

EASTERN MICHIGAN UNIVERSITY

**Executive Certificate in Entrepreneurship
& Final Venture Challenge**



Fall 2023

November 18, 2023

Student Center Ballroom



**Eastern Michigan University
Center for Entrepreneurship**

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Agenda

Breakfast & Networking

9:15 AM - 9:45 AM

Final Venture Challenge

9:45 AM - 11:45 PM

Lunch

11:45 AM

Presentation by ECE Alumni Panel

12:00 PM - 12:25 PM

Remarks from Judges

12:30 PM

Graduation & Certificate Distribution

12:45 PM

Announcement of Venture Challenge Winner

1:10 PM



Meet the Participants - Finalists

- 1 Jonathan Marceau** **Synapse Creations Inc**
Individualizes student learning and automates the teacher process, saving time.
- 2 Paul Reiss** **Protein Pints**
A high-protein, low-sugar, scalable ice cream brand.
- 3 Rajeev Thakur** **Intuitive Design LLC**
A gas-electric hybrid robot snowblower for under \$1000 for sidewalk-driveway.
- 4 Brandon Martin** **Reaction Technologies**
A leader in training solutions for athlete safety and performance.
- 5 Kristy Stark** **Echotyke**
A tool for child development and diagnostic insights for the improvement of educational and clinical interventions.
- 6 Devon Brown** **NextGen Athletics**
Traveling coaches that provide specialized training to school athletes.
- 7 Luke Donahue** **HunnyDone**
Provides home property management services to homeowners.
- 8 James Ryan** **DeMask**
Multimedia forensic detector of still image, video and audio forgeries, including deepfakes.



Meet the Participants - Others

Ulises Lino

Todd McLeod

Deborah Millard

Advait Paliwal

Boyang Wang

Timothy Wilson

Linnet LLC

Most friendly system to manage your small business with inventory and e-commerce.

Vaista

Vaista helps teachers grade papers using AI

DRAFT Incorporated

DRAFT device added to respirators reduces heat, humidity and fog increasing compliance.

YouLearn

Personalized teaching and learning platform powered by AI.

C-Pro, Corp

Affordable and integrated customer management platform for an individual handyman leveraging virtual technology.

Vital Pro Studio

Digitizes manual processes into robust applications and preserves institutional knowledge without coding.



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Meet the CFE Team & Speakers

Expert Speakers



Chris Kaufman
Co-Founder, StockX



Joseph Morrison
Attorney, Bodman Law

Entrepreneurship Faculty



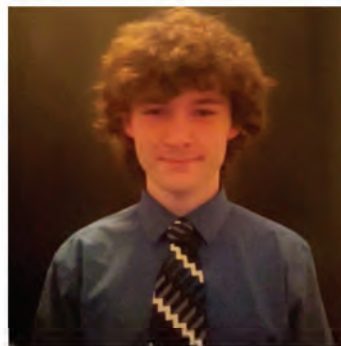
Kunal Banerji
PhD



Morgan Milner
PhD



Sanjib Chowdhury
PhD
Director, CFE



Charles Guccione
Communication Coordinator, CFE



Zoe Sponseller
CFE Team



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Special Thanks to Our Sponsors



EASTERN MICHIGAN
ALUMNI

Anonymous EMU Alumni Group

A very special thanks to the anonymous alumni group for their generous donation to this program



Diane and Bruce Halle Foundation

A very special thanks to the Diane and Bruce Halle Foundation for their generous donation to this program



Ann Arbor SPARK

A very special thanks to Ann Arbor SPARK for their generous donation to this program



Chris Kaufman, Co-Founder - StockX

A very special thanks to Chris Kaufman for being a sponsor with a generous donation to this program



Mentors



Tom Borg

Tom Borg Consulting



Nancy Benovich Gilby

MI SBDC



Dennis Carmichael

NEF



Melanie De Vries

MI SBDC



Paul Henchey

NEF President



Gary Hessenaur

NEF



Robert Honeyman

MI SBDC



Angeline Lawrence

TechTown



David Maas

NEF



Mentors



Evan Marsh
WynHouse



Joseph Morrison
Bodman Law



Kristine Nash-Wong
Ann Arbor SPARK



Ravi Nigam
NEF



Clay Phillips
MI SBDC



Alain Piette
MI SBDC



Arcadio Ramirez
MI SBDC



Soosmita Sinha
NEF



Linda Smith
MI-HQ



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Mentors Continued



Dan Stewart
Automation Alley



Chao Sun
CapStone Holdings



Stefan Sysko
NEF



Scott Taylor
MI SBDC



Wendy Thomas
MI SBDC



Expert Coaches

We are thankful to the New Enterprise Forum (NEF) and Michigan Small Business Development Center (MI SBDC) for supporting us with professional coaching in this program. Several NEF board members have graciously volunteered as coaches.



Rita Hillman
SBDC



Diana Dimitroff
SBDC



Dennis Carmichael
NEF



Pierce Fitzpatrick
No Dirty Earth



Gary Hesnaur
NEF



Alain Piette
MI SBDC



Kory Scheiber
MI SBDC



Chao Sun
CapStone Holdings



Stefan Sysko
NEF



Bill Taylor
NEF



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Semi-Final Judges



Stefon Crawford
Principal
GM Ventures



Francis Glorie
Co-Founder
EagleView Imaging



Margarita Hernandez
Vice President
Ann Arbor SPARK



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Final Judges



Kurt Baumgarten
Partner
GM Ventures



Chris Kaufman
Co-founder
StockX



Jim Bennethum
Partner
Hibiscus BioVentures



Ali Solouk
Manager
Strategic Investment
Ford Motor Company



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Graduates



On Saturday, November 18, 2023, 12 participants graduated from Fall 2023 cohort of the ECE program.



Winners



Paul Reiss



Jonathan Marceau

Paul Reiss's business Protein Pints was awarded first place and the **\$25,000** business expense fund. His business offers a high-protein, low-sugar, scalable ice cream brand.

Jonathan Marceau's business Synapse Creations Inc was awarded second place and the **\$5,000** business expense fund. His business offers an educational technology platform that individualizes student learning and automates the teacher process, saving time.



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Stay Connected

We are happy to announce that we are hosting our next Executive Certificate in Entrepreneurship Program in September. For more information, please visit our website at

emich.edu/ece

Established in 1986, EMU's Center for Entrepreneurship (CFE) strives to enhance a culture of entrepreneurship in the EMU community by supporting a strong entrepreneurship curriculum and offering a variety of co-curricular programs. The CFE also encourages local entrepreneurship by engaging EMU students and faculty in innovation, business creation and growth in southeast Michigan.

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