

# Warhawk Business Plan Competition

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The highly anticipated Warhawk Business Plan Competition will be held at the University of Wisconsin-Whitewater Timothy J. Hyland Hall on Wednesday, April 5, from 5:30 to 7 p.m. For the first time, this exciting collegiate contest will be preceded by the inaugural Midwest High School Pitch Competition event.

The Warhawk Business Plan Competition was started by the UW-Whitewater Collegiate Entrepreneurs' Organization in 2007 to encourage student entrepreneurs to turn their inspiration into startup businesses.

Professor of Management and CEO Adviser William Dougan explains, "We originally modeled it after the Governor's Business Plan Contest. The UW-Whitewater version includes three stages: idea statement, business plan and video, and pitch. This format ensures that students have a fundamentally solid business plan and are prepared to explain their startup idea to prospective employees, investors and customers."

Six finalists will pitch their ideas to the judges and receive feedback, and the top three contestants will be awarded a total of \$5,500 in cash prizes.

"The energetic, 'Shark Tank'-style event typically draws a large crowd of students and faculty," shares David Gee, lecturer in management and CEO adviser. "In fact, one previous Warhawk Business Plan Competition winner, Henry Schwartz, the founder and CEO of MobCraft, actually appeared on Shark Tank and was just voted the Wisconsin SBA Young Entrepreneur of the Year."

This year, the UW-Whitewater CEO chapter is adding the first annual Midwest High School Pitch Competition to foster an entrepreneurial mindset within high school students and help them develop practical skills. Starting at 4 p.m., six finalists from Waukesha North High School, Hortonville High School, Plymouth High School and the Illinois Mathematics and Science Academy will compete for \$600 in cash prizes.

Food and beverages will be provided between the events, from 5 to 5:30 p.m. Anyone planning to attend is asked to RSVP at <https://goo.gl/eBhiad>.

UW-Whitewater CEO's mission is to inform, support and inspire college students to be entrepreneurial and to seek opportunity through enterprise creation. This successful student organization offers access to invaluable resources, such as the UW-Whitewater Launch Pad and UW-Whitewater Incubation Program, as well as exceptional education and networking experiences.