



FOR IMMEDIATE RELEASE

Alta Resources Center for Entrepreneurship & Innovation

University of Wisconsin Oshkosh

835 High Ave, Oshkosh, WI 54901 | Sage Hall, Suite 1410

(920) 424-1826 | <https://uwosh.edu/cei/>

Ten UW Oshkosh students competing virtually in the 8th annual Culver's Business Model Competition

Ten student entrepreneurs have been selected to compete virtually in the [2020 Culver's Business Model Competition](#) - an annual event hosted by the Alta Resources Center for Entrepreneurship and Innovation at UW Oshkosh. Finalists submitted video business model presentations that are currently being evaluated by a diverse panel of judges.

The student entrepreneurs are competing for \$15,000 in cash and in-kind prizes:

1st Place: \$3,000 Cash + \$5,000 In-Kind Services

2nd Place: \$1,500 Cash + \$3,000 In-Kind Services

3rd Place: \$500 Cash + \$2,000 In-Kind Services

In addition, an audience favorite will be voted on by the public through the [competition showcase page](#). The team with the most "likes" will win the People's Choice Award. Voting opened on December 2nd and will close on December 13th at 11:59 p.m. Vote daily [here!](#)

2020 Finalists (in no particular order):

Andrea Toms | StylesByMarieAndre

Year: Senior, Area of Study: English

An online boutique that offers fun and unique pieces that celebrate the everyday diva. Each piece is named after one of my customers. The goal is to encourage women to love themselves and to seek new and fun comfortable fashion.

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Alexus Olsen | COPPED. Clothing

Year: Senior, Area of Study: Public Relations

COPPED. Clothing is an organization that takes gently used clothing items and re-fashions them at affordable prices. Customers can donate approved clothing in exchange for a vote towards donating 10% of monthly profits to customer picked non-profit organizations or charities.

Jaden Radcliff | RICE TIME

Year: Freshman, Area of Study: Physics & Economics

College students need high quality, affordable meals, and RICE TIME – Food Truck will be taken directly to them. RICE TIME will sell rice and stir fry dishes that have been perfected through years of ingenuity.

Mason Bohm | MJBohm Elections

Year: Graduate, Area of Study: MBA

MJBohm Elections will provide and maintain a secure mobile app for people to vote in local, state, and national elections. The app will reduce the number of workers needed on election day, eliminate human counting, rapidly report the results of elections without delays, and more!

Jordan Cassiani | Media Check

Year: Sophomore, Area of Study: Business

Media Check focuses on bringing information to the consumer through its website, email list, and media pages. The information is compiled through facts and information that is thoroughly checked and unbiased.

Shifa Jaleel Ahamed | Lucid Creators

Year: Senior, Area of Study: Information Systems

Lucid Creators is a service-based company that creates virtual training modules, scenarios and tours using augmented/virtual reality and Internet of Things technology.

Jalen Greenlee | Flora Fruit Company

Year: Junior, Area of Study: Management (Entrepreneurship)

Flora Fruit Company is a fruit box subscription company that delivers fresh, high-quality fruit boxes to our customer's doorstep every week, bi-weekly, or upon request.

Husam Alabed | Limitless Effort

Year: Senior, Area of Study: Digital Marketing

Wrestling shoes have a common problem with the laces coming undone during a match - creating frustration and a loss of points. Limitless Effort is a grappling attire brand currently in the development of an innovative solution that aims to solve this problem.

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Alex Ziegler & Nathan Weis | UW-Collaboration

Year: Freshman, Area of Study: Business

This UW-oriented social media platform focuses primarily on helping future entrepreneurs create connections with like-minded students. On our platform students can share projects and proposals with others while also connecting with teams and partners.

Chad Holguin | Rain: The Water Collector

Year: Sophomore, Area of Study: International Business Management

The Water Collector is targeting southern United States citizens with The Water Collector. The Water Collector is a 100% eco-friendly product that cuts out the middleman to get water straight to your home.

The winning teams and People's Choice Award will be announced on December 15th. A sincere thank you to our judges, sponsors, partners, and in-kind service providers – Alta Resources, Culver's Foundation, WEDC, WiSys, Nigl Accounting, Quill Creative, and Epiphany Law.



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About the Alta Resources Center for Entrepreneurship and Innovation

The Alta Resources Center for Entrepreneurship and Innovation at the University of Wisconsin Oshkosh is a premier entrepreneurship center offering diverse programming and resources designed to educate, inspire, and develop student leaders. <https://uwosh.edu/cei>

The Alta Resources Center for Entrepreneurship and Innovation is part of the Wisconsin Small Business Development Center (SBDC), a statewide network of centers that provides no-cost business consulting, training, and educational resources. The SBDC at UW Oshkosh primarily serves the counties of Fond du Lac, Green Lake, Marquette, Outagamie, Sheboygan, Waushara and Winnebago. <https://wisconsinsbdc.org/oshkosh>

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