

UW OSHKOSH STARTUP ACCELERATOR PROGRAM BUSINESS PLAN



DECEMBER 2015

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Smykal, Program Coordinator, UW Oshkosh**

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InventureXcel Strategic and Operational Plan 2015-17

I. Executive Summary

InventureXcel's mission is to encourage research, development, commercialization, and entrepreneurship that advances the economy of Wisconsin through providing early stage startups with access to mentors, advisors, training, capital, and University resources. Many startups are seeking connections with mentors, advisors, investors, and a better understanding of the following: customer discovery or validation, executive summaries, and investor pitches.

Accelerator programs can be found worldwide; however, not many exist in the region. While there are efforts in Northeast Wisconsin to help entrepreneurs and two three accelerator programs, there is no accelerator program for Northeast Wisconsin entrepreneurs. In addition to being specifically targeted to Northeast Wisconsin startups, InventureXcel differentiates itself because of its tie to and relationship with the University of Wisconsin Oshkosh.

InventureXcel seeks to change the landscape of Northeast Wisconsin by fostering the growth of high-impact startups within the region. We will do this by delivering a business accelerator focused on Northeast Wisconsin, supporting other events and programs offered by others, and seeking to provide other shorter programs such as pitch camps or launch events to bring attention to successful entrepreneurs.

The management of AeroInnovate consists of Kim Biedermann, Shelby Smykal, Doug Jarmusz, and the InventureXcel advisory board.

II. Strategic Plan

A. Origins and Vision, Strategic Priorities

Origins/History:

In the fall of 2012, Chamco and the UW Oshkosh Small Business Development Center completed a nine-month feasibility study which began by evaluating the development of a business incubator program and ultimately concluded that UW Oshkosh had an opportunity to develop a comprehensive business accelerator program to foster growth in several industries, including aviation, advanced manufacturing, information technology, and clean technology/sustainability. Chamco agreed to take on advancement of the project. In December 2013, funding to support accelerator planning efforts was secured from the Department of Defense, Office of Economic Adjustment (DoD-OEA). Chamco and UW Oshkosh staff began working on accelerator program planning efforts, including creating working groups with wide representation and

support. In August 2014, UW Oshkosh received supplemental funding from DoD-OEA to support running pilot classes of both the AeroInnovate and InventureXcel programs.

Strategic Priorities:

Attract Startup Companies to InventureXcel

- Develop and implement a program to attract startup companies to InventureXcel.
- Initially focus on startups in industries associated with environmentally sustainable practices. Engage with internal and external parties to help identify the interests and needs of startups, including their financing, educational, and mentoring/advising needs.
- Engage faculty, staff, students and alumni in identifying startup opportunities and in starting companies using the research and resources of University and its partners.

Foster the Success of Startups in InventureXcel

- Provide ready access to pre-seed financing, intensive mentoring and investor networking.
- Provide ready access to resources of the University and its collaborative partners including faculty, staff, and students, technology infrastructure, and research resources.
- Continually monitor the needs of startups in the program through formal and informal contact, ongoing surveys, and focus groups.
- Partner with internal and external parties to build a range of services for program startups, in addition to pre-seed financing, intensive mentoring, investor networking, and product development.
- Facilitate collaborations with startups in other accelerator and incubation programs.

Strengthen and Leverage Connections with the University and its Collaborative Partners

- Develop relationships with educational institutions, colleges, departments and programs in areas where intellectual property with commercial potential is being created.
- Encourage faculty, staff and students to explore the business potential of their research and ideas for new products and services.
- Create partnership with WiSys Technology Foundation Inc. with the goal of attracting funding and support for campus research with potential for future commercialization.
- Collaborate with Alta Resources Center for Entrepreneurship and Innovation for mutual support and to benefit the entrepreneurs.

B. Mission and Vision

Mission: InventureXcel will encourage research, development, commercialization, and entrepreneurship that advances the economy of Wisconsin through providing early stage startups with access to mentors, advisors, training, capital, and University resources.

To advance the mission, InventureXcel:

- Supports the creation and launch of new businesses.
- Provides programs and resources needed by Wisconsin-based startup companies, specifically those based in Northeast Wisconsin.
- Supports educational outreach and the principles of the Wisconsin Idea.

Vision: Northeast Wisconsin is seen as a primary driver in entrepreneurship, and UW Oshkosh's InventureXcel program is the catalyst for that reputation.

C. Core Values

- Innovation
- Entrepreneurship
- Community and Economic Development
- Environmental Sustainability

III. Operations Plan

A. Customer Definition and Needs

InventureXcel serves early stage startups and entrepreneurs. Many are seeking connections with mentors, advisors, investors, and a better understanding of the following: customer discovery or validation, executive summaries, and investor pitches. Because entrepreneurs come to the program at different stages, the goal is to help them further develop their concept.

B. Competitive Landscape and Collaboration

Appendix A displays programs and events offered in Northeast Wisconsin to support entrepreneurs. As the table shows, InventureXcel will fill a gap where there is no accelerator program to specifically support Northeast Wisconsin startups. Events aimed at startups will be used to inform entrepreneurs about the program and to support those events to enhance the entrepreneurial ecosystem in Northeast Wisconsin. Following is a description of these various programs and events.

Business Accelerators in Northeast Wisconsin

Accelerator programs are relatively new, but are growing in number throughout the world. The platform f6s has 410,610 startups seeking connections and 791 accelerator

programs throughout the globe, and there are arguably many more startups and accelerator programs not listed on f6s.

While programs and initiatives to assist entrepreneurs have existed in Northeast Wisconsin for years (**Appendix A**), comprehensive accelerator programs are just starting to be offered in the region. Emergent Technology Center, a technology-based accelerator based in Fond du Lac, Wisconsin, with a target of high-tech startups, graduated its first cohort in 2014. Additionally, UW Oshkosh hosts two programs which offer accelerators--Alta Resources Center for Entrepreneurship and Innovation (CEI) and AeroInnovate. Alta Resources CEI provides UW Oshkosh students with business consulting services, hosts business contests, and runs a 12-week accelerator program. For the past seven years, AeroInnovate has been working to connect aerospace and aviation-related startups with investors and industry experts. In 2015, AeroInnovate expanded its program to offer an eight-week accelerator program to five participating companies worldwide. These are the only three accelerator programs currently being offered in Northeast Wisconsin.

Business Accelerators in Wisconsin

In the spring of 2012, a business accelerator program, Gener8tor, was launched in Madison and Milwaukee (see Supplement I for more details). The goal of the program is to put “together an ecosystem to build scalable, innovative startups in Wisconsin.” Its founding team members include individuals who were involved in 94labs.

Business Accelerators in University of Wisconsin System

To our knowledge, the University of Wisconsin Oshkosh, the host site of AeroInnovate and Alta Resources Center for Entrepreneurship and Innovation, is the only campus in the UW system currently offering accelerator programs. (see **Appendix A** for more details).

The University of Wisconsin Madison has historically provided programming to encourage commercialization of research conducted on the UW Madison campus, such as what is offered through the Wisconsin Alumni Research Foundation, but does not currently offer a traditional accelerator program.

Technology Research/Transfer Centers in the University of Wisconsin System

In collaboration with the WiSys Technology Foundation, the University of Wisconsin System campuses are creating technology research/transfer centers (see **Appendix A** for examples). None of these centers, however, offers a comprehensive business

accelerator program; but they do create strategic partnership opportunities for InventureXcel.

C. Market Positioning

UW Oshkosh already hosts two other successful accelerator programs--AeroInnovate and Alta Resources Center for Entrepreneurship and Innovation. With a campus focus on economic development and research, InventureXcel is well positioned within the University to further both economic development and research.

The UW Oshkosh Business Success Center, the department hosting both AeroInnovate and InventureXcel, has connections to faculty experts as well as a network of industry professionals. Further, the UW Oshkosh Business Success Center is positioned through its Survey Success Center to assist entrepreneurs in customer validation, a fundamental building block of success. The Survey Success Center operates through using faculty experts to advise, design, and conduct analysis of surveys while a trained team of students implement phone or in-person surveys. The Business Success Center has the infrastructure and expertise to provide entrepreneurs with customer validation, whether is be through phone surveys, in-person interviews, focus groups, or other research methods.

Through the existing infrastructure provided through UW Oshkosh and the Business Success Center, InventureXcel is primely positioned to assist the region's entrepreneurs. During the Fall 2015 InventureXcel pilot program, the campus was an invaluable asset in providing mentors, advisors, and market research capabilities to the participants.

D. Program Description

The program will follow gener8tor's model of accelerator programming which is modeled after TechStars and the *Lean Startup* by Eric Ries. This model encourages entrepreneurs to develop the minimum viable product to determine customer acceptance and marketability.

InventureXcel's nine-week program will have three main components: 1. minimum viable product and customer discovery/validation; 2. refining the executive summary; and 3. perfecting the pitch to investors and the slide deck. The three-week pilot run in November 2015 showed that all three of those components were valuable to the participants and prepared them to take the next step, but the program was not designed to make the entrepreneurs investor-ready. Building on the three-week program, the nine-week program is intended to prepare entrepreneurs to be investor-ready.

InventureXcel participants will automatically have the opportunity to pitch to Angels on the Water, which is a regional committed capital angel fund. A Launch Day would provide participants an opportunity to pitch to an audience of investors and business leaders. We would also seek to follow gener8tor's model of getting their program participants in front of as many angel groups as possible at the end of the program.

One unique aspect of this program is its ownership/operation by the University of Wisconsin Oshkosh. Participants will have the opportunity to interact with and have support from University faculty and students, as well as access to the Business Success Center's market research capabilities.

The Business Success Center has service providers in the areas of legal, information technology, marketing, finance, graphic design, and accounting who have agreed to donate hours to work with each program participant. Program guidelines and the program schedule are attached in **Appendices B and C**, respectively.

E. Governance, Management, and Staffing

InventureXcel is a not-for-profit limited liability company created by and under the umbrella of the Business Success Center, Inc (BSC) of the University of Wisconsin Oshkosh. BSC was created in 1997 to serve as the link between community needs and resources of the University. It is comprised of six staff members who manage relationships with existing businesses by providing consulting; survey design, implementation, and analysis; student interns, and customized training.

The initial management team will consist of the program development team of Kim Biedermann,, Doug Jarmusz, and Shelby Smykal. Gener8tor staff will also provide operational assistance for the first class. The advisory board consists of Elizabeth Hartman, Al Hartman, and George Setton. Biographies for Kim, Shelby, and Doug are attached in **Appendix D**.

Kim Biedermann, Director

As director, Kim is responsible for all aspects of development and delivery of the InventureXcel program, including, but not limited to:

- Program planning
- Recruiting, screening and selecting participants
- Delivering curriculum to participants and providing additional follow-up assistance
- Overseeing event planning and social aspects of program
- Monitoring effectiveness of and continuously improving and developing programming

- Procuring necessary resources for the program to be self-sustaining
- Developing partnerships necessary to fund and sustain the programs
- Assisting with preparation and monitoring of InventureXcel budget
- Managing surveys for program participants
- Assisting with staff/intern hiring and supervision
- Preparing for and attending meetings associated with programming, including advisory board meetings
- Communicating with stakeholders

Shelby Smykal, Program Coordinator

As program coordinator, Shelby is responsible for providing support to the InventureXcel program, including, but not limited to:

- Assisting with recruitment, screening and selection of participants
- Assisting with delivery of curriculum to participants
- Assisting with event planning and social aspects of programs
- Assisting with developing partners
- Attending meetings associated with programs
- Providing administrative support to programs
- Leading logistics and coordination of programs
- Assisting with surveying and research projects

Business Success Center Interns

They provide administrative support to the AeroInnovate program, including, but not limited to:

- Assisting with recruitment of participants
- Assisting with event planning and social aspects of programs
- Assisting with delivery of programming
- Conducting research and maintaining databases to support programming
- Assisting with surveys of programming and for program participants
- Providing administrative support to programs
- Assisting with logistics and coordination of programs
- Attending meetings associated with programs

Dr. E. Alan Hartman

Dr. Hartman has been involved in regional economic development for 25 years, first as director of the Entrepreneurship Center at UW Oshkosh, then as dean of the College of Business for 13 years. Following are some of the specific activities related to entrepreneurship:

Helped create the following economic development related entities:

AeroInnovate -- an organization that encourages innovation in aviation with a focus on bringing aviation related businesses to the New North. (Still active and thriving)

The Council for Innovation – an organization to encourage innovation in the New North. (After three years of developing programs to support innovation in general this became AeroInnovate to focus on aviation and EAA.)

Wisconsin Family Business Forum – an organization to help family businesses survive and thrive (Still active and Thriving)

The Center for Applied Research and Services (aka Business Success Center) – an organization that helps link the resources of the university with the business community. (Still active and Thriving)

Direct Entrepreneurship Experience:

Angels on the Water – fund to support new ventures (founder and Chair of the Board).

Taught Entrepreneurship for 20 years

Raised in an entrepreneurial Family Business

Supervision of Economic Development Related Entities:

The Small Business Development Center

The Business Success Center (aka Center for Community Partnerships)

UW Oshkosh Center for Entrepreneurship 1989-1991

Elizabeth Hartman

Elizabeth Hartman has been a practicing attorney for more than fifteen years, first at Quarles & Brady, LLP and more recently at Dempsey Law Firm, LLP, representing entrepreneurs and growing businesses. She also serves as the Fund Administrator for Angels on the Water, an angel investment fund investing in early stage high-growth businesses in Wisconsin. As former CEO & General Counsel of Chamco, Inc., she connected area businesses with resources for new ventures and expansion projects and led efforts to establish the business accelerator program at UW Oshkosh and is working to advance the creation of an aerospace business cluster in the Oshkosh region.

George Setton

George Setton is a retired financial officer of a \$3 billion multinational public company. He has led global treasury, tax, financing, insurance, acquisition, real estate and financial risk management programs to support domestic and international growth. He has demonstrated success in enterprise risk management, financial performance measurement and foreign exchange, commodity and interest rate exposure management. He is comfortable working in English, French and Spanish, and has cross-cultural experience in European, Asian and Latin American.

George also has considerable experience in managing the financial risks of emerging and startup companies to qualify them as viable customers of major parts suppliers, and was instrumental in the start-up phase of an agricultural technology company.

Since retirement he has worked with a number of charities and local companies, and currently serves as a director of various enterprises. He also serves on the Chancellor's Board of Advisors for the University of Wisconsin Oshkosh, the AeroInnovate advisory board and the InvenetureXcel advisory board.

F. Strategic Partners

Proposed

- Collaborative Educational Institution Partners
 - *University Technology Transfer Organizations*
 - WiSys Technology Foundation, Inc. (WiSys)
 - Wisconsin Alumni Research Foundation (WARF)
 - *Regional University/College Collaborations*
 - Northeast Wisconsin Educational Resource Alliance (NEW ERA)
 - *University of Wisconsin Campus Innovation and Research Centers in Region*
 - UW Oshkosh – AeroInnovate
 - UW Oshkosh – Environmental Research and Innovation Center (ERIC)
 - UW Stevens Point – Wisconsin Institute for Sustainable Technology (WIST)
 - UW Green Bay - Environmental Management and Business Institute (EMBI)

- Collaborative Economic Development Partners
 - *Statewide Economic Development Organizations*
 - Wisconsin Economic Development Corporation (WEDC)
– Entrepreneurship and Innovation Division
 - *Statewide Industry Development Organizations*
 - Wisconsin Technology Council
 - Wisconsin Biofuels Initiative
 - Wisconsin Security Research Coalition
 - Wisconsin Manufacturing Extension Partnership (WMEP)
 - *Regional Economic Development Organizations*
 - New North Inc.
 - Northeast Wisconsin Economic Development Partnership (NEWREP)
 - East Central Wisconsin Regional Planning Commission

- *Local Economic Development Organizations*
 - Fox Cities Economic Development Partnership
 - Greater Oshkosh Economic Development Corporation
 - Fond du Lac County Economic Development Corporation
- *Regional Manufacturing and Supply Chain Coalitions*
 - NEW Manufacturing Alliance
 - North Coast Marine Manufacturing Alliance
 - Wisconsin Wind Works
- Angel Investor Groups and Networks
 - *State* – Wisconsin Angel Network
 - *Regional* – NEW Capital Management
 - *Local* - Angels of the Water
- Other Entrepreneurial/Startup Programs
 - Launch Wisconsin
 - Ignite! Business Success
 - Digital Fertilizer
 - SBDCs
 - UW Extension

G. Program Operations

1. Recruitment

InventureXcel's primary geographic focus is Northeast Wisconsin but will accept applicants from anywhere within Wisconsin providing they meet application criteria and there is room in the class. Early stage companies in the areas of social and environmental sustainability will be the primary focus of recruitment, but will also seek those involved in agricultural innovation and sustainability, information technology, manufacturing, and advanced materials. The focus on sustainability is due to UW Oshkosh's commitment to sustainability and its wide array of campus resources, including the Environmental Research and Innovation Center, three biodigesters, and faculty experts.

There were a few different methods used to recruit startups for the 2015 InventureXcel Business Bootcamp:

- E-newsletters
 - Multiple e-newsletters were sent out to the InventureXcel and Business Success Center contact database.
- Direct email
 - F6S and AngelList were used to find emails. These two platforms hold thousands of startups, which can be filtered by keywords. For 2016,

InventureXcel will be using F6S, AngelList, Gust, and StartupBlink as its platforms as well as additional keywords.

- Informational handouts
 - Handouts were given out at local entrepreneur group meetings and at other meetings with experts from the startup community. In 2016, the accelerator will be promoted in Northeast Wisconsin and around the state at events geared towards entrepreneurship such as the Early Stage Symposium and Entrepreneurs Conference.
- Social media posts
 - InventureXcel posted weekly to its own Facebook, Twitter, and LinkedIn accounts as well as posts to other targeted startup communities.
- Press releases
 - Press releases were sent out to local entities.

For the 2016 accelerator plan to keep a similar format but add to the robust list of contacts and prospect companies. Part of the operations funding requested here will be used to build a website which would be used for outreach and educational purposes. A synopsis of the 2015 recruitment plan and results can be found in **Appendix E**.

2. Application and Selection

Applicants will need to complete the online application, found at <http://www.f6s.com/inventurexcel2015>, which will include providing a short video outlining their business. Applications will be initially screened by program management. Those that make it through the screening process will be invited for a personal interview with the screening committee, will be comprised of accelerator staff and advisory committee members. This is the approach that was used for the 2015 pilot program, and it proved to be successful in selecting the participants.

As InventureXcel would be investing in the companies, we would not accept a participant into the program in which we would not feel comfortable investing. Acceptance and investment criteria will include: (a) seed or early stage “high impact” businesses, i.e., businesses that (i) ultimately compete nationally and even internationally for customers, technology, capital, and talent; and (ii) have the potential to experience significant growth through innovative or disruptive technologies/products; and (b) with a team demonstrating attributes to successfully launch a company, even if the team is initially incomplete. Each accelerator participant will receive the same amount of funding.

Equity investments is anticipated in each of the program participants. It is possible given the right circumstance that a revenue participation model for certain types of products or companies would be considered. Any returns will be recycled back into

the program to support ongoing operations. The intent is to build an evergreen program.

Application and selection criteria can be found in **Appendix F**.

3. Delivery

The first class will be nine weeks in length with up to five participants. InventureXcel will be requesting \$10,000 in funding for each company from WEDC or another source outside of the ORDIDI funding. The InventureXcel class will meet for an entire weekend at the beginning and end of the program, one meeting per week for six weeks, a pitch camp, and a launch event. Disbursements to accelerator participants will be made over the program in three installments: One initially and then two others at specific milestones such as minimal viable product, customer validation and/or approved pitch.

4. Assessment

During the duration of the three-week bootcamp, one survey was given out post program. One hundred percent (100%) of the class was either satisfied or very satisfied with the overall program. One company said that the most valuable part of the program was the invaluable and impartial guidance to their idea. They also said that InventureXcel was able to help them develop their business plan and develop the actual idea of where to take their company.

For 2016, there will be a survey given out midway through the program and post program. At the conclusion of each class, InventureXcel will review the surveys and program for effectiveness. The bootcamp survey and results are attached in **Appendix G**.

H. Operating Revenues and Expenses

A five year budget is attached in **Appendix H**.

I. Financial Sustainability Plan

The operations plan with respect to sustainability will initially rely on grant funding and contributions from UW Oshkosh and other partners. Corporate sponsors to defray costs of the program will be sought but the main long-term revenue source will be investment returns from the successful graduates of the program, as outlined below in “description of investment criteria”.

J. Key Stakeholders and Communications Plan

Stakeholders for InventureXcel include the University of Wisconsin Oshkosh, the Department of Defense (DOD)/ORDIDI Grant, the East Central Wisconsin Regional Planning Commission (ECWRPC), and the InventureXcel advisory board.

The InventureXcel team reports to these entities as follows:

- University of Wisconsin Oshkosh on an ongoing basis as they are the home for the InventureXcel program.
- DOD and ECWRPC on a quarterly basis. More often if necessary.
- InventureXcel advisory board on a regular basis and also utilize their knowledge and input on an ongoing basis.

K. Metrics

InventureXcel measures its success with a few specific measures, as well as some non-specific measures.

Specific measures include:

1. The number of accelerator graduates who have received follow-on funding.
2. The number of accelerator graduate companies still in business at 1, 3, and 5 year intervals.
3. The number of full time employees at graduate companies at 1, 3, and 5 year intervals.
4. The program shows consistent and measurable fiscal health based on annual goals and benchmarks set by its staff and governing body.

Some non-specific measures implemented are:

1. InventureXcel's impact on the northeast Wisconsin economy through application of new ideas and technologies in the market.
2. InventureXcel's assistance in helping the University achieve its educational mission.
3. InventureXcel's impact on the University's mission to drive economic development.
4. Local impact on the workforce through businesses relocating to the area.
5. Startup companies in the accelerator program are accessing the programs, services, expertise and funding that they need, and are succeeding.

APPENDIX A: COMPETITIVE LANDSCAPE

New Venture Creation Activities/Programs in New North

December 1, 2015

Activity/Program	Primary Audience - Number Participating Each Year	Provider – Location	Limited to High Impact	Funding Provided	Established Curriculum	In Person	Length	Investment Ready at End
AreoInnovate Accelerator	Aviation Entrepreneurs – 5	UW Oshkosh	Yes	\$6,000	Yes	1 weekend	8 Weeks	Yes
InventureXcel	Entrepreneurs in New North – 5	UW Oshkosh	Yes	\$10,000	Yes	Yes	9 Weeks	Yes
Entrepreneurship and Innovation Center	UW Oshkosh Students – 12	UW Oshkosh	No	Yes	Yes	Yes	12 Weeks	Unlikely
eLaunch Labs	Entrepreneurs any location – unlimited	Private – Online	Yes	No	Yes	No	9 steps Self-paced	Unlikely
eSeed	Entrepreneurs in New North – 24	FVTC/UW Oshkosh - Appleton	No	No	Yes	Yes	12 weeks	No
Fast Forward	Entrepreneurs in New North – 4-5	New North	??	No	Yes	Yes	Self-paced	Possibly
Digital Fertilizer	Entrepreneurs in New North -- ?	Green Bay	??	No	Unknown	Yes	Unknown	Unknown
Startup Weekend	Technology Entrepreneurs in New North -- unlimited	Green Bay	No	No	No	Yes	Weekend	No
On Ramp	Established new businesses across state	Green Bay	No	No	No	No	1 day	NA
Launch Wisconsin	Anyone interested in entrepreneurship -- unlimited	Green Bay	No	No	No	No	1 day	NA
Emergent Technology Center	Entrepreneurs in New North - 4	Fond du Lac	Yes	Unknown	Yes	Yes	12 weeks	?
ZyQuest Foundry	Identify problem to solve and then find leader to find solution	Green Bay	Yes	Yes	No	Yes	?	Yes
Ignite! Business Success	Entrepreneurs in Fond du Lac County—unlimited	Fond du Lac	No	No	N/A	No	N/A	N/A
Small Business Development Center	Small business owners at various stages	Various locations	No	No	No	N/A	N/A	No

UW Extension	Entrepreneurs and business owners at various stages	Various locations	N/A	N/A	N/A	N/A	N/A	N/A
UW Madison Technology Transfer	Uses UW Madison research to advance businesses and create jobs in the state	Madison	N/A	N/A	N/A	N/A	N/A	N/A
WARF	Patenting and licensing for UW Madison research	Madison	N/A	N/A	N/A	N/A	N/A	N/A
WiSys	Assists UW System innovators	Various UW System campuses	N/A	N/A	N/A	N/A	N/A	N/A

APPENDIX B: PROGRAM GUIDELINES

InventureXcel Bootcamp Accelerator Program Guidelines

1. Contact information for InventureXcel Staff

InventureXcel Director – Kim Biedermann

Office: 920.424.2367

Cell:920.819.9548

Email: biedermk@uwosh.edu

Accelerator Coordinator - Shelby Smykal

Office:920.424.0833

Cell:262.853.1248

Email: smykas66@uwosh.edu

2. Program schedule

We have an aggressive three week schedule, beginning the evening of November 6th and continuing the following two weekends, culminating in your graduation event on Sunday November 22. We expect that you will attend all sessions, but if something arises and you are unable to attend, please let Shelby know as soon as possible. You will get the most out of the program if you are there for its entirety.

3. Market Research Center

You will have access to the market research center at the Business Success Center, with a limited number of phone interviews with potential customers being conducted by trained callers. Other forms of research may be conducted as a substitute for phone interviews based upon your needs and the availability of resources to conduct such research. We anticipate the use of this center during the week of November 15th.

4. Mentors

You will have access to mentors to help you build your company. We will expose you to a number of folks who may be able to help you. We will help you make connections, but it is up to you to manage the mentor/mentee relationship.

5. Deliverables

It is your responsibility to attend and participate in the weekend sessions, do your homework, and continue to work to build your business. We will work to help you complete an executive summary, achieve customer validation, and prepare an elevator pitch. It is very important that throughout the program you communicate your needs to us so that we may best help you.

6. Email

If you have more than one founder, please create an email list of your founders and forward to Shelby. We will use this list when communicating with your team.

7. Graduation

This is the event where you get to showcase what you have learned. You will pitch your company to a gathering of local community members. This will be the elevator pitch you have prepared as part of the program – no more than three minutes of prepared material. It is scheduled for 11am on Sunday November 22. You will need to have business cards and copies of your executive summary for graduation.

8. Video and Photo Release

You will be videotaped at the launch event and we may take photographs during the program. We will ask you for a video and photo release prior to the program so that we may use your image in promotional materials.

9. Ongoing Reporting

Part of the funding for the InventureXcel Accelerator is underwritten by a grant from the Department of Defense, Office of Economic Adjustment. We have periodic reports we need to submit in connection with that grant. You agree to cooperate with us so that we can complete this reporting, including providing us information on number of employees as well as program feedback, discussed more below.

10. Program Survey

After the program has concluded, you will be given an opportunity to provide feedback on the program. It is very important that you tell us what we did well, and not so well, so that we can continue to improve the program for future entrepreneurs. If you had a great experience, and we are confident you will, please refer the program to others who you think may benefit from it. We may also ask you for a testimonial.

I acknowledge receipt of the program guidelines state above, and understand that adherence to them is a condition of participation of the program.

Signature

Date

APPENDIX C: PROGRAM SCHEDULE

InventureXcel Bootcamp

Agenda

November 7, 2015

UW Oshkosh Alumni Welcome & Conference Center

Room 209

625 Pearl Avenue, Oshkosh, WI 54901

8:30-9:15 Review Common Terms (Al/Elizabeth)

9:15-11:45 Mentor Connections

Time	Charlie Goff Charles Garris Room 213	Paul Jones James Oliver Room 201	Phil Zubella Peter Emenecker Steve Romme Room 213	Kim Bidermann Shelby Smykal Room 201
9:15	Victory	CUBES	Smart Pit	SPEF
9:45	SPEF	Smart Pit	CUBES	Victory
10:15	Smart Pit	SPEF	Victory	CUBES
10:45	CUBES	Victory	SPEF	Smart Pit

11:30-1:00 Lunch and Networking

1:00-3:00 Panel Discussion (Kim/Shelby moderating)

Panelists:

Paul Jones

Anne Grace Nimke

Neil Mix

Brenda Haines

Angels on the Water Fund Adviser

CEO and Founder of *The Good Jobs*

Co-Founder of *Pandora*

Founder of *Blue Door Consulting*

James Oliver

Founder of *WeMontage*

3:00-3:15

Break

3:15-5:00

Sharing Minimally Viable Product

InventureXcel Bootcamp

Agenda

November 8, 2015

UW Oshkosh Alumni Welcome & Conference Center

Room 209

625 Pearl Avenue, Oshkosh, WI 54901

8:30-12:00

Customer Validation, Executive Summary, Draft Customer

Validation Questions (AI)

12:00-12:30

Challenges/Questions

Homework:

Draft of Executive Summary due Thursday, November 12 at 8:00pm

InventureXcel Bootcamp

Agenda

November 14, 2015

UW Oshkosh Alumni Welcome & Conference Center

Room 209

625 Pearl Avenue, Oshkosh, WI 54901

8:30-9:00

Questions/Challenges (Kim, Shelby)

9:00-2:00

Executive Summaries, Customer Validation (gener8tor, Bryan Lilly,

Kim, Shelby)

Time	gener8tor	Work Time	Customer Validation	Work Time
9:00	Victory	CUBES	Smart Pit	SPEF
10:00	SPEF	Smart Pit	CUBES	Victory
12:00	Smart Pit	SPEF	Victory	CUBES
1:00	CUBES	Victory	SPEF	Smart Pit

11:00-12:00 Lunch

2:00-4:00 Debrief

4:00 Social @ Mahoney's Restaurant

InventureXcel Bootcamp

Agenda

November 15, 2015

UW Oshkosh Alumni Welcome & Conference Center

Room 209

625 Pearl Avenue, Oshkosh, WI 54901

8:30-10:15 What is a good pitch? (Elizabeth)

10:15-12:30 Practice Elevator Pitches

12:30-1:00 Takeaways

InventureXcel Bootcamp

Agenda

November 21, 2015

UW Oshkosh Alumni Welcome & Conference Center

Room 209

625 Pearl Avenue, Oshkosh, WI 54901

8:30-9:00	Questions/Challenges (Kim/Shelby)
9:00-11:00	Customer Validation Results
11:00-2:00	Lunch, Finalize Executive Summary
2:00-2:15	Break
4:00-5:00	Pitch to Class

InventureXcel Bootcamp

Agenda

November 22, 2015

Algoma Club/Manila Resto

103 Algoma Blvd, Oshkosh, WI 54901

8:30-9:45	Pitch Refinement
9:45-11:00	Debrief, Survey
11:00	Go Downstairs to Manila
11:15-12:00	Pitches, Award
12:00-3:00	Packer Party

APPENDIX D: STAFF BIOGRAPHIES

Kim Biedermann works as an outreach program manager for the UW Oshkosh Business Success Center. Prior to working for the Business Success Center, Kim worked as the Community Development Director for the City of Omro, Wisconsin, where she was responsible for overseeing the Business Improvement District, the Omro Main Street Program, the Omro Area Development Corporation, and the Omro Area Community Center. While in Omro, she also oversaw the marketing and promotion of the city. Kim also worked for the University of Wisconsin Cooperative Extension-Winnebago County as a Community Development Educator. Prior to working the community and economic development fields, Kim worked as a program manager and as a field organizer for several environmental and conservation organizations. She holds her Bachelor's Degree in Environmental Science and in Environmental Policy & Planning for the University of Wisconsin Green Bay and has a Masters of Studies in Environmental Law from Vermont Law School.

Doug Jarmusz is a business executive with over 30 years of successful strategic and tactical performance in varied manufacturing and business operations. He has excellent leadership and management skills with the entrepreneurial drive and spirit needed to direct any aspect of business operations. Doug has demonstrated performance in lean enterprise, business and budget planning, sales and customer relations, leadership and team building, structured problem solving, quality and safety,

Six Sigma, performance management and coaching and training. He is a founder and member of the Investment Committee of Angels on the Water, an angel investment group in Northeast Wisconsin.

Shelby Smykal joined the University of Wisconsin Oshkosh Business Success Center (BSC) in March 2014 and is responsible for coordinating, recruiting, and outreach for AeroInnovate, an aviation/aerospace accelerator, and InventureXcel, a general business accelerator. She also helps manage logistics for Growth Management Academy, a growth program for second stage companies. Shelby is also responsible for co-managing the marketing interns and the creation of marketing/promotional materials for the BSC.

Her professional experience includes entrepreneurship, entrepreneurial accelerator program development, marketing, social media and event planning.

Shelby graduated from the University of Wisconsin Oshkosh with a Bachelor of Business Administration in marketing and global business with an emphasis in entrepreneurship and retail management. She is also a gymnastics coach at the Oshkosh Gymnastics Center and has been there since September 2014.

APPENDIX E: RECRUITMENT

		*If email is a general email, use their LinkedIn information to contact them			
Position	What is is	Email	Phone	LinkedIn/FaceBook of Founder	Website
Co-founder	Our revolutionary technology and business model is bringing energy independence to homeowners everywhere. How? By installing our flexible fuel combined heat and power generator in homes at no cost to their resident. Optimized by the easenet virtual utility platform, electricity is sold to both utility and resident. The utility gets a low cost alternative to meet their peak power needs while the resident gets a secure, reliable, and efficient source of heat and power even when the grid goes down.	JRGA82@gmail.com	940-597-2288	https://www.linkedin.com/in/jeremyganderson	
Co-founder	The patent-pending Beepods System was developed over the course of 6 years. It was ergonomically designed not only for the beekeeper, but for the bees. A honey bee's life is tough enough, why not give them the best home to live in and enjoy it, too! Not only was the Beepod developed, but various pieces of equipment that are easy to handle and allow for multipurpose use, like the Harvest Box. Designed to hold honey-filled bars, catch swarms, split hives, raise queens and transport bees, this mini-beepod makes it easier for a beekeeper and an educator to leverage the hive for education and pollination, not to mention some goodies. The complete system is made from sustainably harvested wood from Wisconsin and is precision milled by CNC machines. This Beepod is compatible with Langstroth equipment and requires no extractor to harvest honey. Bees are healthier and happier in the Beepod and are significantly more docile using our training and equipment.	https://zachmunns.wordpress.com/contact/	608-220-0531	https://www.linkedin.com/pub/zachmunns/51/957/a28	

President/CEO	Edison DC System's infrastructure grade constant voltage output DC UPS allows for all of the benefits of DC with out the limitations of AC systems. The application of smarter energy in data centers is essential to powering tomorrows cloud infrastructure.	http://www.edcspower.com/contact/		https://www.linkedin.com/in/johnmsinecke	http://www.edcspower.com/
President/CEO	Solar powered air conditioning	David.Baker@pdmsolar.com	(715) 574-4920	https://www.linkedin.com/pub/david-baker/117355b7b	http://pdmsolar.com/
Founder	Fishidy is an Intelligent, Authoritative Map-Based Social and Mobile Platform for Anglers	http://www.fishidy.com/contact/		https://www.linkedin.com/profile/view?id=17778888&authType=NAME_SEARCH&authToken=Z...s&locale=en_US&trk=tyah&trkInfo=clicked%3AVertical%3AmyNetwork%2CClickedEntityId%3A17778888%2CauthType%3A_NAME_SEARCH%2Cidx%3A1-1-1%2CtarId%3A1440776241903%2Ctas%3Abrid%2C%20%20	http://www.fishidy.com/
Founder	A local live music marketplace allowing venues and artists to create and promote events.	help@okanjo.com	4148101760	https://www.linkedin.com/pub/wayne-smith/4/8bb/260	www.shindig.it
Founder	Wellbe helps service line leaders to manage growing programs by leveraging digital patient navigation to increase the capacity of existing resources. The cloud-based platform combines vital tools for patient engagement and care coordination across the continuum to manage the performance of value-based reimbursement programs. This patient-centric approach using actionable feedback results in reduced risks, optimal costs and a better patient experience.	info@wellbe.me	1-800-960-4118	https://www.linkedin.com/in/diasjames	http://www.wellbe.me/
Founder	Cloud content management application that works on any site or within web applications	contact@feed.us	414-949-5111	https://www.linkedin.com/profile/view?id=ADEAAABHEjgBplhS41B2dHT-X7-B_wKdjvJE7Xs&authType=NAME_SEARCH&authToken=X2CW&locale=en_US&srchid=2103940221440780131434&srchindex=1&srchtotaf=1&trk=vsrp_people_res_name&trkInfo=VSRPsearchId%3A2103940221440780131434%2CVSRPtargetId%3A4657720%2CVSRPcmpt%3Aprimary%2CVSRPnm%3Atrue%2CauthType%3A_NAME_SEARCH	http://feed.us/
Founder	The fitness version of Netflix	https://www.facebook.com/BJGadourFanPage		https://www.linkedin.com/profile/view?id=130189822&authType=NAME_SEARCH&authToken=TGu_&locale=en_US&trk=tyah&trkInfo=clicked%3AVertical%3AmyNetwork%2CClickedEntityId%3A130189822%2CauthType%3A_NAME_SEARCH%2Cidx%3A1-1-1%2CtarId%3A1440780762945%2Ctas%3ABJ%20Gadour	https://www.streamfit.com/

CEO	We dock dynamic information at the point of care giving care givers access to vital information within their line of sight of the patient. This returns their gaze to the patient and significantly improves adherence to care protocols across subacute and acute applications.	http://www.docktechnologies.com/index.html		https://www.linkedin.com/in/sarahsandock	http://www.docktechnologies.com/
Founder	Victory Lap provides you with the opportunity to connect with like-minded individuals in your area. Victory Lap improves relationships, facilitates networking, and promotes social opportunities to create a thriving post-college community.	info@victorylap.co		https://www.linkedin.com/in/garyjfilipp	http://www.victorylap.co/
Chairman of the board of Directors	AquaMost is a leader in water treatment innovation, engaging with customers to provide a superior chemical-free solution for their water treatment needs.	info@aquamost.com		https://www.linkedin.com/profile/view?id=50552&authType=NAME_SEARCH&authToken=gIRE&locale=en_US&trk=tyah&trkInfo=clickedVertical%3AmyNetwork%2CclickedEntityId%3A50552%2CauthType%3ANAME_SEARCH%2Cidx%3A1-1-%2CtargetId%3A1440783327554%2Ctas%3Atime%20keane	http://aquamost.com/
Founder	CountAbout is a cloud based personal finance software that can be connected to over 18,000 financial institutions. CountAbout is accessible via a web browser and fully synced with mobile devices running iOS or Android. We are focused on the user and allowing customization to meet individual user needs and removing the chore of personal finance.	https://countabout.com/landing/contact		https://www.linkedin.com/profile/view?id=ADEAAAj8Kob0HdfPGMQC4tmoKzCIBMXefnYtwU&authType=NAME_SEARCH&authToken=eYUu&locale=en_US&srchid=2103940221440783497069&srchindex=1&srchtotat=1740&trk=vsrp_people_res_name&trkInfo=VSRPsearchId%3A2103940221440783497069%2CVSRPtargetId%3A2355370%2CVSRPcmt%3APrimary%2CVSRPnm%3Atrue%2CauthType%3ANAME_SEARCH	https://countabout.com/
Co-founder	Coinigy is a real-time data provider and exchange hub that connects directly with 25 Bitcoin & Cryptocurrency exchanges.	info@coinigy.com	414-301-2289	https://www.linkedin.com/in/williamkehl	https://www.coinigy.com/
Co-founder	ScioMD is a cloud-based health care data visualization software as a service (SaaS). Our customers are health care providers, who would like to empower their patients by presenting their health care data in an easy to understand format. Because we're based in the cloud, it means patients have access to engaging, personalized health care data reports, without having to pay for, manage, and scale expensive hardware and/or software.	http://www.sciomd.com/contact/contact.html		https://www.linkedin.com/in/aerick	http://www.sciomd.com/

Founder	Intelligently Managing Healthcare Appointments	tom.dewane@jaystreetech.com	920.645.0909	https://www.linkedin.com/profile/view?id=ADEAAAVPkjIBDGqejog1EQzJEvape1H0mpP-UYY&authType=NAME_SEARCH&authToken=R20x&locale=en_US&srchid=2103940221440789413581&srchindex=1&srchtotat=4&trk=vsrp_people_res_name&trkInfo=VSRPsearchid%3A2103940221440789413581%2CVSRPtargetid%3A89100850%2CVSRPcmpt%3Aprimary%2CVSRPnm%3Atrue%2CauthType%3ANAME_SEARCH	https://www.jaystreetech.com/
Co-founder	Using affordable motion sensors and powerful analytical software, Sensori has created the LeadOff to let serious athletes of all ages measure, visualize, and track flaws and improvements in their athletic movements.	https://www.facebook.com/sensoriathletics		https://www.linkedin.com/in/peteroppermann	http://www.sensori.io/
Lead engineer	SeaStat is the world's first plug-and-play device testing water quality from your phone.	phommaleuth@wisc.edu		https://www.linkedin.com/pub/noes-phommaleuth/6041a883	
CEO	Social Media Management Software Designed Specifically for Events	info@snapifeye.com	(414) 939-5002	https://www.linkedin.com/profile/view?id=53116983&trk=nav_responsive_tab_profile	http://www.snapifeye.com/
Founder	gameFI engages customer-facing employees at financial institutions with feedback, focus, and fun to drive productivity, profitability, and customer metrics.	http://www.gamefi.org/contact/		https://www.linkedin.com/in/matthewtdavis	http://www.gamefi.org/
Founder	Giftaway.com is an online retailer where customers can purchase experiences and getaways and gift them to others in the form of e-gift certificates called giftaways.	customerservice@giftaway.com	(866) 544-8190	https://www.linkedin.com/pub/christopher-blair/2a/b22/a70	http://www.giftaway.com/
Founder	The SurveyMonkey of team based recurring checklist software.	philip@manifest.ly		https://www.linkedin.com/in/philipcrawford	https://www.manifest.ly/
Founder	Cloud-based trading software	http://7442analytics.com/wp/?page_id=43		https://www.linkedin.com/profile/view?id=ADEAAQSI9sB5BhKB8ATfrgaHvpMXgyfko0oMt0&authType=NAME_SEARCH&authToken=hADA&locale=en_US&srchid=2103940221441037067086&srchindex=1&srchtotat=1&trk=vsrp_people_res_name&trkInfo=VSRPsearchid%3A2103940221441037067086%2CVSRPtargetid%3A68297691%2CVSRPcmpt%3Aprimary%2CVSRPnm%3Atrue%2CauthType%3ANAME_SEARCH	http://7442analytics.com/wp/
Founder	Simple asynchronous contact exchange	jhanstra@gmail.com		https://www.linkedin.com/profile/view?id=165701868&trk=nav_responsive_tab_profile_pic	http://www.jaredhanstra.com/#/
Founder	A massive evolutionary leap in professional lighting. Brighter. Smaller. Lighter. Anthem One's lifespan is 200 times longer and half the cost of a metal halide system.	info@anthem-one.com		https://www.linkedin.com/pub/justin-evans/47/977/964	http://www.anthem-one.com/anthem-one.php

President	We offer wireframing, proof-of-concept, and minimum viable product development. We deliver quality code and application architecture that can scale as your company grows (including back-end services). We provide expert guidance and handoff to your internal team when you're ready to work on your own.	http://nobleapplications.com/		https://www.linkedin.com/in/steventhobrien	http://nobleapplications.com/
Founder	Givgram is a social network connecting donors, non-profits and sponsors through photo and video sharing. 100% of user donations reach the cause of their choice. Non-profits benefit from a no-cost solution to expand their communities and fundraising resources.	info@givgram.com		https://www.linkedin.com/in/davidjalpert	http://www.givgram.com/
Founder	Fix It Sticks were the brainchild of Brian Davis, an avid cyclist who became frustrated with the common multi-tools he carried in his pocket.	info@fixitsticks.com	872.802.3110	https://www.facebook.com/FixItSticks	http://fixitsticks.com/
Founder	BankmyBiz.com is a focused social network, founded on Relationship Based Lending, that Matches business owners with business lenders. Whether you're a startup looking for investment, a young company looking to grow, or an established business looking to see what relationships can be cultivated... whether you're a traditional banker, micro lender, private equity lender, factoring lender, angle investor, non-profit investment group, etc... if you own a business or lend to businesses you are invited to the party.	team@bankmybiz.com	608.284.8970	https://www.linkedin.com/company/bankmybiz	bankmybiz.com
Founder	iMDone lets you manage your dev tasks in your code. Stop using external trackers keep your tasks in context.			https://www.linkedin.com/in/jessepiascik	http://imdone.io/
Founder	Home Pour™ is a home appliance for chilling and tapping draft beer and other beverages.			https://www.linkedin.com/in/davidjalpert	alpertholdings.com/portfolio/home-pour/
Founder	LivingStory creates the ability for users to store content for future generations. It puts a Trust Company in charge of data stewardship and is the first consumer offering of "Generational Data" storage.	tab@livingstory.com			LivingStory.com

Founder	For the first time in history, we can pay physicians based not on how many sick people they brought into the clinic, but instead on how many healthy people they kept out. Health eFilings' software makes that vision possible.	Founder@HealtheFilings.com	(608) 492-1250	https://www.linkedin.com/in/bentwest	http://healthefilings.com/
Founder	Plug. The ultimate short-term event application. Plug allows you to invite your friends, privately or publicly, to a short-term (within 24 hours) event.	jardaneh@plugmobileapp.com	(414)578-7099	https://www.linkedin.com/pub/owen-jardaneh/8b/142/982	http://www.plugmobileapp.com/home.html
President and COO	We are developing novel anti-cancer compounds based on our patented EVade™ Ribonuclease technology. Our most advanced lead candidate, QBI-139, has shown efficacy in animal models against a variety of tumor types including: colon, non-small cell lung, ovarian, pancreatic and prostate cancer. QBI-139 is 95% identical to the human RNase 1. A first in human dose escalation Phase 1 clinical trial in solid tumors is ongoing.		608.441.2950	https://www.linkedin.com/company/474119?trk=tyah&trkInfo=clickedVertical%3Acompany%2CclickedEntityId%3A474119%2Cidx%3A1-1%2CtarId%3A1441744538717%2Ctas%3Aqui%2Cessence%20b	http://www.quintbio.com/index.html
CEO	Bad Donkey Social's vision is to enrich everyday digital dialogue, worldwide. Our mission is to be the innovative tech leader that develops and drives cutting edge mobile platforms, interfaces, and applications by way of a proprietary technology called Enriched Text Content® or ETC®. ETC is a new "visual language" technology that infuses custom interactive content inline with words. This software system seamlessly integrates a unique keyboard interface with back-end cloud based servers, facilitating input, sharing, and management of digital content within communication networks.	info@baddonkeysocial.com			
Co-founder	Local media (\$133b and growing market) struggles to monetize their very significant traffic (80%-90% of local markets reached weekly).Local SMBs have products/offers to sell but no significant traffic.	help@okanjo.com	(414) 810-1760	https://www.linkedin.com/pub/michael-drescher/7/462/828	http://okanjo.com/en/
Founder	VibeTech offers unique physical therapy modality for people with impaired physical mobility due to aging, injury, surgery or neuromusculoskeletal disorders.	jeffleismer@gmail.com	920.395.5339	https://www.linkedin.com/in/jeffleismer	http://www.vibetechglobal.com/

CEO/Founder	AuditPad software makes it easy for enterprise organizations to identify and manage IT risks.	clint.laskowski@gmail.com		http://www.linkedin.com/in/claskowski	www.auditpad.com
CEO/Founder	Strategic travel and hospitality industry insights. RockCheetah helps clients formulate disruptive marketing strategies, engage appropriate technologies and apply efficient business processes to create consumer value and sustain profitability.	info@rockcheetah.com	2623099560	https://www.linkedin.com/in/robertkcole	http://rockcheetah.com/
Co-founder	Stainless steel electropolishing for medical device OEMs	project@electropolishing.com	414-209-5308.	https://www.linkedin.com/in/danvoell	http://www.electropolishing.com/
co-founder	airrand is a web-based service for use on any web browser and smartphone which offers users the ability to link to-do/shopping list items to specific locations.	info@airrand.com		https://www.linkedin.com/in/massie	http://www.airrand.com/
Founder	Testing your products is essential for building successful features, one struggle in writing tests is not knowing what sections of the code were actually tested and which were not at all. Codecov is a solution that will become part of your development workflow by providing meaningful reports and statistics on your product and features.	hello@codecov.io			https://codecov.io/
CEO/Founder	Field59 is an online video platform that makes it easy to stream, record and distribute your live video. Our goal is to grow revenue through live streaming and video on demand services targeted for events, training, education and content syndication.	derekgebler@gmail.com		https://www.linkedin.com/in/derekgebler	http://www.field59.com/
Principal	Web presence for small businesses	hi@akibraun.com	414-215-0254	https://www.linkedin.com/in/akibraun/	diveyes.net
Founder	APN Health LLC is a new medical device company developing 3D medical imaging software algorithms.	support@apnhealth.com	844-276-8713		http://apnhealthsfo.com/Navik3D/content/home-0
CEO	Using the patented persona-driven behavior intelligence, "Personalytics™", the system emulates individuals using, accessing or interacting with various media. GETTER™ then uses that information to generate actionable data, recommendations and analysis of a business, allowing companies to make data driven business decisions and dramatically boost key business metrics for its clients.		773-340-3533	https://www.linkedin.com/in/erikthomas1	http://www.getter.io/

CEO	Virtual-Publications is a Social Publication Library that allows users to interact with one another and publisher to interact with users. A perfect solution for favorite publications and Magazines	Dean.P@virtual-publications.com		https://www.linkedin.com/pub/dean-pehike/14/453/285	http://www.virtual-publications.com/VP/Welcome.aspx
President	"Friendly Beds" is the flagship product of Bill-Ray Home Mobility which creates innovative heavy duty products to help the elderly and disabled remain safe, independent, and at home longer.	info@billrayhomemobility.com	920-257-4001		http://www.billrayhomemobility.com/index.html
		jabaolf@gmail.com	920-980-4803		
		jds852@gmail.com	913-620-0885		
		clarkz20@uwosh.edu	920-410-8090		
		asracing908@gmail.com	303-501-9634		
		rajeev@bukralia.com			
Co-founder	We're RentCollegePads.com, our resource allows users to find and compare thousands of off-campus apartments, roommates, and subleases.	http://www.rentcollegepads.com/contactus	(262) 707-9704	https://www.linkedin.com/profile/view?id=ADEAABNQvoEBxGgsiSVPSnYrTFDbd_hgtiKMisE&authType=name&authToken=4csL&locale=en_US&srchid=2103940221442340124560&srchindex=8&srchtotol=10&trk=vsrp_people_res_name&trkInfo=VSRPsearchId%3A2103940221442340124560%2CVSRPtargetId%3A324058753%2CVSRPcmpt%3Aprimary%2CVSRPnm%3Afalse%2CauthType%3Aname	http://www.rentcollegepads.com/
Founder	ZoomShift is a web-based staff scheduling tool that makes scheduling seriously simple for managers and staff members.	support@zoomshift.com		https://www.linkedin.com/profile/view?id=ADEAAAU4L_4BUL5AUHutgyS7vwNJer47GVS7IIU&authType=OUT_OF_NETWORK&authToken=O9Y3&locale=en_US&srchid=2103940221442342125878&srchindex=2&srchtotol=3&trk=vsrp_people_res_name&trkInfo=VSRPsearchId%3A2103940221442342125878%2CVSRPtargetId%3A87568382%2CVSRPcmpt%3Aprimary%2CVSRPnm%3Afalse%2CauthType%3AOUT_OF_NETWORK	https://www.zoomshift.com/
Co-founder	Redox is your hub for managing and scaling healthcare interoperability. Connect with Redox once, then integrate with any organization regardless of vendor, format, or frequency.			https://www.linkedin.com/in/jameslloyd608	https://www.redoxengine.com/#/
CEO/Founder	Find My Spot offers a single source technology solution to make it simple and efficient to assist renting transferees and showcase the city to candidates considering a new location.	http://findmyspotinc.com/contact	(414) 369-2223	https://www.linkedin.com/profile/view?id=ADEAAAKGjgBcIgpWlixKD2vLq36RwIOZBIRJPA&authType=OUT_OF_NETWORK&authToken=UdbN&locale=en_US&srchid=2103940221442345089729&srchindex=1&srchtotol=3&trk=vsrp_people_res_name&trkInfo=VSRPsearchId%3A2103940221442345089729%2CVSRPtargetId%3A151424152%2CVSRPcmpt%3Aprimary%2CVSRPnm%3Afalse%2CauthType%3AOUT_OF_NETWORK	http://findmyspotinc.com/

		amanda@treehausstudio.com			
		Jared@wiphala.co			
		derek@field59.com			
		dan@stemhero.org			
		aaron@tixora.com			
		mjp@princeton-audio.com			
		CMPerceptions@gmail.com			
		mbruds@gmail.com			
		14402 Garden Gate Dr. Jacksonville, FL 32258			
		xtrapush@yahoo.com			
		monicaofireland@gmail.com			
		coby@crowds.io			
		betsy@dwelhop.com			
		martinsen.michael@gmail.com			
Founder	MusiciansConnect is a region-focused social network for active musicians of all ages and abilities. Primary features include musician and instructor profiles, gear and musicians wanted ads, and resources listings: stores, studios and more. Madison, WI is our beta market, NYC/Brooklyn is our first real market.	corey@coreyloose.com		https://www.linkedin.com/profile/view?id=AAkAAANJM0cB3c_E2-SVwJI8QqSAAHb3_GqzegQ&authType=NAME_SEARCH&authToken=nPfa&locale=en_US&trk=tyah&trkInfo=clickedVertical%3Amynetwork%2CclickedEntityId%3A55128903%2CauthType%3ANAME_SEARCH%2Cidx%3A1-2%2CtarId%3A1442861035379%2Ctas%3Acorey%20ios	http://madison.musiciansconnect.com/
Founder	A platform that provides direct metrics to music creators about their content, metrics that can be used to help the artist plan their performance, tour, and more.	omeliopwood@gmail.com		https://www.linkedin.com/in/omeliopwood	http://www.dellistening.com/#?home
Founder	Match.com for Rentals	Contact@RentSmartRewards.com		https://www.linkedin.com/profile/view?id=AAkAAAds6-4B2_8011-xnvHe_gOe5bZFshpw-rQ&authType=NAME_SEARCH&authToken=gsj9&locale=en_US&trk=tyah&trkInfo=clickedVertical%3Amynetwork%2CclickedEntityId%3A124578798%2CauthType%3ANAME_SEARCH%2Cidx%3A1-1%2CtarId%3A1443106675895%2Ctas%3Ajohn%20edwards	http://www.rentsmartrewards.com/
Founder	Our mission is to be the innovative tech leader that develops and drives cutting edge mobile platforms, interfaces, and applications by way of a proprietary technology called Enriched Text Content® or ETC®.	http://baddonkeysocial.com/contact.html		https://www.linkedin.com/pub/william-towell/24/566/589	http://www.baddonkeysocial.com/

Founder	Flox lets you create your own private network for your niche community with familiar social networking elements, powered by BuddyPress & WordPress.	contact@flox.io		https://www.linkedin.com/profile/view?id=ADEAAAC2G9QB087HMGX_FgaBVtid5pqus5E5Xek&authType=NAME_SEARCH&authToken=jLN9&locale=en_US&srchid=2103940221443125564594&srchindex=4&srchtotat=53&trk=vsrp_people_res_name&trkInfo=VSRPsearchId%3A2103940221443125564594%2CVSRPtargetId%3A11934676%2CVSRPcmpt%3Aprimary%2CVSRPnm%3Atrue%2CauthType%3ANAME_SEARCH	https://flox.io/
Founder	MeshMe creates a network of locally connected mobile phones. We use mesh technology to establish and share connections between mobile devices to allow for continued application use and connectivity in fringe situations and locations with overloaded infrastructure.	http://www.meshme.co/#!/contact/con8		https://www.linkedin.com/pub/matt-schaefer/15/b22/11	http://www.meshme.co/
Founder/CEO	The Omnipack Series are all-in-one backpacks that contain an amplified speaker, front lights, taillights, USB phone charger, a battery to power it, and a solar panel for recharging.	mahnkelabs@gmail.com		https://www.linkedin.com/pub/alex-mahnke/a3/554/b71	http://www.mahnkelabs.com/
Founder	We are working on augmented reality that you will use with current devices (phones and tablets) with your current board games, creating a new experience.	ryan.Behnke@ryanbehnke.com		https://www.linkedin.com/pub/ryan-behnke/a/998/a66	http://www.metamorphicgames.com/
Founder	The PYN's basic information will be on his or her profile and you as a person searching for their service can ask them questions, view video, and determine if they would be someone you would like to do business with and call your own PYN.	dellis@pyntk.com		https://www.linkedin.com/profile/view?id=ADEAABG5MFoB-eS5m_N_pPOhlaZRYtWDjiVBbJ0&authType=NAME_SEARCH&authToken=ykZu&locale=en_US&srchid=2103940221443451639803&srchindex=1&srchtotat=1&trk=vsrp_people_res_name&trkInfo=VSRPsearchId%3A2103940221443451639803%2CVSRPtargetId%3A297349210%2CVSRPcmpt%3Aprimary%2CVSRPnm%3Atrue%2CauthType%3ANAME_SEARCH	https://pyntk.com/

Co-founder	<p>Has Karma lets offline businesses create and manage online referral programs. Businesses can push current promotions to their referral network for \$1/1000 emails. No monthly fees. Their referral networks can share promotions with new prospective customers anywhere. Businesses can reward referrals with Dwolla payments, but it's optional. When businesses do send rewards it creates good karma and we charge a commission. Businesses risk nothing, save time, and pay for performance.</p>	support@haskarma.zendesk.com		https://www.linkedin.com/in/kpmckiernan	https://www.haskarma.com/
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Contact	Name	Email	Date	
Imagination Network	Jo ann Giese Kent	joann@fcedc.com	8.31.15	
Digital Fertilizer	Perry Sieber	perrishnikov@gmail.com	8/27/2015	
Ignite		*Kim emailed	8.31.15	
Fond du Lac County Economic Development Corp	Steve Jenkins	steve@fcedc.com	8.31.15	
Center for Enterprise Development		*Kim emailed	8.31.15	
ADVOCAP		*Kim emailed	8.31.15	
Small Business Development Center-UW Oshkosh	Colleen Merrill	*Kim talked to already	8/27/2015	
Ripon College Creative Enterprise Consultants		*Kim emailed	8.31.15	
Moraine Park Technical College		*Kim emailed	8.31.15	
UW Fond du Lac		*Kim emailed	8.31.15	
Fond du Lac County UW Extension		*Kim emailed	8.31.15	
Marian University		*Kim emailed	8.31.15	
SCORE		*Kim emailed	8.31.15	
Fond du Lac Area Association of Commerce		*Kim emailed	8.31.15	
Downtown Fond du Lac Partnership		*Kim emailed	8.31.15	
Fox Valley Workforce Development Board	Bobbi Miller	bmiller@fvwdb.com	8/28/2015	Business Services
FV venture center	Amy Pietsch	venture@fvtc.edu	8/28/2015	
Go-edc	Jason White, Erin Sutton	Jason.White@GreaterOshkosh.com Erin.Sutton@GreaterOshkosh.com	8/28/2015	CEO, Director of Outreach & Business Services
Oshkosh Chamber	Rob Kleman	rob@oshkoshchamber.com	8/28/2015	VP-Economic Developme
Fox Cities Chamber		*Kim emailed		
Green Bay Chamber	Peter Zaehringer	pzaehringer@titletown.org	8/28/2015	VP-Economic Developme
ZVFoundry	Jill Enos	*****		Executive director
Angels on the Water	Elizabeth Hartman	hartmane@uwosh.edu	8/28/2015	
Wisconsin Innovation Network	Cassidy Wartenweiler	cwartenweiler@wisconsintechnologycouncil.com	8/28/2015	Operations director
General Wisconsin Main Street Program	Darrin Wasniew	*****		
Lawrence University	Chelsey Choy	Chelsey.choy@lawrence.edu	8/28/2015	Contact for LaunchLU, past May
	Adam Galambos	adam.galambos@lawrence.edu	8/28/2015	
	John R. Brandenberger	john.r.brandenberger@lawrence.edu	8/28/2015	
	Gary Vaughan	gary.t.vaughan@lawrence.edu	8/28/2015	

College pro gaming league	Christopher	cmyrick2510@gmail.com	8/27/2015	414-336-8977
UW Cooperative Extension-Wi	Catherine Neiswender	*Kim emailed	8.31.2015	
UW Cooperative Extension-Ou	Jim Resick	*Kim emailed	8.31.2015	
UW Cooperative Extension-Wa	Jessica Beckendorf	*Kim emailed	8.31.2015	

APPENDIX F: APPLICATION AND SELECTION



Add a description

Edit

Basic Info

Profile Settings

KPI Trends

Funding

Application

General

Evaluators

Referrals/References

Payments

People

Media

Application is currently visible

Hide

Application Questions



We'll give you background information on Startups and people that apply to InventureXcel Business Bootcamp 2015.

Here are a few notes on what F6S automatically gives you:

1. You do not need to ask Startups for:
 - name
 - description, product, video
 - location, date founded, markets
 - social media, links
2. You do not need to ask Founders, Employees, Advisors and Investors for:
 - name, role, email address
 - Skype ID, mobile number

Widgets

Raising Funds

Jobs

Recommendations

skills, location

- education, experience
- social media or links

Awesome, now add the questions you want to ask below!

Hide

InventureXcel Business Bootcamp 2015 Current Application Form

Please fill out the application to the best of your ability. These questions will help us better serve you if you are selected. Only those ...

1 *Company Name:

2 What is the URL for your website/demo, etc.?

3 *In one sentence, tell us what your company does.

4 Upload a video that speaks creatively to your company, team and/or talents. This could be a product/service demo and/or pitch (1 minute max ...

Team

5 *How many founders are there?

6 *What is your primary role in this business (what would/should it say on your business card)?

7 If you answered 'Other' for the role you would list on your business card, what is it?

8 *Founder skills and background

9 What is your Github and/or LinkedIn URL?

10 How long have all founders worked together as a team?

11 Where do you plan for the startup physically to be after the program?

12 *Can all founders attend the bootcamp in person?

13 If not all founders can attend ⁴³the program in full, please explain.

14	Employees: Not including the founders, how many additional employees are there?	<input type="checkbox"/>
Product		<input type="checkbox"/>
15	*In more detail, what will your company do or make?	<input type="checkbox"/>
16	How does your company make money (or intend to make money)? Explain your business model.	<input type="checkbox"/>
17	Explain how you intend to (or already do) find customers?	<input type="checkbox"/>
18	*Do you have any current customers?	<input type="checkbox"/>
19	If yes, how many customers? What is your customer growth rate?	<input type="checkbox"/>
20	*Do you currently generate revenue?	<input type="checkbox"/>
21	If yes, how much revenue did you generate in the last month? Lifetime of the company? What is your monthly revenue growth rate?	<input type="checkbox"/>
22	Who are your competitors? What differentiates you? Include URLs	<input type="checkbox"/>
23	What do your competitors do better than you?	<input type="checkbox"/>
24	What do you think you do better than each of your competitors?	<input type="checkbox"/>
25	Why should we choose your company?	<input type="checkbox"/>
History and Financials		<input type="checkbox"/>
26	*When did you start this company?	<input type="checkbox"/>
27	What type of legal entity are you?	<input type="checkbox"/>
28	What is the total amount of cash invested to date in this startup?	<input type="checkbox"/>
29	How much of the above amount was from non-founders?	<input type="checkbox"/>
30	Please upload any other files or videos you'd like us to review?	<input type="checkbox"/>
Contact Information		<input type="checkbox"/>
31	*Email Address:	<input type="checkbox"/>

32 *Phone Number:



[Add a new question](#)

Add Your
Event
Startup
Job Listing
Deal
Accelerator
Inv. Fund
Angel Group
Contest
Coworking

Get Free Deals
Promote your own Deal
Startup Jobs
Contests
Startup Events
Investment Funds
Accelerators
R&D Tax Relief
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Focus for 2015 Bootcamp: Build the brand and bring value.

	1	2	3	4	5	Comments
Personality of Entrepreneur/Team <i>Could they be an evangelist? Would they be a champion for the program?</i>						
Quality of Company <i>Are they well rounded? Do they have a solid mission/vision?</i>						
Quality of Concept <i>How sound is the product/idea? Is it applicable to aviation/aerospace?</i>						
Scalability <i>What is the growth potential? How scalable is it?</i>						
Can We Provide Value? <i>Are we worth their time? Will they find our program beneficial?</i>						

1 being the lowest, 5 being the highest

Instructions:

Please review each applicant and score them accordingly. Any questions on F6S, please let me know.

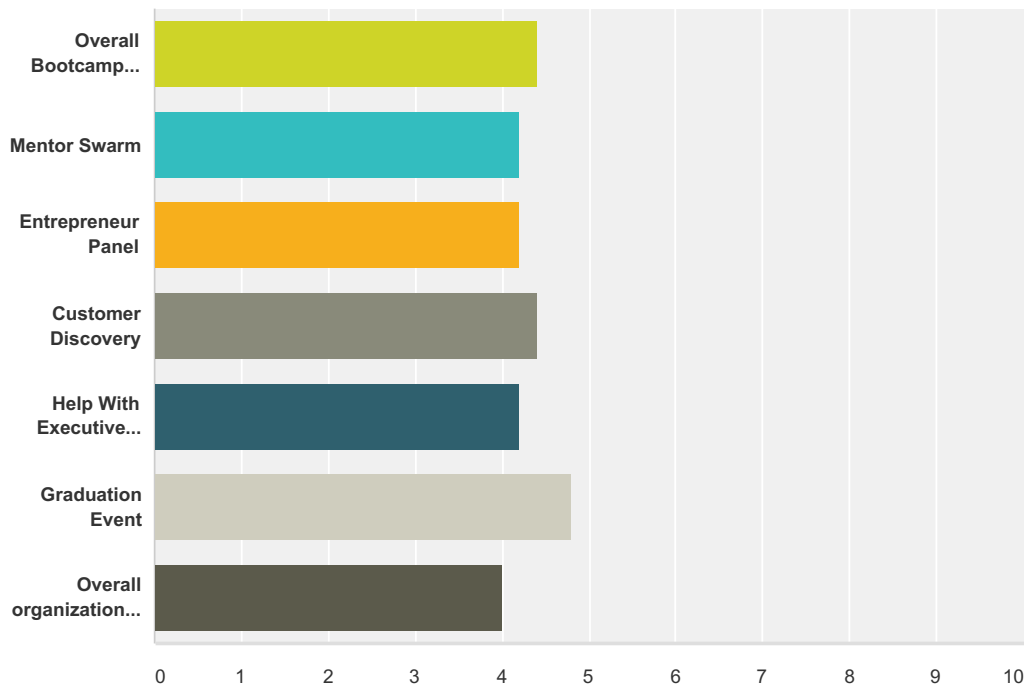
Please submit your feedback to me and hold onto a copy of your evaluation for discussion during the meeting. The main purpose of this is to have everyone review and be prepared with their input prior to our applicant selection meeting. We will get into a much deeper discussion on each applicant at that time.

If you are unable to attend, please send me in your form with any feedback or notes that you would like me to relay to the group.

APPENDIX G: ASSESSMENT

Q1 Please rate your satisfaction based on the scale below.

Answered: 5 Skipped: 0



	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied	Total	Weighted Average
Overall Bootcamp Program	0.00% 0	0.00% 0	0.00% 0	60.00% 3	40.00% 2	5	4.40
Mentor Swarm	0.00% 0	0.00% 0	20.00% 1	40.00% 2	40.00% 2	5	4.20
Entrepreneur Panel	0.00% 0	0.00% 0	20.00% 1	40.00% 2	40.00% 2	5	4.20
Customer Discovery	0.00% 0	0.00% 0	0.00% 0	60.00% 3	40.00% 2	5	4.40
Help With Executive Summary	0.00% 0	0.00% 0	20.00% 1	40.00% 2	40.00% 2	5	4.20
Graduation Event	0.00% 0	0.00% 0	0.00% 0	20.00% 1	80.00% 4	5	4.80
Overall organization of program logistics	0.00% 0	0.00% 0	20.00% 1	60.00% 3	20.00% 1	5	4.00

#	Comments	Date
1	I have to appreciate and thank the inventurexcel organizers. I learned a lot during the whole course of three weeks.	11/25/2015 8:05 PM
2	I know this was an accelerated boot camp, but one thing I wish was available would be "experts" to help with pricing strategy, and for product companies packaging experts. Maybe you could implement that if you extend the program.	11/24/2015 8:33 PM

Q2 What was your favorite/least favorite thing about the Bootcamp?

Answered: 5 Skipped: 0

#	Responses	Date
1	I really enjoyed the time with the entrepreneur panel. I think that their advice was priceless. I was glad that they emphasized that entrepreneurship isn't for the weak-hearted and then backed it up with their stories.	11/29/2015 8:14 PM
2	Favorite was all of the excellent mentors and panelists. Outside of a full accelerator you can't find that many people to give immediate and meaningful feedback and advice. Least favorite is not enough work time or rather the timing of when we had work time in a given day. After a session with a lot of feedback it would be nice to have work time to absorb and rework something. However some days right when i wanted to get to work is when we'd be starting a new topic. So if a heavy feedback portion and work time is schedule right before lunch or end of the day may be better.	11/26/2015 8:15 PM
3	My favorite was the inputs from the various business experts during the entire camp.	11/25/2015 8:05 PM
4	Favorite--customer surveys, entrepreneur panel and pitch refinement. Least--poster activity	11/24/2015 8:33 PM
5	Favorite thing was the panel.	11/24/2015 11:01 AM

Q3 What changes, if any, would you suggest for the program?

Answered: 5 Skipped: 0

#	Responses	Date
1	I would suggest do the practice pitch with investors later on down the line as opposed to the first day we were there.	11/29/2015 8:14 PM
2	Adding more descriptive content to the syllabus and also dates when things would be due. It was understandable with this being the first one that the schedule changed over the three weeks.	11/26/2015 8:15 PM
3	Involve different kinds of customer validations. The online, phone and personal interaction they are all going to be different. Include different angle to know the taste of the customers.	11/25/2015 8:05 PM
4	See first comment box-thnx	11/24/2015 8:33 PM
5	Make it a little longer.	11/24/2015 11:01 AM

Q4 Was Pitch Prep valuable? What was most beneficial?

Answered: 5 Skipped: 0

#	Responses	Date
1	Pitch Prep was helpful in that it really helped me get down the bare bones, best way to describe our company in a few minutes.	11/29/2015 8:14 PM
2	Yes. The most valuable part of pitch prep was forcing us to pitch multiple times in front of people that will give important feedback. Practicing in front of friends and family is just practice. The feedback we received helped us to rework our pitch to be the best it could be in a short amount of time.	11/26/2015 8:15 PM
3	Pitch preparation was very useful with experts giving their individual opinion on the pitch.	11/25/2015 8:05 PM
4	Very--I feel just the confidence I gained in pitching was a game changer for me--thank you!	11/24/2015 8:33 PM
5	Yes and practicing in front of people was beneficial.	11/24/2015 11:01 AM

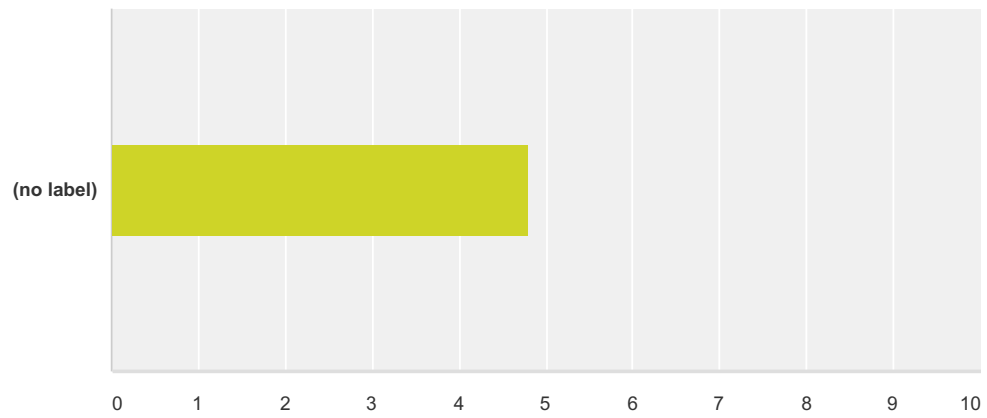
Q5 What suggestions do you have to improve Pitch Prep?

Answered: 5 Skipped: 0

#	Responses	Date
1	I would say it could be better if we were given some more examples of people pitching in various fields to see more resemblance to our own.	11/29/2015 8:14 PM
2	Maybe show an example video of a good pitch the first day or something to remind the group that goal of the three weeks is have a good cleaned up pitch. That way it's in everyone's minds to work on coming up with a pitch rather than save it for the end.	11/26/2015 8:15 PM
3	Show the participants their flaws by recording the pitch practices, they will be more ready to do better.	11/25/2015 8:05 PM
4	I don't know--I thought it was great!	11/24/2015 8:33 PM
5	Nothing.	11/24/2015 11:01 AM

Q6 How well prepared did you feel you were for your pitch at Graduation? Please rate.

Answered: 5 Skipped: 0



	Very unprepared	Somewhat unprepared	Neutral	Somewhat prepared	Very prepared	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	0.00% 0	20.00% 1	80.00% 4	5	4.80

Q7 What feedback do you have on the Graduation event?

Answered: 5 Skipped: 0

#	Responses	Date
1	I enjoyed it although I wasn't exactly sure of our place. I couldn't tell if we were there just for practice or if there were actually potential investors in the crowd. It would've been nice to know what our audience consisted of exactly.	11/29/2015 8:14 PM
2	It went well and as expected. I liked it. It was very good that there were people/businesses from the community that have an interest in startups that we could meet and network with.	11/26/2015 8:15 PM
3	Well organized.	11/25/2015 8:05 PM
4	It was a ton of fun--I thought it would have been nice to have more business leaders there	11/24/2015 8:33 PM
5	Very solid great event.	11/24/2015 11:01 AM

Q8 What value did you find InventureXcel brought to your company?

Answered: 5 Skipped: 0

#	Responses	Date
1	Overall, I would say that InventureXcel brought invaluable, impartial guidance to our idea. Not only were you there to help us develop our business plan, but for many of us you helped us develop the actual idea of where to take our company.	11/29/2015 8:14 PM
2	All of the networking has been very beneficial to us. Also working through executive summaries at a quick pace helped us to focus our thoughts and ideas about our business.	11/26/2015 8:15 PM
3	I have learned lot of things that are must for a start up. Nice job by UW Oshkosh.	11/25/2015 8:05 PM
4	Confidence! And some great contacts!	11/24/2015 8:33 PM
5	New connections and ideas on how to take the current culture we have within our platforms further.	11/24/2015 11:01 AM

Q9 Would you recommend the InventureXcel Business Bootcamp? Why or why not?

Answered: 5 Skipped: 0

#	Responses	Date
1	Absolutely! There aren't many opportunities in the Wisconsin area for Entrepreneurship guidance and development, but you are one of the few. I never would've guessed that this was the first round of InventureXcel, as you had it very organized and had a great mission in place.	11/29/2015 8:14 PM
2	Yes. I'd tell others that you could take months or more to do all of this stuff on your own, but the bootcamp offered professional help to coach and mentor you to get even better results in 3 weeks. We now have the focus and background on what it takes to startup to be ready to go to an accelerator. Also, all of the networking. It was amazing and very helpful that there were so many impressive and relevant mentors, investors, and fellow entrepreneurs to offer feedback, advice, and personal experiences in a practically one on one setting about our business.	11/26/2015 8:15 PM
3	Yes, I will recommend, as this will help new entrepreneurs to prepare in a practical and well informed business experts about their ideas and business.	11/25/2015 8:05 PM
4	Yes. I believe the more you prepare for success, the easier it will come!	11/24/2015 8:33 PM
5	Yes I would to an aspiring entrepreneur who is just getting started.	11/24/2015 11:01 AM

Q10 How can we continue to help moving forward?

Answered: 4 Skipped: 1

#	Responses	Date
1	Even more time with mentors and entrepreneurs would be extremely helpful. I know that these people have lives outside of InventureXcel, but their help was seriously incredible.	11/29/2015 8:14 PM
2	We need help in terms of intellectual property filings and also for prototyping.	11/25/2015 8:05 PM
3	If you come across someone you think would be a beneficial contact for me, please connect us via linkedIn or email or other.	11/24/2015 8:33 PM
4	Stay in touch.	11/24/2015 11:01 AM

Q11 Would the program be more beneficial if it were 9 weeks instead of 3 weeks?

Answered: 5 Skipped: 0

#	Responses	Date
1	Yes and No. Should you lengthen it, you do need to realize that there is a lot more time to fill up and it is a large commitment for the companies. I think that if you chose to pursue the 9 week program, it would be important that you emphasize weekly goals outside of the program so that the company can make serious traction during the time in the program. I would be very interested to see how the 9 week program would be structured.	11/29/2015 8:14 PM
2	No. Maybe 4 weeks, but it's was great to have almost the same resulting outcome to our business as an accelerator without the big commitment of 8 to 12 weeks. On our own we would have taken forever to make everything perfect, but the three week timeline forced us to actually do it and move on to the next thing.	11/26/2015 8:15 PM
3	A program of 9 weeks would be better.	11/25/2015 8:05 PM
4	Definitely--but may need to be just Saturday a few weekends if looking to still include working adult Entrepreneurs.	11/24/2015 8:33 PM
5	Yes.	11/24/2015 11:01 AM

Q12 Any other comments or suggestions for improvement?

Answered: 3 Skipped: 2

#	Responses	Date
1	well done.	11/25/2015 8:05 PM
2	More intense--not saying we shouldn't focus, but have intense half day sessions to work with experts in a certain are of your business to figure something out--ie--work with an expert to figure out a design for packaging(if applicable) - half day w/expert to work on bank-ready financials,etc	11/24/2015 8:33 PM
3	Nothing	11/24/2015 11:01 AM

Q13 Name (optional)

Answered: 5 Skipped: 0

#	Responses	Date
1	Ryan	11/29/2015 8:14 PM
2	Phil	11/26/2015 8:15 PM
3	Siraj. K	11/25/2015 8:05 PM
4	Mike	11/24/2015 8:33 PM
5	Qu	11/24/2015 11:01 AM

APPENDIX H: OPERATING REVENUES AND EXPENSES