



# HEARTLAND challenge



UNIVERSITY OF  
ARKANSAS

Sam M. Walton College of Business

# WELCOME



*Old Main, University of Arkansas*

# FROM THE DEAN

At Walton, the word “value” is important to us – in our teaching, in our research, and especially when we talk about our EPIC core values of excellence, professionalism, innovation, and collegiality. The Heartland Challenge is a great representation of these values. This competition encourages all of them, as teams work together on innovative new ventures and judges use their talents to determine excellence. We are excited to host all of you for this competition, the second annual international student startup competition to be held in Arkansas. To the judges, thank you for sharing your time with us, and to the competing teams, good luck and congratulations on your accomplishments. Be Epic!

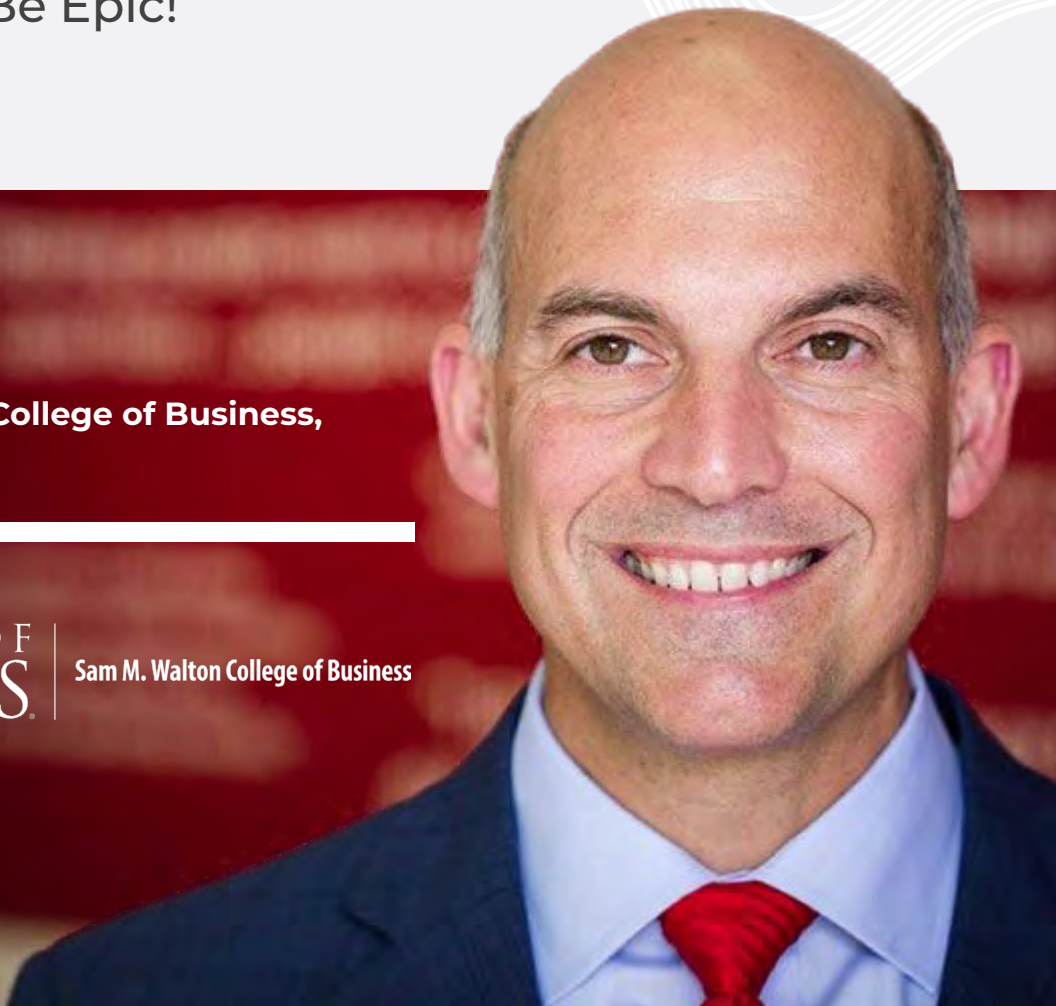
## Matt Waller

Dean of the Sam M. Walton College of Business,  
University of Arkansas



UNIVERSITY OF  
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# APRIL 14

*Informal Activities - Technology Checks, and Troubleshooting*  
*All times are in Central Standard Time*

## ZOOM ROOM 1

|        |                    |                |
|--------|--------------------|----------------|
| 8:00am | Uniphage Inc.      | Yale-NUS       |
| 3:30pm | Backup             | U of Arkansas  |
| 3:45pm | Urogix             | Washington U   |
| 4:00pm | BioSeal XE         | Oklahoma State |
| 4:15pm | ReGen Technologies | U of Arkansas  |
| 4:30pm | NurLabs            | UCLA           |

## ZOOM ROOM 2

|        |                   |                    |
|--------|-------------------|--------------------|
| 3:30pm | Ripely            | Rensselaer P.I.    |
| 3:45pm | BullyProof        | U of Arkansas      |
| 4:00pm | Closed Composites | U of So California |
| 4:15pm | Cerobex           | Tufts University   |
| 4:30pm | Paldara, Inc.     | Oklahoma State     |
| 4:45pm | Nivera Solutions  | U of Arkansas      |

# APRIL 15

## COMPETITION KICK-OFF

*FOR TEAMS AND ADVISORS*

### 7:45-8:15am

**Welcome - Sarah Goforth**

*Executive Director, Office of Entrepreneurship & Innovation*

**The Impact of Entrepreneurship in NWA - Yee-Lin Lai**

*Program Officer, Entrepreneurial Development, Walton Family Foundation*

**Competition Instructions - Deb Williams**

*Director of Student Programs, Office of Entrepreneurship & Innovation*

**Q&A for Competition Participants**

### 8:15-8:30am

**Student Teams - prep for Round 1**

**Judges login to provided Zoom link for Instructions**

***Crystal Bridges, Bentonville, AR***

# APRIL 15 // SEMI-FINALS

15-minute presentation, 10-minute Q&A,  
10-minute judge notes/transition

## TRACK 1

|         |                                 |
|---------|---------------------------------|
| 8:15am  | Judge Tech Checks/Instructions  |
| 8:30am  | Backup                          |
| 9:15am  | Ripely                          |
| 10:00am | Nivera Solutions                |
| 10:40am | Judges Deliberate/Select Winner |

### Feedback: Individual Sessions with Judges

|         |                  |
|---------|------------------|
| 11:15am | Backup           |
| 11:35am | Ripely           |
| 11:55am | Nivera Solutions |

**Facilitator:** Sarah Goforth & AVAD3

**Judges:** Canem Arkan, Permjit Valia,  
Maf Sonko, Jeannette Balleza Collins,  
Tracy Black

## TRACK 2

|         |                                 |
|---------|---------------------------------|
| 8:15am  | Judge Tech Checks/Instructions  |
| 8:30am  | Bullyproof                      |
| 9:15am  | Uniphage Inc.                   |
| 10:00am | Urogix                          |
| 10:40am | Judges Deliberate/Select Winner |

### Feedback: Individual Sessions with Judges

|         |               |
|---------|---------------|
| 11:15am | Bullyproof    |
| 11:35am | Uniphage Inc. |
| 11:55am | Urogix        |

**Facilitator:** Deb Williams & AVAD3

**Judges:** Liz Slape, Ramsay Ball, Stan Zylowski,  
Jordan Carlisle, Spencer Jones

*B Street, Bentonville, AR*  
*Art by Matt Miller Studio*

# APRIL 15 // SEMI-FINALS

15-minute presentation, 10-minute Q&A,  
10-minute judge notes/transition

## TRACK 3

|         |                                 |
|---------|---------------------------------|
| 12:45pm | Judge Tech Checks/Instructions  |
| 1:00pm  | ReGen Technologies              |
| 1:45pm  | BioSeal XE                      |
| 2:30pm  | Closed Composites               |
| 3:15pm  | Judges Deliberate/Select Winner |

### Feedback: Individual Sessions with Judges

|        |                    |
|--------|--------------------|
| 3:45pm | ReGen Technologies |
| 4:05pm | BioSeal XE         |
| 4:25pm | Closed Composites  |

**Facilitator:** Sarah Goforth & AVAD3

**Judges:** April Seggebruch, Chidozie Ugwumba, Michael Artinger, James Hendren, Fareena Contractor

## TRACK 4

|         |                                 |
|---------|---------------------------------|
| 12:45pm | Judge Tech Checks/Instructions  |
| 1:00pm  | Cerobex Drug Delivery           |
| 1:45pm  | NurLabs                         |
| 2:30pm  | Paldara, Inc.                   |
| 3:15pm  | Judges Deliberate/Select Winner |

### Feedback: Individual Sessions with Judges

|        |                       |
|--------|-----------------------|
| 3:45pm | Cerobex Drug Delivery |
| 4:05pm | NurLabs               |
| 4:25pm | Paldara, Inc.         |

**Facilitator:** Deb Williams & AVAD3

**Judges:** Angelo Welihindha, Kelly Barnes, Bjorn Simmons, Robyn Goforth, Jeff Amerine

*B Street, Bentonville, AR*  
*Art by Matt Miller Studio*

# LIVE EVENT

APRIL 15

5:15pm

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**Welcome & Live Finalist Announcements - Matt Waller**

*Dean of Sam M. Walton College of Business, University of Arkansas*

5:25pm

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**Honey Collective - Entrepreneurship in Music at the UA**

5:30pm

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**Announcement of Finalist Teams - Matt Waller**

*Dean of Sam M. Walton College of Business, University of Arkansas*



**Honey Collective**

*Student alternative jazz/rhythm and blues band from the University of Arkansas*

# FINAL ROUND - LIVE EVENT

APRIL 16



## SIMULCAST FINAL ROUND

|         |                                 |
|---------|---------------------------------|
| 7:45am  | Judge Tech Checks/Instructions  |
| 8:00am  | Welcome and Judge Introductions |
| 8:05am  | Finalist Team 1                 |
| 8:50am  | Finalist Team 2                 |
| 9:40am  | Finalist Team 3                 |
| 10:30am | Finalist Team 4                 |
| 11:05am | Judges Deliberate/Select Winner |
| 11:05am | Closing Remarks                 |

**Facilitator:** Sarah Goforth & AVAD3

**Judges:** MK Marsden, Bobby Franklin, Clete Brewer, Bradley McBride, Angela Grayson, Bobby Sandage

*15-minute presentation, 20-minute Q&A, 10-minute judge notes/transition*



# LIVE EVENT

APRIL 16, 12:00 - 12:45pm

## AWARDS CEREMONY & ELEVATOR PITCH COMPETITION

### Welcome - Sarah Goforth

*Executive Director, Office of Entrepreneurship & Innovation*

### Elevator Pitch Competition - Bjorn Simmons

*Co-Founder Wyzerr and Venture Noire*

### Introduction to Keynote Speaker - Sarah Goforth

*Executive Director, Office of Entrepreneurship & Innovation*

## Keynote Speaker - Tracy Gaudet

*Executive Director, Whole Health Institute*

### A Look Back to 2020 Heartland Challenge Winner - Aurign

*CEO and Co-Founder, Robert Hatcher HCSC*

## AWARDS PRESENTATION



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# WALTON FAMILY FOUNDATION



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