The Entrepreneurial Bridge
Linking Innovative Companies — Transforming Southern Minnesota

Student Business Competition

Overview

The Entrepreneurial Bridge event is a chance to not only grow and connect existing businesses, but to groom the next generation of business leaders. Therefore, part of the event entails a Student Business Competition. An RFP went out to post-secondary institutions within SMIF’s 20-county region asking all enrolled students or those who have graduated within the last 6 months to tell us how their business plan demonstrates innovation and the potential to be commercialized.

Southern Minnesota Initiative Foundation’s Leadership Circle - a group comprised of the region’s leading CEOs - will evaluate the top seven applications. These students come from a variety of colleges and universities throughout southern Minnesota. They will be vying for two $5,000 grants, presented later this evening.

Evening Keynote Connor Wray (middle left) of JonnyPops, was a student business originating out of St. Olaf that went on to win the 2014 MN Cup Student Division award.
Frustrated by getting lost on a college campus? Let C&D Campus Maps fill those gaps. C&D Campus Maps creates navigational apps to help colleges create engaging experiences for their visitors. The app provides directions to all campus destinations including academic buildings, residential buildings, parking lots, etc. In addition, the app will navigate visitors to specific locations within buildings. Navigation and directing visitors on college campuses can be improved immensely. C&D Campus Maps can solve this problem. The app allows visitors to become more knowledgeable and confident about walking or driving around the campus.

C&D Campus Maps founders Danielle and Chloe are both seniors. Danielle is majoring in Communication Studies and Business Management and minoring in Coaching. Danielle was born and raised in Sauk Rapids, MN. Chloe is majoring in Communication Studies and minoring in Business Management, from Olivia, MN. Both are heavily involved in student organizations on campus and work study positions, such as Gustavus Women in Leadership, Communication Studies Club and the Athletic Department. Danielle and Chloe have had multiple internships; most recently, Danielle was an Events Intern at the Mall of America and Chloe was a Talent Acquisition Intern at Polaris Industries.

In September of 2014 a small group of Gustavus students and a Gustavus faculty advisor came together to form an organization that was committed to exploring social entrepreneurship. They became known as the Gustavus Social Entrepreneurs and in March the GSE, General Benefit Corporation was founded. GSE was born to provide entrepreneurial experience and education to students, while at the same time benefitting society as a whole. Students will be offered the opportunity to build a real business where the net profits from every product and service provided will be used to combat various global and local social problems.

Jack is a senior Business Management and Political Science double major at Gustavus Adolphus College. He co-founded GSE General Benefit Corporation with several other students in March 2015 and now serves as the organization's president. He is undecided in regards to his future career plans but has a strong interest in entrepreneurship.
Hegland Window Cleaning  
*St. Mary’s University*

Hegland Window Cleaning (HWC) is a commercial and residential window, screen, and gutter cleaning service located in Rochester, MN. Founded in 2013 by then college freshman Peter Hegland, HWC has grown to currently serve a clientele base of 200+ in southeastern MN. Based on market trends, the Rochester area is forecasted to grow at a rapid rate in the coming years. Consequently, there are large amounts of untapped potential for gaining market share. Hegland Window Cleaning is a strong company with the necessary leadership and expertise to succeed in its market.

Peter is a junior at Saint Mary’s University of Minnesota in Winona studying Finance, Data Analytics, and Entrepreneurship. Peter founded Hegland Window Cleaning his freshman year with the goal of learning how to run his own business while also helping to fund his education. Along with his entrepreneurial endeavors Peter also enjoys water polo, longboarding, and Spartan Races.

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International Student Recruitment Agency (ISRA)  
*Minnesota State University, Mankato*

With the increase of the International Student enrollment in the last five years, and the decrease of domestic students, most higher education institutions and language institutions have put in place programs to help them increase their enrollment through programs like study abroad, and increasing their International student population. The International Student Recruitment Agency’s (ISRA) purpose is to travel internationally and recruit students for partnered institutions, helping them reach their targeted numbers for their diverse communities. The services ISRA provides will help higher education institutions focus more retention of these students instead of recruiting.

Christina is a graduate student in MNSU’s Masters program in Student Affairs. After she graduates in May 2016, her goal is to become a full time international recruiter and work in close collaboration with Minnesota Colleges and Universities. She speaks two languages, French and English. Christina believes everybody deserves a second chance, and a good education is what will help the younger generation of tomorrow. These are the reasons why she has devoted the rest of her life to provide that for children all over the world. She is grateful to Dr. Queen Booker who helped her think outside the box, and God who gives her life and strength to keep pushing even when so many doors close most of the time.
Mankato Pediatric Respite  
*Minnesota State University, Mankato*

Mankato Pediatric Respite provides complete and competent family-focused respite care to families with medically fragile children. MPR is driven to solve the unmet need for respite in the Mankato community. They sell the service of respite relief, by employing Minnesota State University, nursing students, as Family Respite Care Assistants.

As business CEOs, Katie and Megan have a passion for helping families in need. It is their goal to spread their services to other neighboring communities and universities. They are representing Minnesota State University, Mankato - Glen Taylor Family and Societal Nursing program.

RED Food LLC  
*St. Olaf College*

RED’s recreates the farm to table value chain by aggregating local farmers to meet restaurant’s fresh food needs using a proprietary cloud-based market and management system. RED Market allows restaurants to source from multiple farms in a single transaction and manages multiple sourcing relationships. RED’s electronic market and software is easily scalable and applicable to diverse markets. The transaction/subscription based revenue model ensures predictable revenue that mediates the tumultuous local food sourcing and delivery market. RED Market tells the story of local farmers, capitalizing on the marketability of local small-scale sustainable agriculture and increases regional agricultural and restaurant revenue.

Katie and Malika met at St. Olaf College and discovered they had a shared love of food. Katie worked in food system policy with MN Extension and MN Department of Health, as well as the Linden Hill Farmers’ Market. Malika worked in restaurants and studied food access issues. They put their interests and experiences together to lead RED’s marketing, farmer recruitment, restaurant strategy and business development. Brynna and Lazareena wanted to put their farming experience and computer skills to good use by developing the RED website with Nick Ngyuen, the technology and business advisor. Together, the RED team improves farmer and restaurant strategy by visiting Southern Minnesota farms and meeting with chefs at metro restaurants.
TeliTox Inc.  
*Minnesota State University, Mankato*

Telitox is a new age delivery service bridging the gap between local suppliers like, convenience stores, restaurants, and residential areas to end consumers within a 5 mile radius. Our focus is the delivery of everyday goods, under 22lbs, via an Autonomous Quadcopter Aerial Transport Vehicle (AQEAT-V) faster and easier than ever. Our initial target demographic is twofold. First, residents of Lagos Nigeria, due to their poor infrastructure despite a vibrant local economy. Secondly, American college campuses, due to projected high demand. Our 3 year single city business model projects over $150,000 net profit by the end of FY 2018.

Emmanuel is an Automotive Engineering Technology major at Minnesota State University, Mankato. A Junior, his interest in manufacturing processes and engineering is matched only by his entrepreneurial intuition and drive. Emmanuel is preparing to take on his role as Chief Operations Officer (COO) of TeliTox. A Nigerian native who has studied several years abroad, Emmanuel's dual experiences make him keen to TeliTox's logistic challenges and opportunities on both domestic and international platforms.

Fuad is an Electrical Engineering graduate student at Minnesota State University, Mankato. He seeks to improve living conditions worldwide by implementing technology in ways that better manage limited resources. Fuad's graduate thesis and personal goals are strongly tied to the success of TeliTox services, and environmentally conscience systems of the like.

Emmanuel Adeyemi  
Fuad Gazal  

Other member:  
Cynthia Ovadje