



**FOR IMMEDIATE RELEASE (5-24-19)**

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## **‘Diligent (Baker’s) Dozen’ will present live June 4 at Wisconsin Entrepreneurs’ Conference**

MADISON, Wis. – Finalists representing diverse tech-based sectors in Wisconsin’s early stage economy will present live to judges in the 16<sup>th</sup> Governor’s Business Plan Contest during the annual Wisconsin Entrepreneurs’ Conference in Milwaukee.

The 13 contestants emerged from three rounds of judging in the contest organized through the Wisconsin Technology Council, which produces the contest in conjunction with its partners and sponsors. The contest began in late January with about 200 entries; more than 3,700 entries have been received since the contest began in 2004.

This year’s finalists will deliver seven-minute pitches on their business ideas beginning **3:05 p.m. Tuesday, June 4**, during the conference. Winners will be announced **June 5** during a closing luncheon. To register for the conference at Venue42 in Milwaukee Brewing Co., visit [www.WiTrepsConference.com](http://www.WiTrepsConference.com).

Software service plans include a digital recycling platform that helps consumers recycle right and recycle more; a voice assistance technology to provide hands-free documentation to child care centers; and a web platform that uses crowdsourced data and advanced analytics to enable plant breeders, seed sellers, farmers and gardeners to make more informed choices on seed purchases.

Entries focused on business services include a medical waste disposal company with a device that sanitizes and disintegrates hypodermic needles in less than a second; a prototype of a football helmet modeled after the infant human skull to provide more flexibility; a maritime training and licensing platform that allows mariners to complete professional requirements without sacrificing day-to-day tasks required of life at sea.

Manufacturing ideas include a two-seat, high-performance, carbon-fiber kit aircraft that can be built in a two-car garage; a product designed to produce materials that will disrupt the lithium-ion battery market; a proprietary liquid-composite armor technology that absorbs projectile energy; and a metal 3D printing service for affordable prototyping and mass production.

Life sciences plans include a decision support system that backs a digital otoscope with artificial intelligence to present medical practitioner with the most likely diagnosis for middle ear infections; targeted contraceptives for overabundant, feral and invasive species; and a cloud-

based dose engine capable of calculating voxel-based absorbed doses for radionuclide therapy procedures.

Entries were submitted in four categories: Advanced Manufacturing, Business Services, Information Technology and Life Sciences.

Finalists submitted full business plans for review by a panel of about 100 judges. Each plan describes the core product or service, defines the customer base, estimates the size of the market, identifies competition, describes the management team and provides key financial data.

Sponsors are contributing cash, office space, legal assistance, accounting, information technology consulting, marketing, prototyping, web design, event space and more. About \$2.2 million in cash and in-kind prizes have been awarded since the inception of the contest in 2004. The [Wisconsin Economic Development Corp.](#) is a major sponsor.

Additional lead sponsors of the 2019 contest thus far include: American Transmission Company; [AT&T](#); [COLLABORATORcreative](#); [Eppstein Uhen Architects](#); [Gravity Marketing](#); [Hudson Business Lounge & Café](#); [Iron Forge Development](#); [Michael Best](#); [Midwest Prototyping](#); [Pieper Properties](#); [Quarles & Brady](#); [Reinhart Boerner Van Deuren](#); [SCORE](#); [Starting Block](#); [University Research Park](#); [Ward4](#); Associate sponsors include [100state](#); [Aberdean Consulting](#); Applied Management; [Cresa Madison](#); [Murphy Desmond](#); [Spencer X Smith](#) and [AmpliPhi](#).; [Whitewater University Technology Park](#); and Additional sponsors are [BloodCenter of Wisconsin](#); [Irontek](#); [Madison Gas & Electric](#); [Kinetic Compliance Solutions](#); [Kollath CPA](#); [Marshfield Clinic Health System](#); [Neider & Boucher](#); [OneNeck IT Solutions](#); [Reverbal Communications](#); [State of Wisconsin Investment Board](#); [UW-Madison Office of Business Engagement](#); [Wisconsin Alumni Research Foundation](#) and [Wisconsin Public Radio](#)

The 2019 “Diligent Dozen” are listed below. Reporters wishing to contact individual contestants may do so through the Wisconsin Technology Council by calling 608-442-7557.

Submission Name	Name	City
Auto-Scope	John Guequierre	Madison
Blexx Technology	Erin Tenderholt	Madison
DarkAero, Inc	River Karls	Monona
ERbin	Michelle Goetsch	Kronenwetter
GrowthChart Records Inc.	Patricia Wooldridge	Madison
Impact Sports, LLC	Joshua Cleveland	River Falls
SafeLi, LLC	Carol Hirschmugl	Shorewood
Seedlinked	Nicolas Enjalbert	Viroqua
Simply Solutions 2	Mark Schweiger	Janesville
Skip and Co. Maritime	Robert Carsey	Fond du Lac
SpayVac for Wildlife	Thomas D'Orazio	Fitchburg
Voximetry LLC	Joe Grudzinski	Middleton
ZERO BARRIER	Evan Wolfenden	Madison

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