



## Points of Interest

### Bolder Thinking Places 3rd in Chicago Booth Venture Challenge

June 30, 2010

CHICAGO – The University of Chicago Booth School of Business and its Polsky Center for Entrepreneurship recently announced the winners of their 14<sup>th</sup> annual Edward L. Kaplan, '71, New Venture Challenge (NVC). The NVC is the school's premier business plan competition, spanning the full academic year and helping students launch and run new businesses. Bolder Thinking placed 3rd in the competition winning a \$10,000 cash prize.



The day-long finals competition concluded with the announcement of the winning teams, who received prizes in the form of cash, legal services, and professional consulting. The competition began with 111 teams – one of the highest numbers in the history of the competition.

Bolder Thinking has built a proprietary enterprise-quality business telephony solution that utilizes advanced cloud computing technology to replace expensive on-premise hardware-based telephony solutions.

With operations in the Technology Incubator and Chicago, IL, Bolder Thinking continues to build its platform and business by accessing the programs and services offered by the incubator and through strategic partnerships with NDSU.

### Two New Companies Join Incubator

The Technology Incubator is pleased to announce that two new start-up companies have joined the incubator.

#### Myriad Devices

Myriad Devices, LLC is a technology-based, start-up business founded by two NDSU electrical and computer engineering professors. Myriad Devices aims to capitalize on the many ideas and projects being developed at NDSU and the surrounding region by acting as a bridge to market for those products and services that possess the greatest market potential. It is envisioned that successful ventures will be spun-off into their own company, thus contributing to the economic development of the region and enhancing the retention rate of the area's highly skilled workforce.

#### Ergologistics

Lift'n Buddy is a line of automated hand trucks designed for workers in any materials handling industry, specifically for business-to-business delivery systems, whether it is via fleet vehicles or in a warehouse. Lift'n Buddy uses remote control technology and an intelligent lift system to quickly raise and lower materials to the optimal load height, minimizing operator exertion and potential injury. Customized 12-volt batteries that are compact and light weight are used. They are rechargeable on a fleet vehicle docking station or a warehouse docking station. This is the 2nd company started by Aaron Lamb (and Nikki Lamb) who currently serves as the Chief Operating Officer of FormulaNow, another start-up company located in the Technology Incubator.

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## Incubator Clients

## 1st Youth Entrepreneurship Academy

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High school students from Fargo-Moorhead and the surrounding area competed for college tuition vouchers in the first annual NDSU Research & Technology Park Youth Entrepreneurship Academy during a special event on Friday June 11.

The \$500 vouchers are to be used at North Dakota State University. Eight juniors and seniors from Minnesota and North Dakota participated in the program.

"Minnesota, North Dakota and the country's economy depend upon not only the creation of new innovations and technologies but also their commercialization," said Tony Grindberg, Executive Director of the NDSU Research & Technology Park.

The weeklong academy was based on Wendy Kennedy's entrepreneurship program "So what? who cares? why you?". Kennedy is known for her program by numerous entrepreneurship and educational organizations across the globe. Students formed teams to create investor presentations for a range of case studies.

First place went to "MHP- Manipulating the Healing Process" with team members Joey Gedgaud from Moorhead High School, and Trevor Sessing from Fargo South High School. The team was mentored by David Batcheller, Appareo Systems.

"I really learned what it means to create a marketing plan and a business," said Joey Gedgaud. "The most important skill I learned was working with people and understanding their strengths and weaknesses."

#### Academy sponsors included:

Fargo Public Schools, West Fargo Public Schools, Moorhead Public Schools, Appareo Systems, Choice Financial, State Bank and Trust of Fargo, Indigo Signworks, North Dakota Department of Commerce, Heyer Engineering, Flint Communications, WCCO Belting, Inc., Gate City Bank, Eide Bailly, Dakota Medical Foundation, Cornerstone Bank, Bank of North Dakota, S&S Promotions, South East Educational Cooperative, Cass Clay and Fiebiger, Swanson, West & Co.

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