33rd Annual
BURTON D. MORGAN
BUSINESS MODEL
COMPETITION

Join us virtually on
April 24, 2020

PURDUE UNIVERSITY
Burton D. Morgan Center
for Entrepreneurship
Welcome to the Burton D. Morgan Business Model Competition! This year marks our 33rd annual competition – making it the third oldest competition in the country. But you might notice this year’s format is a little different. With the COVID-19 pandemic on our hands, we saw pitch competitions all over the country being postponed or outright cancelled. However, we were not ready to give up our commitment to supporting student entrepreneurs at Purdue.

We decided to move the remaining workshops associated with the competition online – and set out to plan the final pitch competition using a virtual platform. Putting the students first has always come natural to our Center, and leaving them without the opportunity to network with investors and alumni entrepreneurs from across the country, as well as have a shot at the cash prizes, was not an option.

So here we are! Although we’re holding the competition virtually – the same prizes are at stake, and the opportunities for students to validate their innovative ideas remain the same.

This competition is the flagship event of the Burton D. Morgan Center for Entrepreneurship. It started back in 1987 with an endowment gift from the Burton D. Morgan Foundation, which also funded the $7 million, 31,000-square-foot Center for Entrepreneurship. Discovery Park’s Burton D. Morgan Center for Entrepreneurship is Purdue University’s gateway for innovation and entrepreneurship on campus. It houses a number of programs and competitions for student and faculty entrepreneurs designed to encourage innovation and discover big ideas that have potential to benefit society.

The Burton D. Morgan Center works closely with the Purdue Foundry and Purdue Ventures to enhance the university’s robust entrepreneurial ecosystem and to provide meaningful access to capital and talent for Purdue entrepreneurs. The center also houses the Certificate in Entrepreneurship and Innovation Program which is administered through Purdue’s Office of the Provost, and is the primary vehicle for delivering entrepreneurship education to over 1,800 students across campus each year.

I also want to acknowledge the Krannert School of Management for their support since the inception of the competition as well as our many sponsors.

Thank you for joining us today – and please, reach out to our Center or stop by to learn more about our programs.

Arnold Chen
Managing Director
<table>
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<tr>
<th>Competition Prizes</th>
<th>Amount</th>
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<tr>
<td>1st Place</td>
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<td>Mhub Award</td>
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**AIMEE KANDRAK** is the co-founder and CEO of WhatFriendsDo, a company dedicated to helping people support friends and family when they need it most. She has been named in the top 50 mompreneur’s by Babble.com and uses her non-profit fundraising experience to support others in stressful times. Prior to the founding of her company she worked as the University YMCA Director of Development and then went on to work as the Director of Development in the University of Illinois College of Education.

**ARPAN AJMERA** studied at Purdue University and graduated in 2018 with his Bachelor of Engineering. He was a competitor in the 2017 BMC and is the Co-Founder of Plan4Me, a unique excursion experience subscription box start-up for residents of Chicago. He currently works as an Investment Analyst for VU Venture Partners sourcing investment opportunities. Arpan has also started a blog, “My Startup Discovery” to share his experiences and offer advice to others.

**BECKY IVES** is the founder of Mentor Coaching Series, a small group learning program that is led by master coaches and leadership experts. She herself is an Executive Coach, Career Coach, Advisory, and Trader. She is also a Coach for The Kedar Group. She graduated from Purdue University with a BS in Agricultural Economics.

**EMILY LIGGETT** was the CEO of NovaTorque, which developed, manufactured and marketed electric motor technology with high energy efficiency. She graduated from Purdue University and received her MBA from Stanford as well as a Masters in Engineering. Throughout her career, Emily has been the head of many companies. She continues to stand on the Purdue College of Engineering Advisory Council and also serves on the board for Ultra Clean Technology and Kaiser Aluminum.

**GINGER ROTHROCK** is a Senior Director at HG Ventures, the corporate venture investing arm within the Heritage Group. Prior to HG Ventures, she spent 7 years at RTI International and held multiple positions within the company. Ginger has also been the Co-Founder for both Liquidia Technologies and CraZBrain, a science summer and track out camp.
JUDGES

**JAY CHAWAN** is the founder and Chief Financial Officer at Guy Brown, Diverse Business Solutions. He was also a Co-Founder and CEO at Swiftwick, a performance sock company. He studied at Purdue University and received his BS in Electrical Engineering.

**JENNIFER RHODES** is currently a Partner with Ice Miller LLP, one of the largest law firms in Indianapolis with a nationally recognized reputation in many of its practice areas. Ice Miller is a private investment fund organization that works with venture capital and private equity investment transactions. Prior to her 2018 partnership, she was also a partner from 2005-2010 with Ice Miller and an Associate for the company before this. Jennifer studied at Indiana University and received her BS in Accounting and then her Doctor of Law also from IU.

**KRISTI MITCHELL** is the CEO and owner of GCR Security Experts, a premier security firm located in Indianapolis. Kristi is the owner and founder of Kids’ Clutter Tamers which provides organization and storage solutions for families. She is a continuing instructor of Entrepreneurship and Organizational Behavior at Butler University. Kristi also works as a business, HR and career coach and has also been a mentor within the Ball State Entrepreneurship program. Kristi received her bachelor’s degree and MBA from Ball State University.

**MATT SHOBE** studied English at Purdue and is the Co-Founder of Spare5. Spare5 is a mobile start-up in Seattle. Spare5 evolved into Mighty AI, a company that develops training data for computer vision models, which was acquired by Uber.

**MIKE ASEM** is a current partner with M25, adventure capital investment first targeting early-stage, tech-enabled startups in the Midwest. M25 is one of the most active investors in the region. Prior to this Mike founded and served as the CEO for the Purdue Anvil in 2013. He also received his bachelor’s degree in Public Relations and Rhetorical Advocacy from Purdue.
JUDGES

ROSELIN ILORI is the Founder and CEO at Bridge57, a company established with the goal of bridging the gap between technical know-how and business knowledge. Prior to this Roseline was the CEO of MTech Communications in Nigeria and worked with the company for over 13 years. She is an entrepreneur and a seed-investor.

RONNIE JOHNSON is a VC Analyst with CEAS Investments. She is responsible for seeking out, analyzing and recommending potential seed-level venture capital investments as well as analyzing and reporting on various aspects of portfolio companies and the venture capital industry.

RANDALL LEWIS serves as the Managing Director at Cleveland Avenue, a Chicago investment firm that focuses on debt and equity investments in the Food and Beverage and Agribusiness verticals. He graduated from Krannert with a BS in Accounting and an MSM with a finance option. Randall’s corporate career includes over 25 years with GE, Wells Fargo, and WellPoint where he held various finance and operations roles. Prior to joining the KPDC team, Mr. Lewis was involved as Lead in two entrepreneurial ventures – s2f Worldwide, LLC and Exodus Commercial Capital, LLC

RICK LI received his undergraduate degree in Retail Management from Purdue University. From there, he received his master’s degree in Global Enterprise and Entrepreneurship from the University of Southampton in the United Kingdom. Following his academic career, Rick secured a J1 Visa with the help of the Purdue Research Foundation and started WYRE Inc. as well as the app, UPrint, in the summer of 2015. UPrint, the runner-up in Purdue Boiler Startup Competition, is a student startup with the sole purpose of improving student life on campus by allowing them to print remotely from their phone.
STEVE MILLER is the CFO of Pioneer Oil Company. He began his business career with Ernst and Young in Indianapolis and became its Partner in Charge of Tax Services. He also worked at Resort Condominiums International, Inc. as the CFO, Executive Vice President, President and CEO. He was named the Leader of the Year by the American Resort Development Association in 1998 and appointed to President Clinton’s first White House Conference on Travel and Tourism. Steve served as the Chief Financial Officer for CD Enterprises, LTD, Christel House International and the Christel DeHaan Family Foundation.

SHERINE ABDELMAWLA is currently the Chief Executive Officer and Founder or Akanocure Pharmaceuticals in West Lafayette. Sherine studied at Purdue University to receive a PhD in Medicinal Chemistry and Molecular Pharmacology along with returning to work for the Purdue Research Foundation for three years.

SHIREEN HAFEEZ is the Founder of Deaf Kids Code, an initiative meant to promote computer programming skills to students who are deaf or hard of hearing. She has also been involved with TEDx and given numerous speeches talking about her company and its initiative. Shireen studied at Purdue to receive her Bachelor’s degree in Political Science and History.

STACEY BURR is the Vice President of Product Management at Google. Prior to her work with Google she spent nine years with adidas working as their Vice President of Wearable Sports Electronics and GM Digital Sports. Stacey received her BS in Industrial Engineering and MSIA in Business, Operations, and Marketing through the Krannert School of Management.

TAMIM ABDUL MAJID is a General Partner for OCA Ventures in Chicago Illinois. He manages OCA EDGE, the seed portfolio, and Series A investments in core technology and fintech. He works with aspiring and inspiring entrepreneurs addressing needs in the consumer and enterprise spaces. He studied Management and Accounting at Purdue University.
**JENNIFER RHODES**  is currently a Partner with Ice Miller LLP, one of the largest law firms in Indianapolis with a nationally recognized reputation in many of its practice areas. Ice Miller is a private investment fund organization that works with venture capital and private equity investment transactions. Prior to her 2018 partnership, she was also a partner from 2005-2010 with Ice Miller and an Associate for the company before this. Jennifer studied at Indiana University and received her BS in Accounting and then her Doctor of Law also from Indiana University.

**KELLY CALDWELL**  is a successful entrepreneur who has held jobs ranging from Senior Vice President at a publicly traded company to Elephant Rider at a zoo show. She studied at Purdue University in pursuit of her Bachelor of Science Degree in Wildlife Sciences. Since then she has worked to become the Co-Founder and Vice President of AK Environmental, LLC and was the Senior Vice President of NV5. Currently, Caldwell is a Co-Founder of Sonaya Properties, renovating homes, along with being an Angel Investor at Triangle Angel Partners. As a partner she invests her time, analysis and money into early life cycle companies in high tech and life sciences industries.
ROUZ JAZAYERI studied at Purdue University to earn his Bachelor of Science Degree in Electrical Engineering and then furthered his education by obtaining his Masters, also at Purdue. He has a total of ten years’ experience at Intel Cooperation serving as a Microprocessor Design Engineer, Analyst and Special Projects Advisor, Strategic Account Manager, and a Global Account Manager. He left Intel and went on to partner as the Head of Business Development and Strategic Partnerships with Kleiner Perkins Caufield & Byers. Today, Rouz is the Co-Founder and Managing Director of Catapult Ventures, a seed-stage fund focused on finding, backing, and building the next wave of AI, Robotics, Automation, and IOT startups. Along with Catapult Ventures, he is also part of the ECE Advisory Board with Purdue University.

TING GOOTEE is currently the Chief Investment Officer at Elevate Ventures, and investment management firm dedicated to fostering technology-based entrepreneurship in Indiana. She has been a team member at Elevate since its inception and has helped set up the firms’ office operations and recruit Entrepreneurs-in-Residence, Investment Analysts, and interns. She studied at Purdue University to achieve her MA in American Studies.
The company focuses on ecommerce development and social media growth strategies. By connecting influencers to business’s and partners, ADPT is able to help grow personal brands and build an online presence for these influencers.

**BrainChild** is a digital platform designed to provide a convenient approach for student innovators to build their dream teams at their university. The BrainChild platform will allow students to post their ideas and connect with fellow students that have similar interests and relevant skills, outside of their usual friend group or classmates that they would usually pair with before BrainChild.

**Booster Buddies** is a company determined to solve the patient–caregiver relationship in relation to young children receiving shots. Booster Buddies aims to impact the experience of the entire visit by addressing the anticipation leading up to the shot and the shot itself. The product is a space themed kit that contains an interactive app for children to play with prior to their appointment, a storybook to read in the waiting room, spaceship themed decorations for the exam room with seek and find objectives, themed band-aids and a rocket shaped device to give the injection that hides both the needle and syringe.

**Camerero** is a low-cost solution that acts as a “social network” for restaurants, connecting customers, staff, and management through an integrated system. The company equips restaurants with the right tools to reduce waiting times and misunderstandings and therefore increasing revenue by creating a mobile app that can be used by the customer to interact with the restaurant and their waiter.

**Glimpse** connects brands to vetted short-term rental properties, such as Airbnb and VRBO, for product placements. This creates a new channel for brands to allow guests to use and interact with their products during their stay, with the goal to convert them to customers afterwards. This will offer a way for companies to increase their offline presence and allow consumers to use their products in a more natural setting.
Hypno is a company creating a blanket that simulates a comfortable feeling within the user to combat the problems caused by sleep deprivation. With its envelope-like design, the blanket helps the body produce oxytocin, making the user feel safe. Hypno offers the advantages of a weighted blanket while drastically reducing costs by eliminating the need for weighted beads.

Invoke Innovations is a company that designed a Sensor Underlying Polymer Relay (SUPR) Suit. The device used sensors to monitor workplace ergonomics and prevent injury along with working closely with OSHA to make sure the device is calibrated in line with the standards. An accelerometer is used to detect unhealthy ranges of motion and impacts from sudden abnormal movements and uses a local positioning infrastructure to pinpoint the location and injury. Along with the suit is a desktop interface available for download that is an easy to use platform that will have graph data that allows movements and financial implications to be monitored as well as offer suggestions for improvement.

Laegacy is the Airbnb of Electric Vehicle Charging. The company is looking to create an online platform for arranging and offering residential EV charging stations. This eliminates the lack of charging infrastructure and also geographical segregation issues. Laegacy is the one-stop solution to charging Electric Vehicles.

Naptime is a company that provides sleeping capsules, or Pods, to reduce sleep deprivation by giving consumers a place to reenergize throughout the day. The pods are designed for ultimate comfort while also being completely private, soundproof, and are self-cleaning. NapTime is intended to be used in corporate offices, college campuses, hospitals, theme parks, airports, and homeless shelters.

NeoNatura is a company focused on developing technology that allows them to rapidly, easily, and inexpensively prepare water soluble nano-emulsions with an essential oil.
Neurava works to give control back to patients with uncontrolled epilepsy by creating a sudden unexpected death in epilepsy detection device. The device is a non-invasive neck wearable that wirelessly monitors four key biological signals associated with SUDEP to identify and alert for seizures and cardiorespiratory dysfunction and alerting a caregiver to intervene. The device also transmits recorded data to primary care teams allowing them to expedite inpatient time and causing shorter wait periods and reduced costs.

Pathos is a mobile app that lets clinicians collect medical history, create specific questionnaires pertinent to their specialization, and manage patient billing and referrals. This app eliminates the time wasted for both the patient and the clinician when collecting basic check-in information at the beginning of every appointment.

PyClas is a virtual internship that provides unique opportunities for college students to develop skills and competencies that are needed in the workplace, while also learning about their potential employers. PyClas will create a platform where employers can list opportunities, recruit students, and post specific tasks for their current interns. For students, this type of internship will allow them to gain more experience with one or multiple employers and offering more flexibility than an in-person program.

RentShare is an online marketplace where owners can list their idle equipment and time availability with the hopes of other users looking to rent it. RentShare aims to make the process of renting equipment a more convenient process for both owners and users.

Sarimo is looking to create an easy to integrate cloud platform that aggregates point of sale data to provide actionable insights by predicting the sales of items in a store and providing suggestions based on the data collected. The company wants to bridge the gap between small business owners and large corporations by providing small business owners access to tools to increase their revenue.

Volantis is an electric vertical takeoff and landing vehicle that allows for direct flight to any destination. This design eliminates the “last mile problem” of pilots spending more time preparing for a flight than actually flying. Volantis also offers training sessions and maintenance plans to ensure the wellbeing of the pilot and the aircraft.
**Career Pro** is a bridge between students and companies. Career Pro’s goal is to help companies build their brand and select potential employees through a campus ambassador program and offer students a chance to interact with these companies free of charge. The company aims to target Chinese companies who are looking to hire returning overseas students.

**Eco-Pantry** is a zero-waste, high-quality, and better value grocery shopping alternative. The company eliminates single-use packaging by providing products in bulk dispensers that allow customers to fill and refill reusable containers. Eco-Pantry aims to open smaller retail shops in dense, urban centers with a container loan program that offers customers store-provided containers that could be exchanged, replaced, and sanitized for online food delivery.

**Handikrafts** is a company looking to employ those currently unemployed in India and Pakistan to create unique artifacts called handicrafts that are usually sold at a premium. By employing the unemployed, and offering them living in the United States, the company is still able to decrease the cost and make the handicrafts more widely available by also keeping their culture and tradition alive.

**KLAPiT** is an innovative mechanism designed for hanging pictures and other objects on walls and other surfaces without using drills and screws. The design used magnetism to create its strong adhesion but also allow for flexibility to remove and reattach objects easily and damage free.

**Study Buddies** is an app that facilitates the formation of effective study groups for college students. Through the app, students create a profile including their current classes and study styles. By combining the appeal and ease of use of social networking apps but having a focus on academics, students can easily communicate with other, like-minded individuals to form study groups and help each other succeed.
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