



# KICK

(Knowledge, Innovation and Creation @ Kellogg)

*Presents:*

## The First Annual All-Kellogg Business Plan and Elevator Pitch Competition Finals

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June 2, 2004

The Tribune Auditorium at the Allen Center

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*and our sponsors:*



OCA VENTURES



Venture Law Group



## Welcome

The Private Equity and Entrepreneurship @ Kellogg (PEEK) student club and the Larry and Carol Levy Institute for Entrepreneurial Practice at Kellogg are pleased to bring business plan competition back to the Kellogg community.

Kellogg has a long history of business plan competition success in places such as the International Moot Corp Competition, and Kellogg students and alumni continue to produce outstanding ideas for new businesses. This competition celebrates those ideas and seeks to support efforts to start new ventures at Kellogg.

While you will see only ten teams competing today, 30 teams began the competition. Entrepreneurship is alive and well at Kellogg, and we thank you for your continued support.

Enjoy the finals today!

Sincerely,

**Professor Linda Darragh**  
KICK Faculty Sponsor  
Assistant Director, Levy Institute

**Pam Ralston**  
KICK Student Co-Chair

**Andy Brown**  
KICK Student Co-Chair

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# Agenda

<b>Welcome</b>	<b>1PM</b>
<b><u>Elevator Pitch Presentations</u></b> (1 minute each with 9 minutes of judges Q&A) AuctionTV—Mike Boyle Availance—Brad Morehead Regression Idea—John Hamilton T&B Foods—Nino Tillman Watch Your Background—Nathan Melihercik	<b>1-2PM</b>
<b><u>Business Plan Presentations</u></b> (15 minutes each with 15 minutes of judges Q&A) Channel Velocity—Wes Shepherd GreenBuild—James Wiggins NEMP—Mathew Vachaparampil Pressure Point—Todd Robin Spark Biotek—Bobby Koritala	<b>2-5PM</b>
<b>Keynote—Barry Moltz, Prairie Angels</b> (Judges retire to select winners)	<b>5PM</b>
<b>Winners Announced</b>	<b>5:30PM</b>
<b>Cocktail Reception</b>	<b>Afterward</b>

## Sponsors

KICK would like to thank our generous sponsors, each of whom have been integral in making our competition a success:



[www.scjohnson.com](http://www.scjohnson.com)

Founded in 1886, SC Johnson is a leading provider of innovative consumer products that make life easier and homes cleaner, safer and healthier for families around the world. SC Johnson has operations in more than 70 countries worldwide, employs 12,000 people and has estimated annual sales of more than \$5.5 billion.

SC Johnson manufactures and markets home cleaning, storage, air care, insect control and personal care products for the consumer marketplace worldwide. Anticipating consumer needs is the focus of our R&D efforts, which has netted new products, such as Scrubbing Bubbles® Fresh Brush™, Oust® Bathroom Air Sanitizer, Ziploc® Containers with New Snap 'n Seal lids and Raid® Germfighter™ Ant & Roach Killer. Category expansions for Glade®, Windex®, Shout®, Saran™ and Ziploc® among others, have garnered top innovative product recognition from our customers and marketplace analysts. Our growth and success is the result of sophisticated market research, responsive product development, and creative, global marketing efforts which demonstrate our understanding of, and commitment to providing consumers the best choices to enhance the quality of their lives.

## OCA VENTURES

[www.ocaventures.com](http://www.ocaventures.com)

OCA Ventures is an early stage venture capital firm focused on investments in technology & services companies. We provide the relationships and financial and operating resources required to build world-class companies.

At OCA Ventures, we believe venture capital investing is a highly involved process of managing financial and operational risk on behalf of our portfolio companies. In today's competitive marketplace, emerging companies need investors who add significant value. We provide this value by leveraging our powerful network of contacts, guiding operations, and assisting in the formulation and execution of sales and marketing, corporate finance, competitive strategies, and other business functions.

## Sponsors (Cont.)



[www.scgk.com](http://www.scgk.com)

Schwartz Cooper provides a wide range of legal services to small and mid-sized companies, not-for-profit organizations, and universities that develop, license, buy and/or sell technology. The firm represents technology businesses in sectors including software, network services, consulting services, nanotechnology, advanced energy, telecommunications, medical devices, and e-commerce. The firm has significant experience in technology transfer, angel and venture funding, and in structuring strategic relationships for technology companies. Schwartz Cooper is also experienced in intellectual property litigation, and in negotiating commercial agreements relating to licensing, distribution, alliances, and other commercial arrangements. In addition to representing technology vendors and licensors, Schwartz Cooper represents venture and private equity investors in technology investments, as well as purchasers of technology.



[www.itec-evanston.org](http://www.itec-evanston.org)

ITEC-Evanston provides one on one start-up business consulting services to entrepreneurs, pre-seed and seed stage companies with proprietary technology in the following areas: information technology, life sciences, medical technology, advanced materials, telecom / photonics, biotechnology, nanotechnology, and manufacturing technology.

ITEC-Evanston also operates a Pre Seed Fund that makes investments of \$25,000 in Illinois companies for strategic projects. It is operated in a partnership between Northwestern University and the State of Illinois' Department of Commerce and Economic Opportunity.



[www.duodesign.com](http://www.duodesign.com)

Duo Consulting offers strategy, design, development, and marketing services to businesses and organizations serious about creating great Internet applications.

We focus on Law Firms, B2B and Services Business, Non-Profits and the Public Sector.

## Sponsors (Cont.)



[www.vlg.com](http://www.vlg.com)

Heller Ehrman's Venture Law Group is one of the premier emerging technology practices in the country. With more than 100 attorneys in 12 cities throughout the United States and in Asia, we combine senior-level counseling and extensive industry knowledge to help emerging technology companies grow and prosper. We work in partnership with clients to build and represent deal-intensive emerging growth companies, both public and private, as well as with the venture capital and investment banking firms that support them.

We provide emerging companies with focused business and legal advice from incorporation through initial public offering, merger and beyond. We concentrate on general corporate counseling, venture financings, public offerings, mergers and acquisitions, intellectual property, technology transactions, employment, executive compensation and tax. We possess relationships with the nation's leading institutional, seed and angel venture capital investors and are among the leaders in structuring and negotiating venture capital financings. We play an active role in bringing together entrepreneurs and investors. Many of our attorneys have backgrounds in computer science, the life sciences, engineering, mathematics, market research, accounting and finance. And, as our clients grow and mature, they can benefit from the power of Heller Ehrman's nationally recognized corporate and litigation practices to solve all of their legal and business problems.

# Keynoter

## Barry Moltz

*Kellogg Alumnus and Serial Entrepreneur*



Barry started his career at IBM where he received many awards at both the branch and regional level. He left IBM to join one of his clients, Whittman-Hart, where he became Director of Sales and a member of the executive committee. He subsequently co-founded three startups companies.

The last company he founded was SciTech where he served as the CEO of this direct mail catalog and e-commerce reseller of scientific, engineering and technical software. He sold the company in 1999.

As an angel investor, he co-founded Prairie Angels ([www.prairieangels.org](http://www.prairieangels.org)). This group of private investors is committed to investing in and mentoring early stage companies and their entrepreneurs. He serves on its screening committee and reviews over 500 business plans a year for this organization. He spends a lot of time meeting and counseling entrepreneurs on how to start, fund and turn around their businesses. Barry maintains his own “hacker” web site, [www.barrymoltz.com](http://www.barrymoltz.com), to give entrepreneurs advice on frequently asked questions.

Most recently, he is cofounded with other angels and members of the venture community the Prairie Angel Capital Fund ([www.pafund.com](http://www.pafund.com)), a committed capital fund that will lead due diligence on local seed stage companies and then lead investments rounds.

He speaks at many local and international forums and on panels for entrepreneurs at local universities, often presenting his new book, [You Need to Be A Little Crazy: The Truth About Starting and Growing Your Business](#). Barry has been chosen as a judge and coach for many of the local funding conferences including Chicago Software Association’s Early Stage Investment Conference, Woman’s Business Development Center’s Springboard, TIE’s (Indus Entrepreneur) Business Plan Competition. MEF Forum, University of Chicago’s New Venture Challenge, and Northwestern University’s Venture Forum. He was also been on the screening panel for the Chicago Software Association’s Partnering Conference and their City Lights Awards.

Barry also currently serves on the Mayor’s Technology Council Sub Committee for Venture Capital Initiatives. He was also recently chosen by [I-Street Magazine](#) as one of the Top 100 People of Chicago’s Hi-Tech community. Barry also won the Chicago Software Association’s 2001 CityLights Angel of the Year Award.

He serves on the board of a few Chicago-based seed stage companies including DuoDesign ([www.duodesign.com](http://www.duodesign.com)), SGSNet ([www.sgsnet.com](http://www.sgsnet.com)), and Metalforming Controls Corporation ([www.metalformingcontrols.com](http://www.metalformingcontrols.com))

In the community, he serves on the Board of Directors of Thousand Waves Karate School ([www.thousandwaves.com](http://www.thousandwaves.com)). He is also very active in Chicago’s Public School system donating two computer labs in the past few years.

Barry received his BA from Brandeis University and his MBA from Northwestern University.

# Judges

**Jim Dugan, CEO**  
**OCA Ventures**  
[www.ocaventures.com](http://www.ocaventures.com)

Jim Dugan is the CEO and a General Partner of OCA Venture Partners. Prior to co-founding OCA Ventures in 2001, Jim oversaw all direct venture capital investments for the O'Connor Partners Investment Office since 1999. In this capacity, his investments include Techskills, Bedouin, and MVP.com (F.K.A. BigEdge.com), among others.

Jim has twelve years of corporate finance, capital markets, and private equity investment experience. Previously, Jim traded derivatives at the Chicago Board of Trade, was an associate intern with INROADS Capital Partners and a corporate finance analyst / associate with Continental Bank N.A. While at Continental, James participated in the structured financing of companies ranging in capital size from \$10 million to \$1 billion and in the formation of a \$150 million subsidiary to fund mezzanine debt and equity for oil and gas companies.

Jim received his B.A. in Economics from the University of Rochester and earned his M.B.A. (M.M) from the J.L. Kellogg Graduate School of Management. Mr. Dugan sits on the Board of Directors / Advisors of several technology and service companies. In addition to his responsibilities at OCA Ventures, Mr. Dugan is a founding member, Director, Treasurer and member of the Executive Committee for the Illinois Venture Capital Association (IVCA). Prior to serving as Treasurer, Jim was the Chairman of the Legislative Committee for the IVCA, wherein he helped establish HB 3212 as Illinois law.

Jim is a member of the private equity labs at Kellogg and University of Chicago Graduate School of Business. He is also a board member of Chicago's Illinois' Technology Enterprise Center (ITEC), as well as Trego-Dugan Aviation Chicago, a family business. Jim and his wife have three daughters.

**Michael Gruber, Midwest Chapter President**  
**Keiretsu Angel Forum**  
[www.k4forum.com](http://www.k4forum.com)

Michael Gruber brings over 13 years of investment and senior operating experience, including private equity and M&A transactions across a broad range of industries. Through Future Solutions, an advisory firm that Michael formed in 1994, he has since worked with companies in the following sectors: software, hardware, security, storage, manufacturing, telecommunications, food & beverage, biotech, and financial services. Most recently, Michael was a Director of Taproot Ventures, a \$30 million seed stage venture capital firm and an affiliate of an \$800 million buy-out firm focused on manufacturing.

Michael has managed operational units of high growth technology organizations, two of which have gone public and raised close to \$150 million (with valuations exceeding \$1 billion), and one of which has been acquired. Michael has built up marketing, sales, and business development groups from scratch in addition to working with established organizations like Motorola, Intuit, and US West. Specialized industry expertise includes: enterprise software, wireless, data storage, security, and financial services. Michael also offers a strong international business background, primarily in Asia, where he has assisted both US companies to expand into Asia as well as entry into American markets. Michael has lived and worked in Japan and has been active in work with Hong Kong, China, Taiwan, and Korea.

Michael received his BA with honors from the University of Pennsylvania and his MBA from the Kellogg School of Management.

## Judges (Cont.)

### **Tom Desmond, Partner**

#### **Baird Venture Partners**

[www.rwbaird.com/ecm/fr3\\_ecm\\_eq\\_vp\\_home.asp](http://www.rwbaird.com/ecm/fr3_ecm_eq_vp_home.asp)

Tom Desmond is responsible for investments in the technology sector. Prior to joining Baird Venture Partners in 2000, Tom was a Vice President in Baird's Investment Banking Group, where he executed numerous public equity financings and mergers and acquisitions transactions for applied technology clients, primarily communications and industrial technology companies. Prior to joining Baird in 1995, Tom was a senior analyst and product manager at Morningstar, Inc., where he oversaw Morningstar's flagship product, Morningstar Mutual Funds. He is also a member of the board of directors of ThermoTek, Inc.

Tom received a BA, cum laude, from the University of Notre Dame, an MA with high honors from Michigan State University and an MM with distinction from the Kellogg Graduate School of Management at Northwestern University.

### **John Dugan, Associate**

#### **Venture Law Group**

[www.vlg.com](http://www.vlg.com)

Mr. Dugan has a general corporate and securities law practice at the Venture Law Group with a focus on venture capital financings, mergers and acquisitions involving public and private companies and public securities offerings for clients in the telecommunications, software, Internet and life sciences industries. His clients include: Active Decisions, Dorado Network Systems, IPWireless, IronPlanet, KnowNow, ONSET Venture Partners, Panscopic Software and Sequoia Capital. Prior to law school, Mr. Dugan served as a Captain in the U.S. Army and as an operations manager for Stryker Endoscopy, a medical device company.

John has a BS from the United States Military Academy at West Point and a JD from the Stanford School of Law where he was the editor and business manager of the [Stanford Journal of Law, Business and Finance](#).

### **Dr. Ronald Kirschner, President**

#### **Heartland Angels**

Dr. Kirschner has a broad background in healthcare, start-ups and private equity. Dr. Kirschner practiced medicine for 23 years and anesthesia for 17 of those years. He taught at Illinois Masonic Medical Center and was an Assistant Professor at Southern Illinois University School of Medicine. He was President of Irving Park Chapter of the Chicago Medical Society.

While practicing medicine, he started 3 companies of his own in the healthcare field dealing with Nutrition, Managed Care, and Utilization Review. He has been a consultant on healthcare issues to the State government and on funding and market strategies to both entrepreneurs and early stage companies. He was the VP of Technology Development for CDIB Biotech, Inc., a Midwest Biotechnology Venture Fund (started by [China Industrial Industrial Bank](#)) where his roles was to assist in the discovery and funding of early stage biotechnology in the Midwest and Canada. He was principal in the funding decisions concerning, among others, [Aegera Therapeutics](#), [Immunicon](#), and VitaGen (now Vital Therapies, Inc.). He was active in advising local companies, e.g., Neuronautics, on options relating to funding opportunities and was involved with the Board of Directors for [Phytoceutica](#).

Dr. Kirschner received his BA from Beloit College and was awarded his Medical Degree from St. Louis University. He has completed residencies in Emergency Medicine at the University of Chicago and in Anesthesia at West Virginia University. He received his MBA in Finance from DePaul University.

## Presenters

### Business Plan Track

#### *Channel Velocity*

**Team Leader:** Wes Shepherd

**E-mail:** [wshepherd@channelvelocity.com](mailto:wshepherd@channelvelocity.com)

**Short Description:** Channel Velocity provides online asset recovery for large, brand name clients. It specializes in opening new commerce channels for overstock, lease-end, obsolete, trade-ins, or returned merchandise, a problem for retail and manufacturing supply chain companies. This is done through a unique integration of logistics services, channel management, and technology.

#### *GreenBuild*

**Team Leader:** James Wiggins

**E-mail:** [jwiggins2004@kellogg.northwestern.edu](mailto:jwiggins2004@kellogg.northwestern.edu)

**Short Description:** GreenBuild will aggregate a variety of environmentally-friendly products in wholesale mini-warehouse settings where customers can see, touch, investigate and comparison shop. These warehouses will also serve as commercial showrooms for government and trade sales.

#### *NEMP*

**Team Leader:** Mathew Vachaparampil

**E-mail:** [mvachaparampil2005@kellogg.northwestern.edu](mailto:mvachaparampil2005@kellogg.northwestern.edu)

**Short Description:** NEMP is a software development and data maintenance company focused on serving new equipment dealers and distributors for heavy equipment. The primary product is a software package that enables financing and insurance managers to efficiently quote planned maintenance contracts at the time of the machine sale.

#### *Pressure Point*

**Team Leader:** Todd Robin

**E-mail:** [trobin2005@kellogg.northwestern.edu](mailto:trobin2005@kellogg.northwestern.edu)

**Short Description:** Pressure Point is a web-based glaucoma diagnosis and management service that enables eye care providers without specialist training, such as optometrists and general ophthalmologists, to detect and treat the disease at the level of a sub-specialist.

#### *Spark Biotek*

**Team Leader:** Bobby Koritala

**E-mail:** [s-koritala@kellogg.northwestern.edu](mailto:s-koritala@kellogg.northwestern.edu)

**Short Description:** Spark Biotek is focused on developing novel platform technologies for the oral delivery of proteins, peptides and other macromolecular drugs. The Company's anchor asset is a biopolymer-based encapsulation technology that facilitates non-invasive delivery without modifying the therapeutic molecule.

## Presenters (Cont.)

### Elevator Pitch Track

#### *AuctionTV*

Contact: Mike Boyle

E-mail: [mboyle2005@kellogg.northwestern.edu](mailto:mboyle2005@kellogg.northwestern.edu)

#### *Availance*

Contact: Brad Morehead

E-mail: [rmorehead2005@kellogg.northwestern.edu](mailto:rmorehead2005@kellogg.northwestern.edu)

#### *Regression Idea*

Contact: John Hamilton

E-mail [jhamilton2005@kellogg.northwestern.edu](mailto:jhamilton2005@kellogg.northwestern.edu)

#### *T&B Foods*

Contact: Nino Tillman

E-mail: [ninotillman@yahoo.com](mailto:ninotillman@yahoo.com)

#### *Watch Your Background*

Contact: Nathan Melihercik

E-mail: [nmelihercik2005@kellogg.northwestern.edu](mailto:nmelihercik2005@kellogg.northwestern.edu)

## Prize List

### Business Plan Track Prize Pool

Cash	\$9,000 (SC Johnson and OCA Ventures)
In-kind IP legal services	\$5,000 (SCGK)
In-kind business organization legal services	\$5,000 (Venture Law Group)
In-kind graphics/design services	\$2,000 (Duo Consulting)
In-kind space and office services	\$3,000 (ITEC Evanston)
<b>Total</b>	<b>\$24,000</b>

First place receives \$7,500 in cash and chooses 3 of the 4 in-kind prizes.

Second place receives \$1,500 in cash and receives the remaining in-kind prize.

### Elevator Pitch Track Winner

Cash	\$1,000 (SC Johnson and OCA Ventures)
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