

# Wisconsin Governor's Business Plan Contest: From Rhinelander to River Falls, 50 entries advance

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MADISON – Fifty entries from 24 communities have advanced to the semi-final round of the 16<sup>th</sup> annual [Wisconsin Governor's Business Plan Contest](#), contest producers announced.

The contestants were selected from a field of about 200 qualified first-round entries by an independent panel of 95 judges organized through the Wisconsin Technology Council and its programs, the Tech Council Innovation Network and the Tech Council Investor Networks.

The semi-finalists reflect the diversity of Wisconsin's economy and are spread among four broad categories: advanced manufacturing (15), business services (10), information technology (13) and life sciences (12).

Those 50 plans also represent the geographic diversity of Wisconsin, with 32 of 50 plans originating outside Dane County – a semifinal round record. Fifteen of 50 entrants are women.

Plans cover a mix of market sectors. Two plans are tied to Wisconsin's emerging industrial hemp industry. Energy storage and batteries are also a recurring theme. Virtual reality robotics, on-site hydrogen production and a solar food dehydrator are other examples in the advanced manufacturing category.

Among entries that advanced are software, information or business-to-business systems related to child care, educational toys, construction safety, elder care, recreation, personnel management and using artificial intelligence.

Also moving on to the next round were plans tied to medical breakthroughs, such as mitigating strokes, improving medical needle disposal, better measuring dosages of radioactive therapies, a new system for organizing hospital and surgical room tubes and more.

“Trends reflected in the top 50 entries match up well with Wisconsin’s traditional and emerging strengths,” said Greg Lynch, chairman of the Tech Council. “Good ideas come from all high-growth sectors of the economy.”

The 50 entries competing in Phase 2 of the contest will write 1,000-word executive summaries. Each summary describes the core product or service, defines the customer base, estimates the size of the market, identifies competition, lists members of the management team and provides key financial data.

Once Phase 2 judging is complete in early April, the 50 entries may be made available for inspection by accredited investors through the Tech Council Investor Networks, which has about two-dozen angel networks, early stage funds or corporate strategic partners. About two-dozen plans will move on to Phase 3, in which contestants will write a full 15- to 20-page business plan.

The top dozen contestants will give live presentations at the annual Wisconsin Entrepreneurs’ Conference on June 4 at Venue 42 in Milwaukee. Category winners, as well as the 2019 Grand Prize Winner, will be announced during the BPC Awards Luncheon on June 5.

Sponsors are contributing cash, office space, legal assistance, accounting, marketing, web development, prototyping and more. About \$2 million in cash and in-kind prizes have been awarded since the inception of the contest. The [Wisconsin Economic Development Corp.](#) is a major sponsor.

Additional lead sponsors of the 2019 contest thus far include: [American Family Insurance](#); [AT&T](#); [COLLABORATORcreative](#); [Eppstein Uhen Architects](#); [Hudson Business Lounge & Café](#); [Iron Forge Development](#); [Midwest Prototyping](#); [Pieper Properties](#); [Quarles & Brady](#); [Reinhart Boerner Van Deuren](#); [SCORE](#); [University Research Park](#); [Ward4](#); [Whitewater University Technology Park](#); Associate sponsors include [100state](#); [Aberdean Consulting](#); Applied Management; [Cresa Madison](#); [Murphy Desmond](#); [Spencer X Smith](#) and [AmpliPhi](#). Additional sponsors are [BloodCenter of Wisconsin](#); [Irontek](#); [Madison Gas & Electric](#); [Kinetic Compliance Solutions](#); [Marshfield Clinic Health System](#); [Neider & Boucher](#); [OneNeck IT](#)

[Solutions; Reveral Communications; State of Wisconsin Investment Board; UW-Madison Office of Corporate Relations; Wisconsin Alumni Research Foundation; and Wisconsin Technical College System.](#)

Here are the 2019 semi-finalists. Reporters wishing to contact individual contestants may do so through the Wisconsin Technology Council by calling 608-442-7557.

TCARE, Inc.	Aline	Ahmadi	Madison
4DFlow	Aline	Bakhshinejad	Milwaukee
Muuze	Aneysha	Bhat	Milwaukee
Herbal Circuit	Travis	Blomberg	Shorewood
Cerberus Tactical Robots LLC	Richard	Bowman	Racine
Kilter Rewards	Seth	Braddock	Madison
Replace-A-Lace LLC	Nancy	Brekke-Jones	Rhineland
Skip and Co. Maritime	Robert	Carsey	Fond du Lac
Impact Sports, LLC	Joshua	Cleveland	River Falls
Drift & Row	Brenna	Davis	Wauwatosa
Fervid Life	Renee	DeGrand	Green Bay
UChardChip, Inc.	Ulysses	Dinkins	Madison
SpayVac for Wildlife	Thoms	D'Orazio	Fitchburg
Seedlinked	Nicolas	Enjalbert	Viroqua
ERbin	Michelle	Goetsch	Kronenwetter
Voximetry	Joe	Grudzinski	Middleton
Auto-Scope	John	Guequierre	Madison
Next Generation Precision			
Calibrator	George	Hartman	Monticello
PoWER	Barbara	Hastie	Appleton
SafeLi, LLC	Carol	Hirschmugl	Shorewood
Trinity Gunshot Alarm			
System, LLC	Stacy	Jax	Baraboo
Energy Tech Innovations, LLC	Bryan	Johnson	Milwaukee
DarkAero, Inc	River	Karl	Monona
Udhavi	Akshay	Kumar	Madison
Vivid Microscopy LLC	Jayson	Kurfis	Hartland
AGent+ Cleaners &			
Protectants	Jeffrey	Lord	New Berlin
Advanced Ionics	Chad	Mason	Milwaukee
ReNeuroGen LLC	Stephen	Naylor	Elm Grove
Papriik	Andrew	Ortman	Madison

CityFixr, LLC	JJ	Pagac	Madison
Universal Real Time Power Conversion LLC	DebiprasadPanda		New Berlin
RecruitChute, Inc.	Chris	Roche	Whitewater
Medical Tubing Organizer (MTO)	Lindsey	Roddy	Wauwatosa
clearTREND Research	Mark	Scheffler	Appleton
Simply Solutions 2	Mark	Schweiger	Janesville
Blue Mangoes	Joshua	Shefner	Milwaukee
Silicon Nanomembranes	Jacob	Sina	Platteville
four1four	Jeffrey	Spenner	Hubertus
The Virtual Foundry	Tricia	Suess	Stoughton
Blexx Technology	Erin	Tenderholt	Madison
PumpFive Fuel Delivery Service	Talethea	Thompson	Milwaukee
Vytl Technologies	Jesse	Towle	Weston
Estrigenix Therapeutics, Inc.	Callie	Troutfetter	Milwaukee
All Brick Medical	Joseph	Ulbrich	Madison
Hempire Farm	Luke	VandenLangenberg	Madison
ezLien	Bryan	Williams	Beloit
Park Smarter	Jan	Wodnicki	Madison
ZERO BARRIER	Evan	Wolfenden	Madison
GrowthChart Records Inc.	Patricia	Wooldridge	Madison
OncoGone, Inc.	Xiaoban	Xin	Rockville, Md./UW-Madison