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## Business Plan Competition - Undergraduate Winners – 2007

First Place - \$20,000



### Lucina – John Brown University

Faculty Advisor: Mandy Moore, Instructor & Kim Hadley, Associate Professor

Students: Andrea Kahn, Claire Armstrong, David Cox, Leah Olson & Jordan Milano

**Lucina** will contribute to the welfare of families and caregivers by designing and manufacturing reliable, affordable baby care products that are safe and efficient.

Second Place - \$10,000

Innovation Winner - \$5,000



### Innovative Measurement Technology – John Brown University

Faculty Advisor: Mandy Moore, Instructor & Mike Kennelley, Professor

Students: Ashley Wettengel, Lauren Craft, Trent Busenitz, & Andrew Baskins

**Innovative Measurement Technology** will be an agriculturally based corporation, which will recognize the importance of technology in agriculture. This company will utilize ultrasonic technology to monitor feed bins.

Third Place - \$5,000



New Horizon Biofuels – University of Arkansas at Fayetteville

Faculty Advisor: Dr. Mark Zweig, Instructor

Students: Austin Bray, Cody Bleich, Jessica Bridges, Andy Cloud, & Stephen Parr

**New Horizon Biofuels** will focus on the sale of biodiesel and the advancement of research for alternate fuels. The company will seek to prove that sustainable businesses can be both economically and ecologically sensible.

**Business Plan Competition - Graduate Winners - 2007**

First Place – \$20,000

Innovation Winner - \$5,000



GuardIN Fresh - University of Arkansas at Fayetteville

Faculty Advisor: Dr. Carol Reeves – Associate Professor

Students: Shantanu Pesaru, Paul McDowell, Keith Smithpeters, & Seth Claus

**GuardIN Fresh** will provide innovative packaging solutions to the fresh produce industry. These products intend to extend shelf life and reduce spoilage, bringing sustainable practices to the industry.

Second Place - \$10,000



Compello RX - University of Arkansas at Fayetteville

Faculty Advisor: Carol Reeves – Associate Professor

Students: Kevin Sedlacek, Nick Belton, Elliott Chester, & Adam Cogburn

**Compello RX** will be a value-added broker, which will allow hospital pharmacies to overcome regulatory hurdles and staffing shortages, by serving as a single-source solution for all of their outsourced pharmaceutical needs.

Third Place - \$5,000



Dynamic Airport Solutions - University of Arkansas at Little Rock

Faculty Advisor: Dr. Joe Bell – Associate Professor

Students: David Hunt, Rodney Arnold, Daniel Rucker, Andrew Herden, & Jennifer Lindsay Cowling

**Dynamic Airport Solutions** will offer the commercial airport market an integrated technology solution to enhance efficiency and profitability in operations. DAS will provide a complete solution in everything from gate management to ticketing.