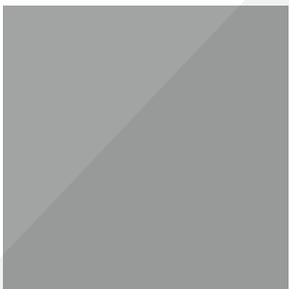


# 2019 EDWARD K. ALDAG, JR. BUSINESS PLAN COMPETITION SUMMARY



# The 2019 Competition

## A note from Edward K. Aldag, Jr:



I want to congratulate all of you who have taken a very important step in your career and your future - and the future of the United States of America, just by entering this competition.

I think it's critical that all of us who came before you do whatever we can to support entrepreneurship. My wife Melinda and I set up this competition years ago because we believe giving back is extremely important after the success we had.

Almost 18 years ago, I invested almost everything that my family had in an idea that ultimately became Alabama's third largest public company, with operations in six countries on three different continents. That of course, is after I was turned

down more than 100 times.

If you ever learn anything, learn this - never stop believing; never give up; always follow your passion. I want to congratulate all of you for taking this very important first step in your future career, and that's by entering the Edward K. Aldag, Jr. business plan competition.

Thank you and please enjoy reading about the many teams that competed this year.

## A note from executive director Dr. Theresa Welbourne:



Thank you to Edward K. Aldag, Jr. for making the competition possible; and thank you to all of our contestants, faculty, coaches, judges, facilitators and the team at the Culverhouse College of Business. Thank you to the Alabama Entrepreneurship Institute for their hard work in pulling together the many details to make the event possible. Thank you to our sponsors, Medical Properties Trust, Regions, The Alabama Small Business Development Center (SBDC) and the Bryant Conference Center for providing the additional help needed for this competition.

This year we had approximately 200 people in attendance; some competed, and others watched to learn. There was much networking; this year over 800 connections were made as shown by our event meeting app. In total, our teams walked away with over \$100,000 in prize money, services and office space at the new EDGE incubator and accelerator.

Our theme for this year was: *“Sometimes you win – Sometimes you learn.”* Our goal is to help people start and grow businesses. Teams presented and got feedback on their ideas; they watched other teams and learned how to improve their own pitches. Many came in for workshops and coaching prior to the competition, and they made important connections and improved their ideas.

I invite you to look through this document and learn more about the people who competed and their businesses. You will see students from all over the university represented – business, arts and science, engineering, communications, computer science, honors college, new college and more. You will also read about your peers in the community who competed this year. They are all talented, ambitious and we are proud of all the contestants. It is an honor to get to know them.

### How The Competition Works:

- 1) Intent to compete, draft then final presentation due. This year about 95 teams completed an intent to compete: 34 student and eight community teams competed.
- 2) Student teams are divided into six rooms and only one team from each room moves onto the afternoon round two session. Judges choose who moves on and the runner up from each room. Judges also recommend teams for additional prizes.
- 3) Teams in the second round pitch again to another set of judges who then choose the \$50k grand prize winner in addition to the first, second, and third place prizes. Judges for supplemental awards choose their own winners from the second round group.
- 4) Community competition: afternoon only in one room. This year we awarded first, second, and third place prizes.

# Student Winners

## Student Winners

### \$50,000 Grand Prize: Trips 4 Trade

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*Trips4Trade is a peer-to-peer based service that allows users to trade trips & experiences pertaining to outdoors, adventure, vacation, and sports.*

**Members:** CEO and founder Slade Johnston; Butler, AL; MBA from the University of Alabama.

Andrew Johnson; La Grange, KY; Sophomore mechanical & aerospace engineering double major.

### \$5,000 First Place: Blenz Bowls

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*Blenz Bowls is a local food truck that sells "smoothie bowls" and smoothies with differing bases and fresh fruit toppings.*

**Members:** Riley Voce; Cullman, AL; Senior marketing major at UA.

Zac Rogers; Alexander City, AL; UA Graduate.

### \$3,000 Second Place: Locality

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*Locality is an app with the purpose to help people connect by being the bridge between screens and face-to-face interaction.*

**Members:** Lily Prater; Calhoun, GA; Sophomore creative media major.

Bryant Mathis; Calhoun, GA; Senior metallurgical engineering major.

Alex Tidwell; Panama City, FL; Senior mathematics major.

Ethan Reeves; Milford, NH; Sophomore electrical engineering major.

### \$2,000 Third Place: Rottweiler Security

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*Rottweiler Security is reducing theft and loss by providing customers with the ability to be alerted the second they leave their item behind or when a thief steals their item.*

**CEO:** John R. Zimmerman; Lancaster, PA; Junior chemical engineering major.

### \$500 Crowd Favorite: Fiber Motion

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*Fiber Motion's idea is to use a patent for 3D fiber optic motion capture in a suit to capture human movement in real-time.*

**Members:** Carson Burgin; Anderson, SC; Freshman chemical engineering major.

Daniel Murphree; Birmingham, AL; Freshman computer science major.

Noah Zahm; Austin, TX; Freshman mechanical engineering major.

**Not Pictured:** Jack Sledge, Jessica Crawford

### \$500 Best New Idea: SEACR

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*SEACR is an adaptive, noise cancelling earbud.*

**Members:** Sani Ghulmani; Tuscaloosa, AL; Freshman computer science major.

Rachel Becse; Murrysville, PA; Freshman nursing major.

Clay Nunley; Louiseville, KY; Freshman mechanical engineering major.

Adam Graff; Gibsonia, PA; Freshman electrical engineering major.

**Not Pictured:** Elizabeth Holley

### \$500 Best Teamwork: ChargeOn

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*ChargeOn utilizes a battery powered patent to help bridge the gap between fossil fuel and electric vehicles.*

**Members:** Scott Armfield; Niceville, FL; Senior marketing & management major.  
Katie Thill; Overland Park, KS; Senior accounting & business management double major.

Evan Garoutte; Springfield, MO; Senior business management major.

### \$500 Social Entrepreneurship Award: Barko-Polo

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*Barko-Polo is a dog toy for visually impaired dogs. It incorporates flashing lights and a bluetooth speaker in the design.*

**CEO:** Emma Harper; Lexington, KY; Freshman biology major.

### \$5,000 Community Affairs Board of Directors Award: Trips4Trade

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*Trips4Trade, the grand prize winner, also walked away with this additional award provided by the innovation and entrepreneurship committee.*

**CEO:** Slade Johnston; Butler, AL; MBA from the University of Alabama.  
*Giving the award is Nicholas Beadle.*

## Student Winners

### \$5,000 Alabama Capital Network Business Grant & Mentoring: Trips4Trade

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*Trips4Trade won this new award that provides funding, networking and mentoring from the members of the Alabama Capital Network.*

**CEO:** Slade Johnston; Butler, AL; MBA from the University of Alabama.

*Giving the award is Miller Beale Girvin.*

### \$2,500 Office of Research and Economic Development Award: AccuSkin

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*AccuSkin is a UA synthetic skin patent; the company is developing a full line of surgical simulation products.*

**Members:** Erik Hanson; Woodstock, GA; Graduate student getting his masters in Marketing-Sales.

**Not Pictured:** Trey Robbins

*Giving the award is Rick Swatloski.*

### \$1,000 Round 2 Runner Up: The Artemis Co.

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*The Artemis Co. offers unique safety tools for women in the form of self-defense jewelry.*

**CEO:** Lauren Irene Gwin; Shalimar, FL; Senior mechanical engineering major.

## Room Runner Up and Room Runner Up Winners

### \$1,000 Round 2 Runner Up: Giraffe Activewear

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*Giraffe Activewear aims to combine premium quality mens activewear clothing with a premium fit.*

**CEO:** Marcus Maynard; Birmingham, AL; Senior marketing major.

### \$500 Room Runner Up: Fit as a Fiddle

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*Fit as a Fiddle offers online consultations and video tutorials of stretches and exercises specific to each instrument in the orchestral world.*

**CEO:** Laura Raymond; Jackson, MS; Senior new college major.

### \$500 Room Runner Up: inttie

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*inttie is a mobile application built specifically for interns to find connections while on their internship.*

**CEO:** George Hart; Memphis, TN; Graduate student getting his MBA.

## Room Runner Up Student Winners

### \$500 Room Runner Up: ME-Commerce

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*ME-Commerce is an eCommerce business that provides a consulting business and is building out its own eCommerce sites.*

**Members:** Louis Shulman; Las Vegas, NV; Sophomore computer science major.  
Sani Ghulamani; Tuscaloosa, AL; freshman computer engineering major.  
Alan MacGavin; Temecula, CA; Freshman marketing major.  
Jake Sacco; Huntsville, AL; Senior general business major.  
Raza Bajwa; student.

### \$500 Room Runner Up: Tankr

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*Tankr is a fuel delivery service that delivers gasoline directly to a customer's car.*

**Members:** Owen Carpenter; Tuscaloosa, AL; Senior business management major.  
Shelby Sippel; Folsom, CA; Junior business management major.  
Jackson Carpenter; Natchez, MS; Senior business management major.  
Martin Daugherty; Birmingham, AL; Junior management major with entrepreneurship specialization.  
**Not Pictured:** Billy Chementi; Woodstock, GA; Junior business management major.

## Room Runner Up Student Winners

### \$500 Room Runner Up: Tide-Y Up

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*Tide-Y Up is a low cost, student-to-student cleaning service that focuses on providing a variety of services.*

**Members:** Landen Franklin; Alabaster, AL; Senior human resources management major.

Robert Kieth; Florence, AL; Junior management major.

Haley Pence; Danville, CA; Junior management & marketing double major.

Alyssa Corchis; Watersound, FL; Junior marketing major.

Lily Klootwyk; Carmel, IN; Junior business management major.

Isabella Ryerson; Florence, AL; Senior.

### \$500 Room Runner Up: SparkQ's

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*SparkQ's is an icebreaker application that's meant to help people have more meaningful conversations in the real world.*

**Members:** Albert Wang; Auburn, AL; Sophomore computer science major at Auburn University.

Kyle Bishop; Vestavia Hills, AL; Sophomore accounting & finance double major.

**Not Pictured:** Jack Adams

# Thank You Competitors: Students

**Aux Party:** *music platform app that gives user the ability to live stream what song they're currently playing to other users.*

**Members:** Sean Goodman, Nile Simpson, Ryan Burns

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**BarLive:** *an app with the ability to give students a live, up-to-date look of the bar scene in Tuscaloosa.*

**Members:** Jake Ruttenberg, Chase Richardson, Michael Malone, Molly Cheatham, Reid Trimble, Ricard Gonzalez, Ryley Roche

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**LaundryList:** *an online platform that offers a convenient, quick and inexpensive way to get clean folded laundry.*

**Members:** Jackson Dean, Justin Humphries, Kyle Westerfield

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**Pigz-In-A-Blanket:** *a blanket with a foot pocket at the base of the blanket that enables users to keep their feet warm and secure.*

**CEO:** Chris Leyh

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**Platform Dock:** *a centralized interface for a user to manage and browse online listings easier than ever.*

**Members:** Minghao Du, Ashton Sanberg, Longhan Wang, Taylor Bowman

**ProProduce:** *an app that keeps track of the foods you purchase and put in your refrigerator.*

**Members:** Peter Bial, Cole Dickie, Davis Verneuille, Fulton Williams, Jackson Cooke, Stinson Slawson, Taylor Camper

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**Red Dot Creative:** *a visual product for small, local businesses that lack the infrastructure and resources to connect themselves to their target market.*

**Members:** Keelin Lincoln, Jack Farmer, Reagan Morris, Rob Thompsen, Scarlet VanMeter, Tom Malone

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**Relaxation Station:** *the idea of the food truck but revamp it into relaxation.*

**Members:** Ansley Emfinger, Alison Martin, Annie Bolling, Macie Gatlin, Peyton Heath

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**Savvy House:** *Collect data on homes and help homeowners maintain their property more efficiently.*

**Members:** Tyler McGovern, Chase Sieradski

# Thank You Competitors: Students

**SunFrost Inc.:** *a novel application of NASA's Battery-Free Solar-Powered Refrigeration System for use in the trucking industry.*

**Members:** Nicole Arnold, Victoria Morrison, Alexandra Slataper, Bryant Long

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**T.I.P.S.:** *ensure proper service in restaurants with guaranteed proper service levels.*

**CEO:** Stephen Williams

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**Turtle:** *a friendlier and longer lasting deodorant.*

**Members:** Gabe Allen, Aiden Morley, Michael Duggar, Tux Tuxworth

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**VisiVein:** *a subcutaneous structure imager that makes locating veins easier, quicker, and more accurate.*

**Members:** Laura Carrasquilla, Luke A Navarro, Ian Tiatia, Sarah Chenevert

# Community Winners

## Community Winners

### First Place: Victory Garden Center

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*Victory Garden Center is a community garden center that will sell home gardening products and encourage residents to plant their own gardens.*  
**CEO:** Leah M. Taylor; Tuscaloosa, AL

### Second Place: KinkyCurly Revolution

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*KinkyCurly Revolution makes 100% natural human hair wigs to match various textures of natural African-American hair.*  
**CEO:** Nimi Ighofose

### Third Place: KLG Creative Consulting

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*KLG Creative Consulting is a creative firm specializing in everything from merchandise to digital content.*  
**CEO:** LaShay Gray

### Crowd Favorite: Dynamic Touch

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*Dynamic Touch aims to be a service to help people improve not only with a haircut but with mentoring.*  
**Members:** Trey James; Tuscaloosa, AL.  
Daniell Hill; West Blocton; AL.

# Thank You Competitors: Community

**Approved Magazine:** *an online magazine for adopting or potential parents to find lifestyle, legal, and merchandise articles related to adoption.*

**CEO:** Anna Jenks

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**Dolce:** *a dessert only restaurant with a create your own menu.*

**CEO:** Morgan Mann

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**Razzle:** *an online party planning site, with a focus on helping users choose a venue by comparing them by price availability and ratings..*

**CEO:** William Garrett McGiffert

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**USBD:** *“Under Seat Beverage Dispenser” is an insulated box installed under stadium seats that can hold up to three 16 oz drinks. Order, pay, and receive your code to unlock the box on the USBD app.*

**Members:** Andrew Collins, Brent Burns, Darion Pettway

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