



A GLOBAL LEADER IN ENTREPRENEURSHIP

## *Venture Challenge 2012*



From March 15–17, 2012, 24 teams from top universities across the globe traveled to the San Diego State University campus to compete in Venture Challenge, the premier international graduate business plan competition hosted by SDSU and the Entrepreneurial Management Center. Venture Challenge kicked off on March 15 with a VIP Reception for the competition's sponsors and 35 distinguished judges, held at the Parma Payne Goodall Alumni Center. The reception was followed by an Exhibit Fair, where the 24 teams set up displays to showcase their business ideas to guests and judges. The Venture Challenge teams were joined by five teams from the first annual Zahn Challenge, a new SDSU campus-only competition for engineering and technical startups hosted by the new Zahn Center for Engineering Innovation.



The following morning, the 24 semi-finalist teams presented their business plans to panels of judges within the Extended Studies Center at SDSU. The judges evaluated the viability and construction of the business plans as well as the professionalism and delivery of each team's presentation. Within each of the five semi-finalist tracks, the judges selected a winner as well as a runner-up to receive a second chance in the Wildcard Round. After a winner was selected from the Wildcard Round, a total of six teams including SDSU's Shake Smart were chosen to advance to the finals. The day's festivities concluded with a social at LOUNGEsix, a rooftop bar in downtown San Diego. The teams and judges relaxed and mingled with SDSU's MBA students from the Graduate Business Student Association (GBSA).



On March 17, the six finalist presentations were held in the Fowler Athletics Center at SDSU. The finalist teams included NeoPersona from Johns Hopkins University, LEMM Technologies from Purdue University, Shake Smart from SDSU, Active Alarm from Brigham Young University, NovoView Diagnostics from the University of Illinois at Chicago, and pledge4good from the University of Pennsylvania. The teams presented their business plans to an expert panel of finalist judges including Peter Shaw, Managing Director of Shaw Management Advisors, Jerry Halamuda, Founder and CEO of Color Spot Nurseries, Brian Dovey, Partner of Domain Associates, Cary Mack, Managing Principal of Southwest Value Partners, and Larry Petersen, President of LP Marketing. The presentations were followed by an awards ceremony, where the following teams were recognized as Venture Challenge 2012 winners:

**Grand Prize:** LEMM Technologies – Purdue University

**2nd Prize:** NovoView Diagnostics – University of Illinois at Chicago

**3rd Prize:** Active Alarm – Brigham Young University

**R. Michael Pack Innovative Technology Award:** Ischiban Neural Engineering Systems – University of Cincinnati

**Thom McElroy Showstopper Award:** NovoView Diagnostics - University of Illinois at Chicago

Preparation for next year's Venture Challenge is already underway.

Please mark your calendars- Venture Challenge 2013 will be held March 14-16, 2013.