



Stu Clark

INVESTMENT COMPETITION

March 31—April 2, 2011



Winnipeg, Canada



UNIVERSITY
OF MANITOBA

ASPER  SCHOOL OF
BUSINESS

MEET THE JUDGES

Carol Paradine	Deloitte & Touche LLP
Larry McIntosh	Peak of the Market
Garth Buchko	Corus Entertainment
Shannon Fontaine	Manitoba Tourism Education Council
Al Babiuk	Loewen Windows
Tony Lavilla	Mondetta Clothing
Mike Fernandes	Strategy Makers Consulting
Bill Baines	AML Wireless Networks Inc.
Michael Denning	Arizona State University
Bruce Froebe	Private Investor
Jonathon Giller	James A Richardson Group
Meril Rivard	Rivard Ultracuts Ltd.
Kelly Faubert	Business Development Bank of Canada
John Pozios	Desautels Centre for Private Enterprise and the Law
David Lapp	Business Development Bank Canada
Richard Wigington	Private Investor
David Weaver	Great Lakes Angels
Randy Thompson	Venture Alberta
Permjot Valia	HelpwithSales
Mark Kornak	Private Investor
Lawrence Dennis	Royal Bank of Canada
Colin Skibitzky	Royal Bank of Canada
Jim Kilgour	Manitoba Entrepreneurship, Training & trade
Viji Sundar	Butterfly Global Ventures Inc.
Mary K. (MK) Marsden	Touchpoint Strategies LLC
Guy Bieber	National Bank Financial
Battle Brown	QuickStart Wireless
Stu Clark	Private Investor
Lisa McDonald	James A Richardson Group
Tom Kormylo	Pitblado LLP
Don Chapman	gShift Labs

Thank you to all the judges for your time and expertise!

PROCEEDINGS

All events will take place at the Fort Garry Hotel, 222 Broadway Avenue

Thursday, March 31, 2011

Team Registration, Tradeshow & Elevator Pitch Competition - Crystal Ballroom 7th Floor

- 3:00 P.M. – 5:00 P.M.** Team Registration
5:00 P.M. – 6:00 P.M. Set-up for Tradeshow
6:00 P.M. – 9:00 P.M. **The Associates** Opening Reception
6:00 P.M.– 9:00 P.M. **Mondetta Clothing** Tradeshow Competition

Welcome:

Mr. Robert Warren

*I.H. Asper Executive Director in Entrepreneurship,
Stu Clark Centre for Entrepreneurship*

Greetings:

Mr. Barry Rempel

*President & CEO , Winnipeg Airports Authority
Board Member , The Associates of the Asper School of Business*

Presentation:

Dr. Charles Mossman

*Acting Dean, I.H. Asper School of Business
Recognizing Mr. Stu Clark for his latest support to the Asper School of
Business*

7:15 P.M. – 7:55 P.M. **WOW! Hospitality** Elevator Pitch Competition

One member from each team will have 60 seconds to describe the opportunity represented by their proposed venture. Teams will be judged on their ability to convey the opportunity and whether the panel would grant them a second meeting to discuss the proposed venture in more detail.

- 8:00 P.M.** Tradeshow judging resumes
9:00 P.M. Tradeshow closes
9:00 - 9:30 P.M. Tradeshow teardown

Friday, April 1:

7:00-8:00 am

Continental Breakfast (Mezzanine)

Opening Round (15 min. presentation, 20 min. Q&A, 15 min. feedback)

TIME	Life Science Tache Meril Rivard, Jonathon Giller, Permjot Valia	IT Gateway Bill Baines, Michael Denning, David Lapp	Sustainable La Verendrye Bruce Froebe, Randy Thompson, Viji Sundar	Retail Salon A David Weaver, John Pozios, Kelly Faubert
8:30 – 9:20	Osteocence <i>Rice university</i>	Improvania <i>Georgetown University</i>	cycleWood Solutions, LLC <i>University of Arkansas</i>	RhoMania, LLC <i>Carnegie Mellon University</i>
9:25 – 10:15	TheraCord <i>Johns Hopkins University</i>	V-Chain Solutions Inc. <i>Kennesaw State University</i>	Siam Organic Company Ltd. <i>Sasin Graduate Institute of Business Administration</i>	Goodyshirt.com, LLC <i>Northwestern University</i>
10:20 – 11:10	TNG Pharmaceuticals <i>University of Louisville</i>	Unified Communication Systems <i>Ball State University</i>	Ilumi Solutions <i>University of Texas at Dallas</i>	Precision Point Inc. <i>San Diego State University</i>
11:15 – 12:05	Northbright Diagnostics <i>University of Manitoba</i>	Own <i>University of Michigan</i>	Sonas, LLC <i>University of Oregon</i>	Allen’s Sport Goods <i>Loyola Marymount University</i>

12:00 P.M. – 1:30 P.M.

LUNCHEON (The Club)

sponsored by Manitoba Entrepreneurship, Training & Trade

1:15 P.M.—1:30 P.M.

Permjot Valia, London, England

Managing Director, Help With Sales Ltd. & an active angel investor

1:30 P.M.

Division Winners & Wildcard Teams Announced

Wildcard Round (15 min. presentation, 20 min. Q&A)

TIME	WILDCARDS La Verendrye Jim Kilgour, Mark Kornak, Don Chapman
2:30 – 3:05	
3:10 – 3:45	
3:50 – 4:25	
4:35 - 5:10	

5:45 P.M.

Wildcard Winner & Challenge Round Order Announced

6:15 P.M.

Faculty Advisors and Judges meet in front lobby for transportation to dinner. Returning to the Fort Garry Hotel at 10:00 p.m.

6:30– 9:00 P.M.

MBA’s with Brooms Curling and Dinner Event - meet in front lobby by 6:15 P.M.

Saturday, April 2:

7:30-8:30 am

Continental Breakfast (Mezzanine)

Challenge Round (15 min. presentation, 20 min. Q&A)

TIME	RBC Challenge Round Gateway Lawrence Dennis, Colin Skibitzky, Don Chapman	Venture Alberta Challenge Round Tache Randy Thompson, Permjot Valia, Mark Kornak
9:00 – 9:35		
9:45 – 10:20		
10:30 – 11:05		
11:15 - 11:50		

12:00 P.M. – 1:30 P.M.

LUNCHEON (Selkirk Ballroom)

Championship Round (15 min. presentation, 20 min. Q&A)

TIME	FINALISTS The Club Room Guy Bieber, Battle Brown, Stu Clark, Lisa McDonald, Mary K. (MK) Marsden, Tom Kormylo, David Weaver, Richard Wigington
1:30 - 2:05	
2:15 - 2:50	
3:00 - 3:35	
3:45 - 4:20	
4:30 - 5:05	

6:00 P.M. – 8:00 P.M.

CLOSING RECEPTION (The Club Room)

Opening Remarks:

Robert Warren

*I.H. Asper Executive Director in Entrepreneurship,
Stu Clark Centre for Entrepreneurship*

Greetings:

Dr. Charles Mossman

Acting Dean, I.H. Asper School of Business

Mr. Stu Clark

Private Investor

Chair, Championship Round Judges Panel

MEET THE TEAMS

University of Louisville

FlyVax a new vaccine is the solution for the cattle industry's one billion dollar's of economic loss due to the bloodsucking parasite, the horn fly. The horn fly is a parasitic insect that inflicts physical duress causing severe weight loss in cattle. The horn fly bites the animal using its elongated proboscis and feeds on cattle by sucking out blood. FlyVax is being developed and will be sold by TNG. TNG will take two years to successfully complete the USDA/APHIS testing phases and begin product distribution. FlyVax is covered by a fully issued patent (U.S. Patent No. 6,451,992), which is valid until 2019.

TNG Pharmaceuticals

Johns Hopkins University

Cord blood collected from the placenta after birth is a viable source of stem cells, yet it is discarded because there is no adequate collection method. TheraCord is developing a novel collection system, using single-use kits and durable equipment, to optimize cord blood collection. TheraCord can become the standard of care in all births, enabling the growth of stem cell therapy market that could treat over 300 million people worldwide.

TheraCord

Rice University

Osteocene, LLC is commercializing a disruptive technology for highly controlled drug delivery and bone reconstruction. The US Department of Defense (DoD) has shown great interest and has funded this promising technology for its applications in craniofacial trauma repair. The application of this technology extends well beyond military usage—namely, the treatment of craniofacial mandibular defects resulting from surgical therapy for cancer.

Osteocene,LLC

University of Manitoba

Northbright Diagnostics specializes in the development of innovative preventative diagnostics and research for oral health. Northbright is a leader in preventative dentistry as a cost reducing, objective and more accurate research aid used in caries research, and as onsite affordable and more accurate early caries detection for patients. Northbright's Twinbright Diagnostic System provides more accurate and objective data to researchers. Our patented technology provides researchers the sensitivity and specificity currently lacking in current methods used. Allowing clinical test to be completed faster and 63% cheaper.

Northbright Diagnostics

Ball State University

UCS is a for profit organization based on a home security companies recurring revenue model. It has three sources of revenue to generate positive cash flow, and future success. Exposure from news media has shown greater and transparency is needed on school buses. Parents are also commuting more often creating anxiety from the unknown whereabouts of their children. UCS is providing a product and service sends text messages and/or emails to parents every time their child gets on or off the school bus. The product integrates video, voice, and RFID devices on school buses to allow school corporation real time viewing access on buses. .

Unified Communication Systems

University of Michigan

Own is a cloud based point-of-sale system for coffeehouses. Rather than traditional cash registers or restaurant software point-of-sale systems, which do not offer real-time remote access to data or automatic updates, Own's revolutionary cloud based backbone provides real-time remote access to sales and data. Owners can easily edit their menus and prices, update their systems, use the simple and intuitive improvonia's online platform is specifically designed to streamline the restaurant management process and address the concerns mentioned by restaurant owners and managers, at absolutely no cost to them.

Own

Georgetown University

An alarming 60% of restaurants fail, primarily because the owners—often great chefs—cannot manage the restaurant business details . Our MBA-in-a-Box management tool reaches the 945,000 US-restaurant-market with free, centralized webWare for a \$210B industry value-chain process. Improvonia gives owners end-to-end business assistance from bookkeeping to supply-chain optimization. improvonia's online platform is specifically designed to streamline the restaurant management process and address the concerns mentioned by restaurant owners and managers, at absolutely no cost to them.

Improvonia

Kennesaw State University

V-Chain was started with the goal to become a leading developer of next generation hybrid Supply Chain Management software solutions. Our products are developed for the users by users with years of experience in supply chain operations. The first product to the market is a Materials Decision Support System (MDSS). Over the next 2-3 years, V-Chain will develop and deploy five additional software systems to further enhance the MDSS's benefits.

V-Chain Solutions Inc.

Carnegie Mellon University

With RhoMania's innovative decision-making platform Grail™, wine proprietors everywhere are given the means to increase wine sales, improve repeat business, and build customer loyalty. They will finally have the opportunity to get the right wine in front of the right consumers exactly when and where the purchase decisions are being made using an interactive wine list on a portable tablet device and increase revenues by 10-20% in the process. As wine drinkers are increasingly overwhelmed by the selection of wine choices available to them, wine proprietors cannot maximize their revenue potential as customers are driven toward lower price points.

RhoMania, LLC

San Diego State University

In the future there is going to be digital displays where ever you go. We will access these digital displays through digital out of home (DOOH) networks. And the way we will access them is by integrating with their hosting solutions, such as BroadSign. Precision Point is building a web-based campaign management system that streams ads to DOOH media, with an aim in simplifying the DOOH advertising process. We allow advertisers to select geographic areas, time frames, how many people to target, and bid appropriately.

Precision Point Inc.

Loyola Marymount University

Precision Point is building a web-based campaign management system that streams ads to DOOH media, with an aim in simplifying the DOOH advertising process. We allow advertisers to select geographic areas, time frames, how many people to target, and bid appropriately. We then in-real time stream ads through out digital networks comprised of thousands of displays, allowing advertisers to deliver relevant ads in selected localities. The firm's initial product is the Rod Rescuer, a durable and light-weight fishing rod attachment that prevents the sinking of fishing rods.

Allen's Sport Goods

Northwestern University

Goodyshirt.com will aggregate vintage t-shirts from thrift stores across the nation and provide a user-friendly interface where consumers can search and sort a huge selection of vintage t-shirts by keyword, theme, color, and size. By providing a mechanism to match consumers with their perfect t-shirts, Goodyshirt will unleash the pent-up consumer demand for vintage t-shirts and transform a product that was selling for less than \$3 into a premium product that can be sold for \$18 per shirt. As a by-product of its business model, Goodyshirt will create social good by increasing operating funds and awareness for its non-profit partners, all while enabling Goodyshirt to secure its supply and generate strong word-of-mouth in social media and the press.

Goodyshirt.com, LLC

University of Texas at Dallas

We have invented a new residential lighting solution that combines an energy efficient LED bulb or network of bulbs with the ability to control, customize, program, and automate the color and brightness of one's lighting through a Bluetooth enabled mobile device. We will sell the solution to residents of urban rental properties where installed home automation isn't an option and flexibility to make the most of a small space is valued.

ilumi Solutions

University of Arkansas

cycleWood Solutions patent-protected lignin-based plastic products will provide retailers with the most cost effective alternative to plastic bags. Demand for biodegradable plastic bags is high driven by consumer interest and government legislation. Through our team and strategies, we will be uniquely advantaged to provide a sustainable solution to retailers – across premium and mass – that will offer profitable returns to our company and its investors.

cycleWood Solutions LLC

Sasin Graduate Institute of Business Administration

Siam Organic is the exclusive provider of Jasberry™, new variety of rice that combines both the delicious taste of the famous Thai Jasmine rice and the powerful nutritional and antioxidant benefits of berries. With IP protection under the International Union for the Protection of New Varieties of Plants, Siam Organic maintains full control of supply of Jasberry™ with capacity of 3,000 tons in year 2011, going up to 94,000 tonnes in year 2015.

Siam Organic Company Limited

University of Oregon

Sonas will commercialize and deploy the container screening device which uses acoustic waves based on a proprietary algorithm and database to identify liquids within a sealed container, a capability that no currently deployed screening devices have. This device will be hand-held, accurate, non-invasive and user friendly. We will enter the air cargo screening market, exploiting governmental mandates calling for 100% of air cargo screening.

Sonas, LLC

SPONSORS

Angelsoft	I.H. Asper School of Business
Venture Alberta	Banff Venture Forum
National Angel Capital Organization	Mondetta Clothing
Royal Bank of Canada	NASDAQ OMX
Government of Manitoba Entrepreneurship, Training & Trade	Speedworld
Grain Exchange Curling Club	The Associates of the Asper School of Business
Fort Garry Hotel	Help With Sales Ltd.
Hilton Times Square New York	WOW! Hospitality Concepts

Competition Director



Robert Warren

I.H. Asper Executive director for Entrepreneurship

Welcome to Winnipeg!

Welcome to all our student participants, judges and guests to the 2011 Stu Clark Investment Competition. Now in its seventh year, the Stu Clark has established itself as Canada's premier international business plan competition for graduate students and one of the best stops in the Venture Labs series.

Over the past six years this competition has been the birth place for over a dozen businesses, a springboard for finalists in the Global Venture Labs Investment Competition (formerly MOOT Corp.) and a place of connection for entrepreneurs and investors. For example, our 2009 Champion Burning Hollow Technologies has just signed a distribution agreement with one of our judges while our 2010 Champion Silicon Solar Solutions attracted the interest of an investor from the hit Canadian TV program, Dragon's Den.

Over the course of the next three days you will get a chance to experience Winnipeg's diverse culture. We will introduce you to the concept of the "social", teach you how to curl (or at least remain standing on the ice), fine dining at 529 and showcase some of Winnipeg's finest musicians in the Ministers of Cool. You will also be competing for, what we believe, is the best prize package found at any competition: a first place award of \$20,000 CAD, personalized Manitoba Moose hockey jerseys, the opportunity to close the NASDAQ on August 26 and be serenaded on Times Square by the Ministers of Cool.

This competition would not be possible without the support of our sponsors. At the top of this list goes our namesake, Mr. Stu Clark. His generous financial support for entrepreneurship at the University of Manitoba is helping make this competition and the Asper School of Business a world leader. Mr. Clark is joined by NASDAQ, The Associates of the I.H. Asper School of Business, sponsors of the opening reception, the Province of Manitoba, sponsors of Friday's lunch, WOW! Hospitality, sponsors of the elevator pitch competition, Mondetta Clothing, sponsors of the tradeshow, and the Hilton Times Square. The Stu Clark Investment Competition would also not be possible without the help of the judges, time keepers and most importantly the Stu Clark Centre for Entrepreneurship staff – Angad Singh, Robyn Richardson, Sarah Zulfi, Roxanne Rusk and Jennifer Degelman. I would also like to thank the Asper School's Dean, Charles Mossman and Malcolm Smith, Head, Department of Marketing for all of their assistance in making this competition a reality.