism

University of Manitoba

Faculty Advisor: Robert Warren
Team Members: Teren Gesell, David Mowat, Chris Lu
Business Plan: AdvoTech Medical Sciences
Concept Focus: Medical device development specializing in the orthopedic market

University of Michigan

Faculty Advisor: Paul Kirsch, Rachel Ulrich
Team Members: Angelo Adams, Ambra Heard, Parren James, Ben Kozma, Sherman Powell
Business Plan: ArmyProperty.com
Concept Focus: Military inventory tracking system

University of Oregon

Faculty Advisor: Don Upson
Team Members: Andrew Earle, Bill Sedlak, Cody Stavig, Peter Vomocil
Business Plan: TakeShape, LLC
Concept Focus: 3-D body scanner

University of Wisconsin - Madison

Faculty Advisor: Phil Greenwood
Team Members: Tyler Leeper
Business Plan: ProactiCare, LLC
Concept Focus: Patient monitoring system

Wake Forest University

Faculty Advisor: Dr. Stan Mandel
Team Members: Claude Hou
Business Plan: Filigree Nanotech, Inc.
Concept Focus: Nanotechnology

Washington University – St. Louis

Faculty Advisor: Ken Harrington
Team Members: Tosin Adekoya, Shirish Gupta, Sam Liang
Business Plan: HumanEquity
Concept Focus: Loans for Chinese MBA students