

2017 Hatch Recaps

Marshfield | Wednesday, July 19

A retro-themed classic garage (former home to Hudson's Classic Grill) in Marshfield was the site of five business pitches Wednesday night. The winning pitch, Tapped, took home \$2,000 to advance their business idea.

Partnerships across the state made this fourth HATCH event a success, bringing together the Marshfield's Young Professionals, Brightstar Wisconsin Foundation, NEWaukee, and the Wisconsin Economic Development Corporation.

Local organizers chose to highlight the 12 N Central Ave Building, for the event. This garage themed building provided the perfect backdrop for an event focused on perfecting those napkin ideas. The garage saw a sold out crowd of 100+ people. Audience members had the opportunity to vote for their favorite pitches. In addition, a panel of local judges deliberated on the winning pitch.

Jurors were: Brenda Dillenburg – Marshfield Campus Dean, Mid-State Technical College; Mark Nelson – President, Microscopy Innovations LLC; Michael Agarwal – CIO, Prevention Genetics; David Meissner – Retired Business Owner; Karen Olson – Business Development Director, Marshfield Area Chamber of Commerce & Industry, Central Wisconsin SCORE Administrator; and Todd Sobotka – Managing Director at BrightStar Wisconsin Foundation.

The winning pitch, Tapped, offers flavor infused, natural maple syrups. Jeremy Solin and his family own a maple farm where they harvest the maple syrup through traditional tapping methods and then infuse the syrup with flavors including- espresso, ginger, cinnamon, cardamom, and red pepper. Tapped is being offered as a substitute to simple syrups and plain maple syrups throughout various coffee shops and bars in Wisconsin.

Other pitches included:

- HiveCast | Paul Lemley – Crowdsourced live video
 - HydraCore Vest | Chad Henne – New version of a weighted vest for fitness and orthopedic rehabilitation
 - Art Studio On The Go | Carolyn Corcoran – “Art Studio On The Go” is a contained mobile unit offering a place to create, no matter where you are
 - Cheiks | Elizabeth Olson – Underwear with revolutionary sizing
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Wausau | Thursday, June 22

A packed house at the YWCA for the Wausau HATCH event on Thursday, June 22nd. Four businesses pitched their ideas to compete for a \$2,000 prize. The winning pitch was made by Stevens Point based Unpublished.io.

A panel of four local judges and a BrightStar executive deliberated on the winning pitch. Audience members also had the opportunity to vote for their favorite pitches and played a part in deciding the outcome. The jurors were: Dan Timm – Vice President SBA, Government Lending, River Valley Bank; Ann Werth – former City of Wausau Economic Development Director; Kevin Eichelberger – Owner, Red Eye Brewing Company and Patina Coffeehouse; Kimberly Reed – Business Instructor, Northcentral Technical College/Former Owner, Wausau to Go; Tom Shannon – President & CEO, BrightStar Wisconsin Foundation; and Erik Rajek – Assistant Vice President, Business Development Officer, Byline Bank.

The winning pitch, Unpublished.io, is a web platform for building and sharing research projects by Daniel Packard & Maurice Woods III. Unpublished.io will advance to the HATCH finale and pitch for \$10,000 on November 9th, 2017.

Other pitches included:

- PynPoints | Scott Gile – An app that delivers time and location-relevant messaging/advertising.

- Gater App | Marko Knezic – A social media aggregation app that makes it easy for users of all experience levels to create topical, timely and dynamic content for all their social media channels simultaneously by bringing the most popular content creation features and information together in one utility.
 - Imaginar Mobile Escape Room | Rachel Jean Davis – A modular and movable escape room experience.
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Wisconsin Rapids | Wednesday, May 24th

A large crowd gathered in Golden Eagle Log Homes cabin and showroom for the Wisconsin Rapids HATCH event on Wednesday, May 24th. They listened to four businesses pitch their ideas and compete for a \$2,000 prize funded by Incurage Community Foundation. The winning pitch was made by Stevens Point-based Arbre Tech. HATCH is a community-based startup pitch platform that aims to convert strong ideas into business plans that launch new companies. Partnerships across the state made this second Hatch event a success, bringing together, Brightstar Wisconsin Foundation, the Wisconsin Economic Development Corporation, NEWaukee, and Current Wisconsin Rapids. Other strategic partners include MCDEVCO, Ignite, Marshfield Young Professionals and Create Portage County.

A panel of four local judges and two BrightStar executives deliberated on the winning pitch. Audience members also had the opportunity to vote for their favorite pitches and played a part in deciding the outcome. The jurors were: Tod Strong – Management Coach and Consultant at Writing Enterprises, filling in for Jenny Harms – Director of Community Investment at Incurage; Adam Tegen – Community Development Director for the City of Wisconsin Rapids; Carla Lenk – Job and Business Development Coordinator at North Central Community Action Program; Heather Grys-Luecht – Workforce Solutions Coordinator at Mid-State Technical College; Tom Shannon – President and CEO at BrightStar Wisconsin Foundation; and Todd Sobotka – Managing Director at BrightStar Wisconsin Foundation.

The winning pitch, Arbre Tech, aims to automate the data tracking processes used in tree nurseries. Matthieu Vollmer and Ben Meyers created a product that offers real-time inventory tracking, reducing labor costs and creating time for arborist to invest in specialized and technical processes. Arbre Tech will advance to the HATCH finale and pitch for \$10,000 on November 9th, 2017.

Other pitches included:

- Magnetag | Adam Cohen and Jason Hilleshiem – An electronic scoring for foam combat. Players wear unique sensor armor and battle each other with foam swords, darts, and ninja stars.
 - Caboosee | Emily Blomberg – Baby onesie and pajama technology that allows for an opening across the back, just above the diaper, making it possible to easily check a diaper without removing the clothing.
 - VR Cafe | Andrew Matson – A virtual reality cafe.
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Stevens Point | Wednesday, April 26th

A crowded historic firehouse in Stevens Point was the site of five business pitches Wednesday night. The winning pitch, Leak Siphon Flush Valve, took home \$2,000 to advance their business idea. The firehouse saw a sold out crowd of 100+ people. Audience members had the opportunity to vote for their favorite pitches. In addition, a panel of local judges deliberated on the winning pitch. Jurors were: Mike Wiza – City of Stevens Point Mayor; Brian Cole – SVP, Finance & Operations at Red Arrow Labs; Dan Blumenstein – Director of Client Support at Rack Industrial, LLC; Missy Skurzewski-Servant – Dean, General Education & Business at Mid-State Technical College; Vicki Lobermeier – Associate Lecturer, Adjunct Faculty at UW-Stevens Point School of Business & Economics; and Todd Sobotka – Managing Director at BrightStar Wisconsin Foundation.

The winning pitch, Leak Siphon Flush Value, aims to reduce leaky toilets to zero waste. Peter Parker and Landis Brozak stated, “Leaky toilets are the biggest water wasters and leak up to

200 gallons per day. There are 250 million toilets in the US that leak 25 billion gallons per year. We have developed a simple flush valve that can reduce this leakage to ZERO.”

Other pitches included:

- Mysa | Jeff Rice – An online shared-economy platform that helps business owners understand their hurdles and connects them with freelancers who can help.
- Permyt | Kyle Konieczka – Automated municipal permit issuance.
- Destination 180 | Monte Condrack – A social entrepreneurship business that develops moderate to high-end tiny houses for people in need.
- Feed Manager | Carl Lippert – An app that helps farmers manage their livestock feed.