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April 5, 2019

Dear WNY Student 2 Biz Challenge Participants,

Congratulations on your acceptance to the 7<sup>th</sup> Annual Student 2 Biz Challenge! This regional competition is an amazing opportunity for WNY college and university student teams to pitch their entrepreneurial ventures and gain valuable insight from faculty advisors and judges that come from the venture capital, entrepreneurial, and various business sectors. Today, the WNY Consortium of Higher Education, through its WNY College Connection initiative, proudly hosts some of the top students in our Consortium and celebrates the outstanding work that each of you have contributed to your final pitch.

During the competition you will watch your peers demonstrate their commitment, passion, and capacity to create amazing things while developing strategies to bring them to market. You will gain an appreciation for your competition in the market place, develop additional strategies to propel your venture further, and expand your ability to achieve professional success wherever you may land.

On behalf of our Steering Committee, our Lead Sponsor the WNY Incubator Network, our supporting sponsors, our judges, and the 21 college and university presidents of the WNY Consortium of Higher Education, I congratulate you on being accepted to this extraordinary opportunity. Good luck today and in all of your future endeavors.

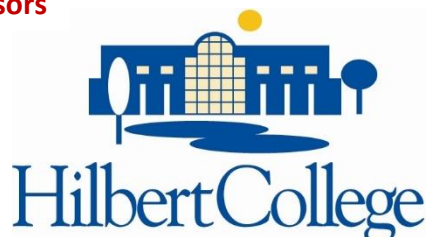
Sincerely yours,

A handwritten signature in blue ink that reads "Steven J. Harvey".

Steven J. Harvey, Ph.D.  
Executive Director  
WNY Consortium of Higher Education



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## WNY Student 2 Biz Challenge

### Room Assignments

#### Paczesny Triple Room: 216-217-218

- Consumer Products & Services – 10

#### Paczesny Room 206

- Technology & Entertainment – 10

#### Swan Theater

- Energy/Environment, AgTech & Food, & MedTech & Well-being – 10

#### Paczesny 215

- Judge’s Room

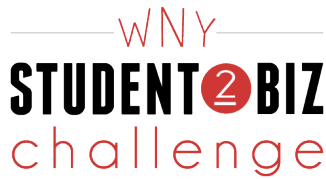
### Schedule for Day

**ALL Activities Start Promptly.**

**Networking Breakfast and Lunch are provided at no cost in the West Herr Atrium & Swan 123/124.**

**WE WILL MOVE THE SCHEDULE ALONG IF WE ARE READY TO MOVE ONTO THE NEXT ACTIVITY!**

Time	Activity	Room Assignments
7:00 a.m. to 7:50 a.m.	Registration & Networking Breakfast	West Herr Atrium
7:50 a.m. to 8:00 a.m.	Move to Swan Theater	Swan Theater
8:00 a.m. to 8:20 a.m.	Welcome	Swan Theater
8:20 a.m. to 8:30 a.m.	Move to Session Rooms	See Room Assignments
8:30 a.m. to 11:30 a.m.	Session Competitions	See Room Assignments
11:30 a.m. to 11:45 a.m.	Judge’s Tabulations Conducted in Assigned Rooms	See Room Assignments
11:45 a.m. to 12:00 p.m.	<b>BREAK</b>	
12:00 p.m. to 1:00 p.m.	<b>Networking Lunch &amp; Swan 123/124</b>	<b>West Herr Atrium</b>
1:00 p.m. to 2:15 p.m.	<b>ANNOUNCED:</b> Winners & Top Teams to Compete for Best All-Around Pitch and <b>RUN</b> Best All-Around Pitch	Swan Theater
2:15 p.m. to 2:30 p.m.	Judge’s Deliberation (Teams excused from Swan Theater)	Swan Theater
2:30 p.m. to 2:45 p.m.	Announce Best All-Round Pitch & Closing Remarks	Swan Theater



## Statewide Competition

### Ten (10) WNY Teams Selected to Compete

Track Name	Maximum # of Teams Selected (not guaranteed)
• Technology & Entertainment:	2
• MedTech & Well-being:	2
• Consumer Products:	2
• AgTech & Food:	2
• Energy & Environment:	1

## Room Assignments

Pitches will be pitched in alphabetical order by team name (EXCLUDING “The” & #s)

### Paczesny Room 206

- **Technology & Entertainment – 10**
  - Bus Buddy
  - Carpool App
  - Case-in-Point
  - Impact Trakr
  - Lucidity
  - Makunema Productions LLC
  - Prep Your Pack
  - SeeLeMonde LLC
  - Tivvy

- **AgTech & Food (3); Energy & Environment (1); & MedTech & Well-being (6) – 10**
  - Med-Fund Match (MedTech)
  - Queen City Cure (MedTech)
  - Seniors With Skills (MedTech)
  - Surgino (MedTech)

### Paczesny Triple Room: 216-217-218

- **Consumer Products & Services – 10**
  - MJR Properties, LLC
  - La Foresta D’Amore
  - Viridi Fashion Company
  - Golden Lanes Bowling Center
  - Pampered Paws Resort
  - Charlie & Checkers
  - Chill Space
  - Cutting Beauty
  - TrailBlazer
  - Just Breezy Company

### Swan Theater

- **AgTech & Food (3); Energy & Environment (1); & MedTech & Well-being (6) – 10**
  - Blue Collar Bees (AgTech)
  - Blue Potato (AgTech)
  - Project Talos (AgTech)
  - Modern Energy (Energy)
  - Complete Health Entertainment & Wellness (MedTech)
  - M2M: Mind to Mind (MedTech)

### Paczesny 215

- Judge’s Room



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## WNY Student 2 Biz Challenge Competitor Information

1. Registration begins at 7:00 a.m. and runs to 7:50 a.m.
2. Arrive no later than 7:30 a.m. Take advantage of this opportunity to network.
3. All activities on the agenda will be started promptly so please follow the agenda carefully. See web site: <http://www.wnycollegeconnection.com/student-2-biz-home>
4. Directions to the Hilbert College and parking information can be found on the web site: <http://www.wnycollegeconnection.com/student-2-biz-home>. We are in buildings 8 & 10 and parking is in G or H.
5. A networking breakfast and networking lunch are provided to all team members, faculty advisors, judges, volunteers, and steering committee members. Please email Pam Lalley at [pclalley@bryantstratton.edu](mailto:pclalley@bryantstratton.edu) with any food allergies. There will be gluten free and vegetarian options. See agenda for more information.
6. RULES for your Pitch:
  - a. You will be called to present and provided one minute to prepare to begin.
  - b. State rules require that ALL presentations must be in PowerPoint with no limitations on number of slides.
  - c. You MUST bring your presentation on a thumb drive and load it on the provided computers. You will NOT be allowed to use your own computer for the PowerPoint presentation.
  - d. If you are not present in the room when you are called. The next team will be given your spot. You will be called one last time after that team. If you are not present for the 2<sup>nd</sup> call, you will be eliminated from the competition.
  - e. You will be given 10 minutes to present your pitch and 5 minutes for questions and answers. You will be stopped abruptly at your time limit of 15 minutes. If you finish your presentation early, you will still be allotted the full 15 minutes.
  - f. You are expected to be in the competition room until the last presentation is given. Distractions will not be tolerated.
  - g. Once the competition begins, you are prohibited from talking to the judges about the competition itself. However, there will be opportunities to network with judges during meals.
7. SUGGESTIONS for your Pitch:
  - a. You must use PowerPoint. There are NO limits on the number of slides you use.
  - b. Be prepared for the worse! Have at least 4 hard copies of your presentation.
  - c. While you are not prohibited from using videos, know that there is an increased likelihood of technical complications with videos.
  - d. Avoid reading or using cue cards and bring your passion!!!!
8. There will be volunteers throughout the course of the event. If you need anything, please ask a volunteer.
9. In the event of any disputes or issues, decisions will be made by members of the WNY Student 2 Biz Challenge Steering Committee. All decisions made by the WNY Student 2 Biz Steering Committee will be final.

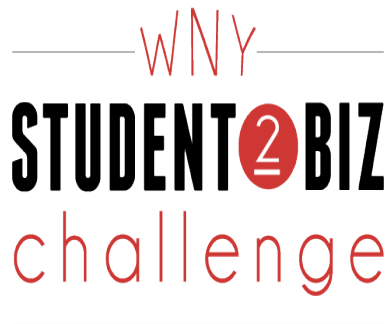
## Thank you to our judges!!!

Judge's Room Paczesny 215

- Technology & Entertainment: **Paczesny Room 206**
  - **Joel Colombo**, 360 PSG
  - **David Brenner**, Thimble
  - **Bill Palisano**, Lincoln Archives
  - **Bob Fritziner**, UB
  - **Jamel Perkins**, Sodexo
- AgTech & Food; Energy & Environment; & MedTech & Well-being: **Swan Theater**
  - **Jack McGowan**, Project Manager at Insyte Consulting
  - **John Seman**, ZOETIC Pharmaceuticals
  - **Kurt Fetter**, Merrill Lynch
  - **JD Hartman**, AXA/Signity Financial
- Consumer Products & Services: **Paczesny Triple Room 216-217-218**
  - **Rick Dean**, R.W. Dean & Associates
  - **Walter Kolt**, Kolt Access and Lift
  - **Ben Bissell**, Westminster Economic Development Initiative
  - **Paul Buckley**, Consultant

## Thank you to our lead sponsor!!!

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**Thank you to our steering committee!!!**

**Dan Shanahan**

**Susan McNamara**

**Steve Harvey**

**Tom Murdock**

**Ji-Hee Kim**

**Alex Pelc**

**Pam Lalley**

**Sue McCartney**

**Michael Lillis**

**Thank you to Hilbert College for hosting!**

**For more information on the WNY College Connection of the WNY Student 2 Biz Challenge, visit:**

***[www.wnycollegeconnection.com/student-2-biz-home](http://www.wnycollegeconnection.com/student-2-biz-home)***