

# HEARTLAND challenge



UNIVERSITY OF  
ARKANSAS

Sam M. Walton College of Business

QUESTIONS DURING THE COMPETITION?  
TEXT OR CALL US ON THE HEARTLAND HOTLINE:

**(479) 966-9820**

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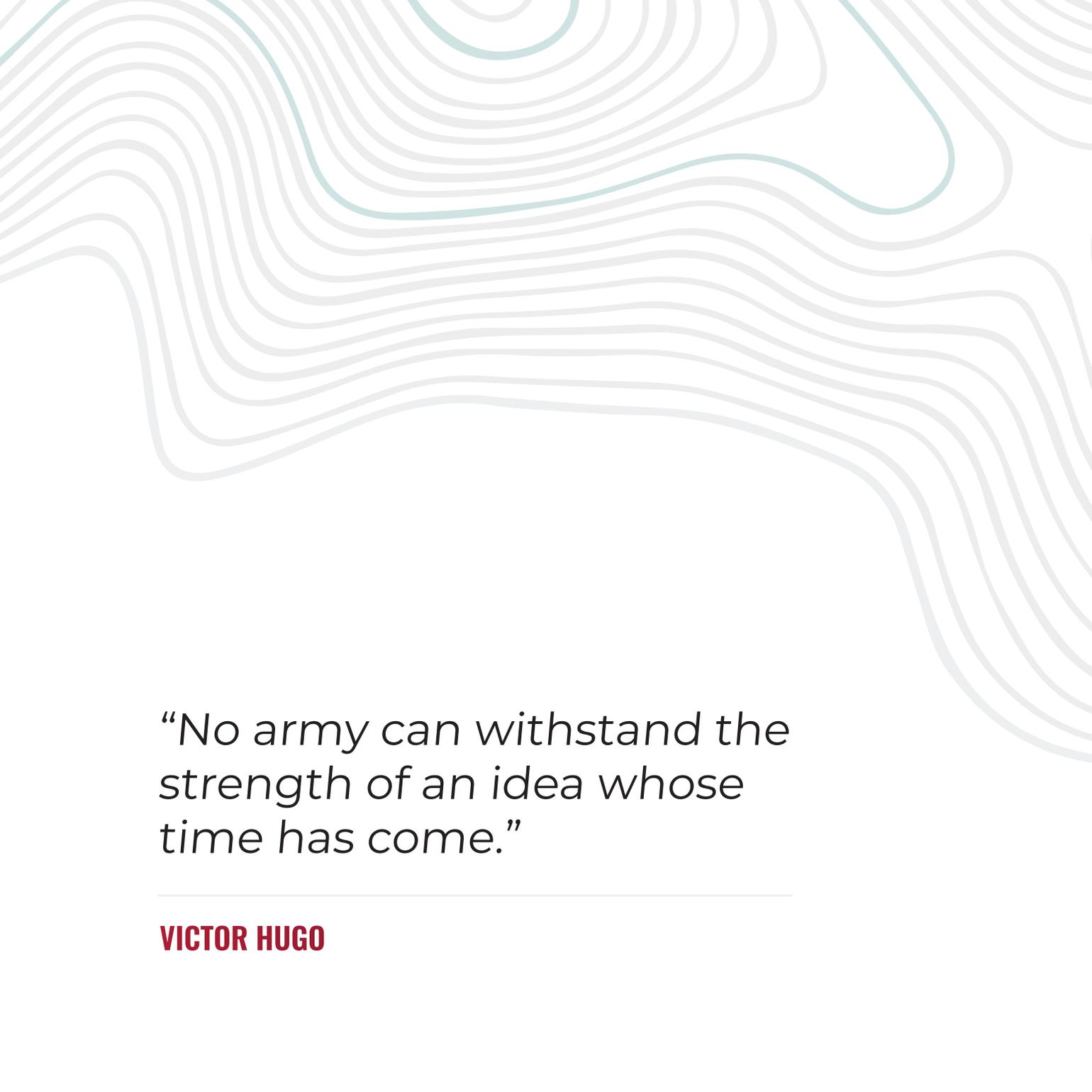
SHARE YOUR EXPERIENCE USING:

**#heartlandAR22**

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“No army can withstand the strength of an idea whose time has come.”

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**VICTOR HUGO**

# WELCOME TO THE COMPETITION

**Matt Waller**

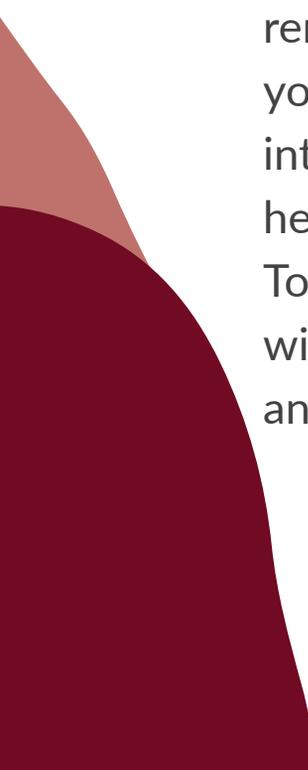
Dean of the Sam M. Walton College  
of Business, University of Arkansas



UNIVERSITY OF  
ARKANSAS

Sam M. Walton College of Business





We embody resilience at Walton, and this year's Heartland Challenge is emblematic of the tenacity innovators exhibited while weathering the COVID-19 pandemic. These talented competitors have come from across North America to showcase their solutions to problems across myriad industries; from healthcare and technology, to retail and renewable energy. We are excited to host all of you for the Heartland Challenge, the third annual international student startup competition to be held in Arkansas, and the first to be held in person. To the judges, thank you for sharing your time with us, and to the competing teams, good luck and congratulations on your accomplishments.



“

We'll be honest with you...a major goal of the Heartland Challenge was achieved the minute that you set foot in Northwest Arkansas. According to U.S. News and World Report, NWA is the fourth best place to live in the country. Between mountain biking trails and unparalleled outdoor amenities, world-class arts and culture venues, and a vibrant venture scene, our pocket of the Ozarks has a lot to offer. What's less obvious, until you're here, is the community of support that you so quickly can find here, whether you're a founder, a remote worker, a builder, or a backer. As a Heartland Challenge participant, you are now part of that community, and we hope you stay connected!

”

# AND WELCOME TO ARKANSAS

**Sarah Goforth**

Executive Director, Office of  
Entrepreneurship and Innovation at  
the University of Arkansas



UNIVERSITY OF  
ARKANSAS

Entrepreneurship and Innovation



# 2022 SEMI-FINALISTS



## Beam Commerce

*University of Waterloo* – Team Members: Dhruv Patel, Armon Shokravi, Varun Kundra, Landon Fuhr – Advisor: Wayne Chang



## CiphrX Biotechnologies

*University of Arkansas* – Team Members: Stephanie Gannon, Landon Burcham, Hailey Carter, Drake Harrison, Emilie Darrigues – Advisors: Sarah Goforth and David Hinton



## EasyFlo

*University of New Mexico* – Team Members: Brianna Chavez, Alissa Chavez, Anna Chavez – Advisor: Stacy Sacco



## EpiSLS

*University of Michigan* – Team Members: Parker Martin, Cory Cooney – Advisor: Anne Perrigo



## GammaVet

*University of Arkansas* – Team Members: Shana Owens, Zachary Waldrip, Brett LittleJohn, Braden Bateman – Advisors: Sarah Goforth and David Hinton



## Green Design Technologies

*University of Georgia* – Team Members: Spencer Parker, Jimmy Fowler, Niada Parker – Advisor: David Sutherland



## **Horizon Health Solutions**

*University of Arkansas* – Team Members: Amy Hopper, John Sherrill, Josh Walker, Solomon Isu – Advisors: Sarah Goforth and David Hinton

## **Ichosia Biotechnology**

*The George Washington University* – Team Members: Lucas Vining, Lauren Le Page, Meredith Schneider – Advisor: Kate Heath

## **KLAW Industries**

*State University of New York* – Team Members: Jacob Kumpon, Nicholas Walling – Advisor: Olga Petrova

## **Pareto**

*Stanford Graduate School of Business* – Team Members: Jessica Landzberg, Olivia Bordson, Sydney West – Advisor: Deb Whitman

## **Speak Information Technologies**

*Washington University, St. Louis* – Team Members: Kai Skallerud, Ajla Salic – Advisor: Doug Villhard

## **The STEAM Team**

*Tufts University* – Team Members: Beth Krikorian, Hailey Yabroudy, Brian Kaufmann, Sierra Carter – Advisor: Kevin Oye

# GUEST SPEAKERS



**Alice  
Walton**  
*Philanthropist*



**Jim  
Goetz**  
*Partner, Sequoia  
Capital*



**Steve  
Nelson**  
*Co-founder, Carbon and  
re-inc*



**Naccaman  
Williams**  
*Special Projects Director,  
Walton Family Foundation*



**Phil  
Libin**  
*CEO and Co-founder,  
All Turtles, mmhmm, and  
Evernote*



**Robert  
Burns**  
*Director, Home Region  
Program, Walton Family  
Foundation*

# FINALIST JUDGES



**Michael Basch**

*Managing Partner, Atento Capital*



**Candice Matthews Brackeen**

*General Partner, Lightship Capital*



**Clete Brewer**

*Partner, New Road Capital Partners*



**Angela Grayson**

*Principal Member, Precipice IP, PLLC*



**MK Marsden**

*Managing Partner, Touchpoint Strategies*



**Chidozie Ugwumba**

*Managing Partner, SymBiosis Captial Management*

# SEMI-FINALIST JUDGES

## **Jeff Amerine**

*Founder and Managing Director, Startup Junkie Consulting, LLC*

## **Canem Arkan**

*Executive Director, Endeavor Northwest Arkansas*

## **Ramsay Ball**

*Principal Broker, Cignus Real Estate*

## **Fareena Contractor**

*Director of International Emerging Tech Team, Walmart*

## **Bobby Franklin**

*President and CEO, National Venture Capital Association (NVCA)*

## **Robyn Goforth**

*Co-founder and Chief Scientific Officer, BiologicsMD*

## **Rosa Hathaway**

*Senior Investment Associate, Atento Capital*

## **Drew McKinnon**

*Market President, Main Street Health (Arkansas)*

## **Douglas Hutchings**

*CEO, Delta Solar*

## **Spencer Jones**

*Chief Technology Officer, Lineus Medical*

## **John Lammers**

*Chief Investment Officer, Circumference Group*

## **Steve Nicolle**

*Partner, Island Capital Partners*

## **Anoop Prasanna**

*Senior Director, Digital Transformation, Walmart Global Technology*

## **Bobby Sandage**

*Managing Director, Paula and Rodger Riney Foundation*

## **April Seggebruch**

*Chief Strategy Officer and Co-founder, Movista Inc.*

## **Liz Slape**

*Chief Marketing Officer, AcreTrader*

## **Maf Sanko**

*Head of Strategy and Operations, VictorFi*

## **Charu Thomas**

*Founder and CEO, Ox*

## **Lawrence Watkins**

*Investor, Atento Capital*

## **Stan Zylowski**

*CEO and Co-founder, Movista*

# SCHEDULE OF EVENTS

## APRIL 14

3:30-5:30pm • *Check in*

5:30-7:00pm • *Welcome Reception*

## APRIL 15

8:00-9:00am • *Breakfast Kickoff,  
Naccaman Williams, Special Projects  
Director, Walton Family Foundation*

9:00-10:00am • *Student Technology Checks*

9:30-10:00am • *Judges Instructions*

10:00-12:15pm • *Semifinal Round*

12:15-1:30pm • *Judges Deliberation and Lunch*

12:30-1:30pm • *Students and Advisors Lunch  
Guest Speaker*

1:30-3:00pm • *Individual Team Feedback Sessions with Judges*

3:00-4:00pm • *Break*

4:00-7:00pm • *Keynote Event*

7:30-9:30pm • *Hospitality Suite at the 21c Museum Hotel*



**Jeannette Balleza Collins**  
Northwest Arkansas  
Council, Entrepreneurial  
Development Director

21c MUSEUM HOTEL

# KEYNOTE EVENT

Reception

Welcome

- *Matt Waller, Dean, Sam M. Walton College of Business*

Introductions

- *Alice Walton, Philanthropist*

Fireside Chat

- *Steve Nelson, Co-founder, Carbon and re-inc*
- *Jim Goetz, Partner, Sequoia Capital*

Elevator Pitch Competition

- *Ontario West, Chair, Student Advisory Board, University of Arkansas, Office of Entrepreneurship & Innovation*

Finalist Announcements

- *Matt Waller, Dean, Sam M. Walton College of Business*

Closing Announcements





## APRIL 16

8:00-8:30am • *Breakfast, The U of A Collaborative*

8:00-12:00pm • *Biking/Walking Tours of Bentonville (self-guided), Razorback Greenway*

8:30-11:30am • *Investor Roundtables, The U of A Collaborative*  
*Sponsored by Cadron Capital Partners*

12:00-12:45pm • *The Reunion Lunch with previous Heartland Challenge Winners,*  
*21c Museum Hotel Main Gallery*



**Graham  
Cobb**

*Economic Advisor,  
former President,  
Bentonville Chamber of  
Commerce*



**Sumita  
Jonak**

*Founder, NurLabs,  
Heartland Challenge  
2021 Winner*



**Robert  
Hatcher**

*Founder, Aurign,  
Heartland Challenge  
2020 Winner*

12:45-1:00pm • *Judges Instructions*

1:00-1:15pm • *Welcome and Judge Introductions, Sarah Goforth*

1:15-4:15pm • *Final Round, 21c Museum Hotel Main Gallery*

*live stream &  
finals details*





SCOTT FAMILY AMAZEUM

# STARTUP EXPO

6:00-7:00 pm - Happy Hour included

## BANQUET AND AWARDS CEREMONY

7:00-8:30pm

### Welcome

- *Robert Burns, Director, Home Region Program, Walton Family Foundation*

### Guest Speaker

- *Phil Libin, CEO and Co-founder, All Turtles, mmhmm, and Evernote*

### Awards Ceremony

- *Presented by Sumita Jonak and Robert Hatcher, Prior Heartland Challenge Winners*

### After Party

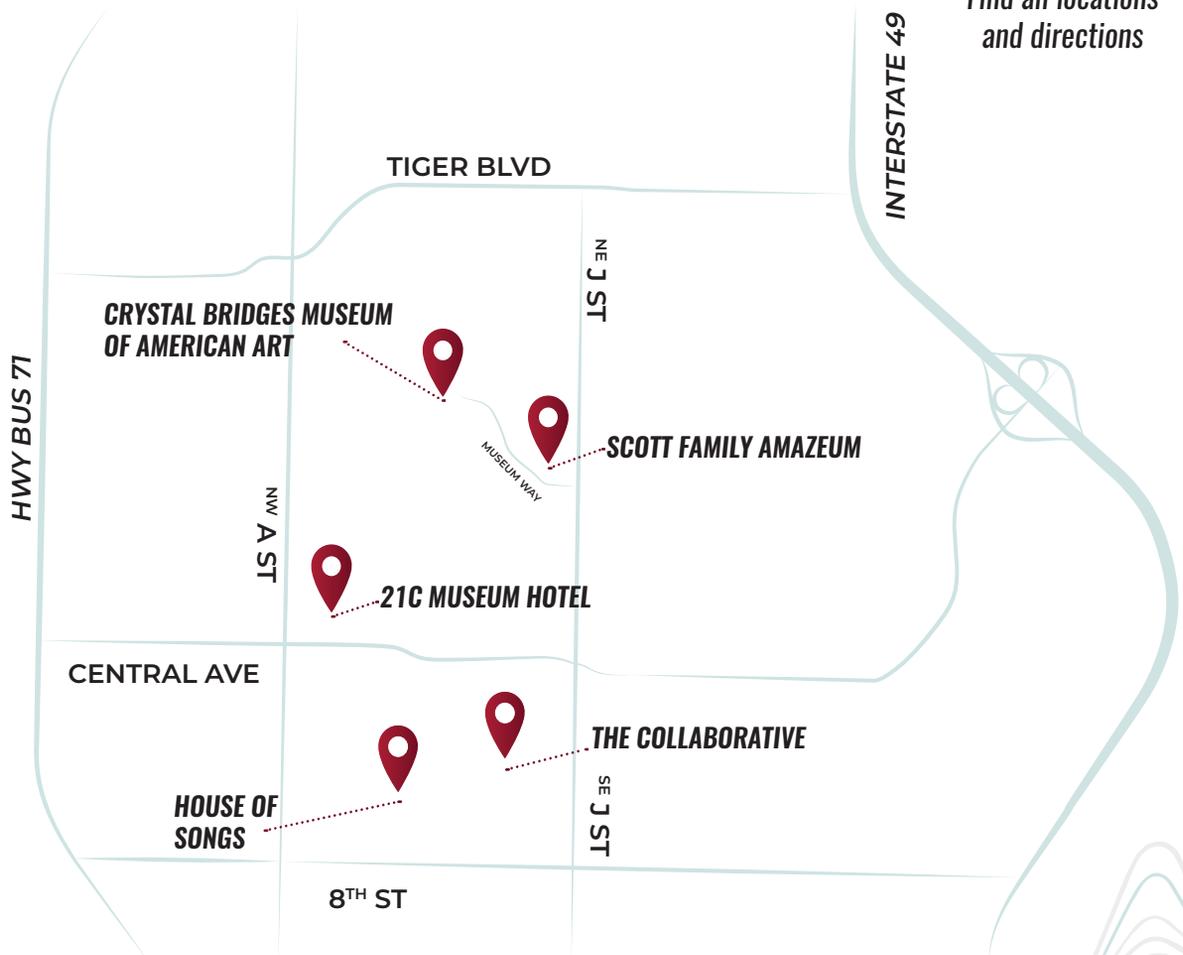
- *House of Songs, Sponsored by Cannon Capital and WeFunder  
508 <sup>SE</sup>C St , Bentonville, AR*

# MAPS + LOCATIONS



Find all locations  
and directions

## BENTONVILLE



[www.heartlandchallenge.org/heartland-directions](http://www.heartlandchallenge.org/heartland-directions)

## ADDRESSES:

**21c MUSEUM HOTEL**  
200 NORTHEAST A ST, BENTONVILLE, AR

**CRYSTAL BRIDGES**  
600 MUSEUM WAY, BENTONVILLE, AR

**SCOTT FAMILY AMAZEUM**  
1009 MUSEUM WAY, BENTONVILLE, AR

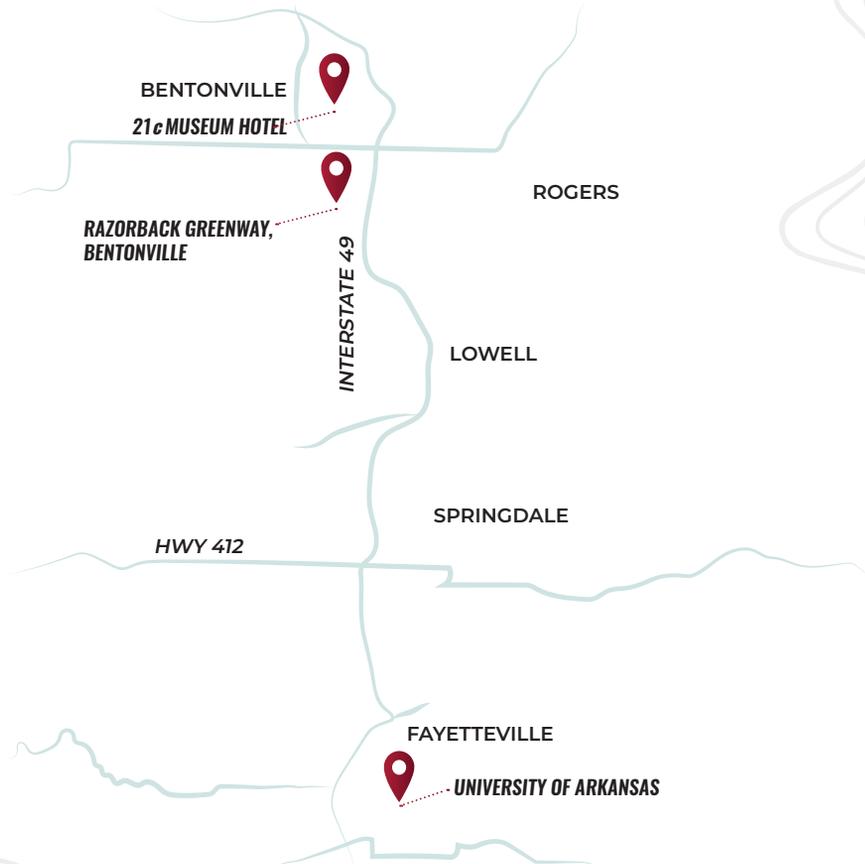
**HOUSE OF SONGS**  
508 <sup>SE</sup>C ST , BENTONVILLE, AR

**THE U OF A COLLABORATIVE**  
700 SE 5TH ST #130, BENTONVILLE, AR

**RAZORBACK GREENWAY**  
BENTONVILLE, AR 72712

**UNIVERSITY OF ARKANSAS**  
1 UNIVERSITY OF ARKANSAS, FAYETTEVILLE, AR

# NORTHWEST ARKANSAS



# THE HEARTLAND TEAM

from the U of A Office of Entrepreneurship & Innovation



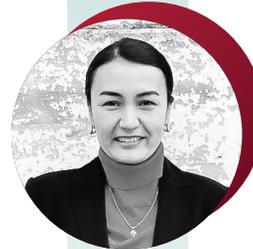
**Sarah  
Goforth**  
*Executive Director*



**Madison  
Sutton**  
*Program Manager,  
Heartland Challenge*



**Deb  
Williams**  
*Student Programs  
Director*



**Hilola  
Tuychieva**  
*Project Manager,  
Events*



**Cari  
Humphry**  
*Marketing and Creative  
Services Director*



**Ontario  
West**  
*Project Manager, Chair,  
Student Advisory Board*

**FEATURED MUSIC:**

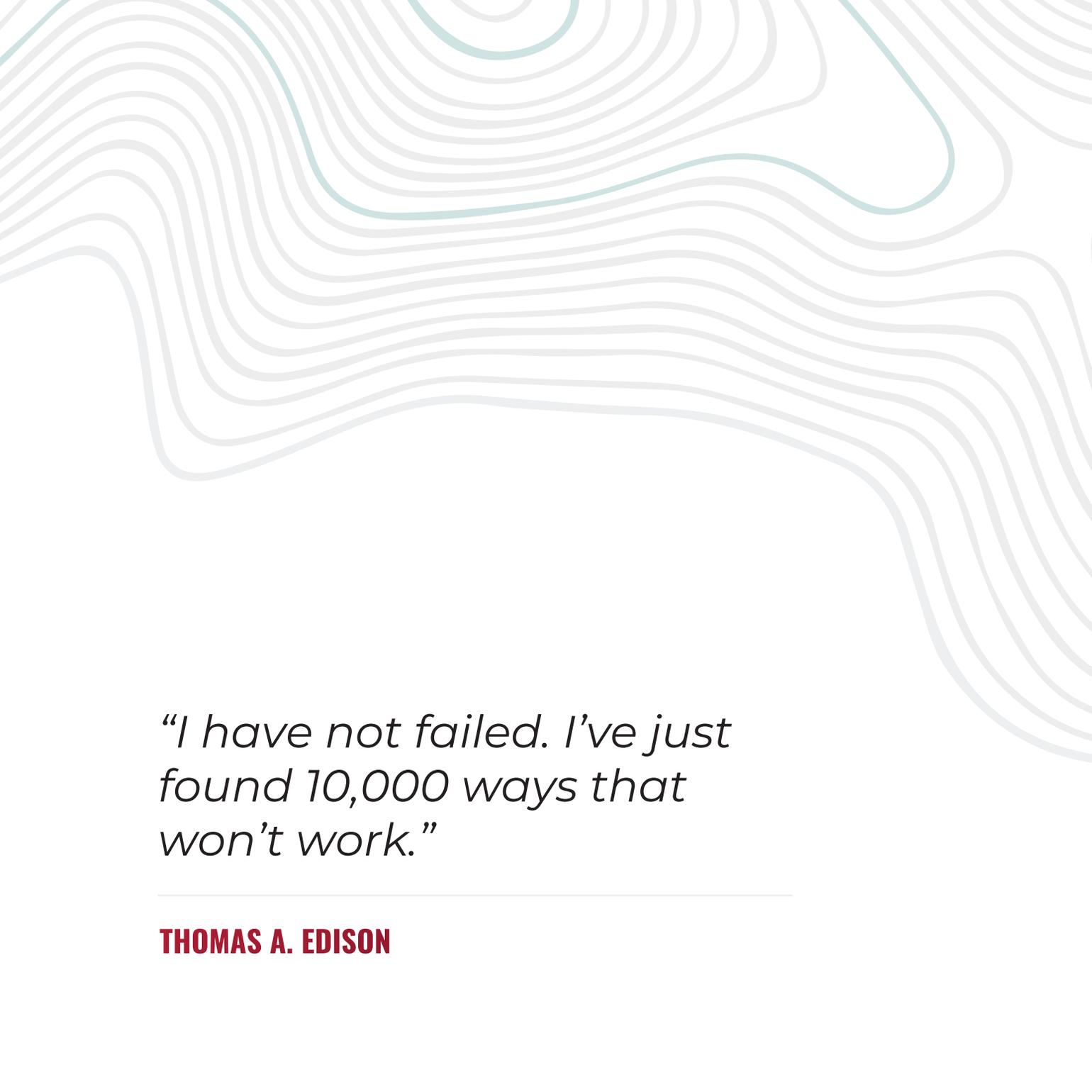


**the Honey  
Collective**

**UNIVERSITY OF ARKANSAS STARTUP BAND**







*“I have not failed. I’ve just found 10,000 ways that won’t work.”*

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**THOMAS A. EDISON**

# THANK YOU TO OUR SPONSORS

## WALTON FAMILY FOUNDATION





*visit us*

**HEARTLANDCHALLENGE.UARK.EDU**