

Media Relations

UNH Students Vie For Holloway Prize May 11

May 4, 2011

DURHAM, N.H. – University of New Hampshire students from across campus will compete in the Whittemore School of Business and Economics Paul J. Holloway Prize Innovation-to-Market competition -- the oldest business plan competition in the state and one of the first in the nation – Wednesday, May 11, 2011.

Now in its 23rd year, the Paul J. Holloway Championship Round will be held from 1 to 4:30 p.m. in the Squamscott Room of Holloway Commons on the Durham campus. A reception and awards ceremony will follow. The championship round is free and open to the public. Reserve your seat at wsbe.unh.edu/2011-holloway-prize-competition-guest-registration.

The competition is designed to stimulate entrepreneurship throughout the campus. Open to all university system graduate and undergraduate students who have a proposal for bringing an innovative product or service to market, the competition helps students gain first-hand experience in commercializing new products and services, and provides access to faculty advisors and industry experts.

Holloway contestants compete for more than \$100,000 in prize money and consulting services provided by PixelMEDIA, the New Hampshire Innovation Commercialization Center, and Pierce Atwood law firm.

Six teams will compete in this year's Holloway championship round. They are:

Dynamic Response Platform

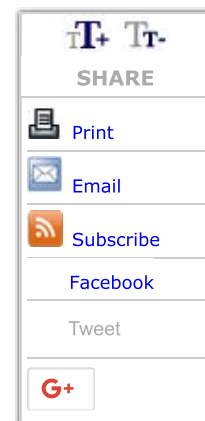
Dynamic Response Platform is a web-based geographic information system (GIS) tool for assisting emergency responders and campus managers in addressing incidents that may adversely impact the community. Dynamic Response Platform integrates and synthesizes various real-time and static datasets into a single interactive map that provides fast visualization of a given situation and improves communication and coordination among responders. It allows responders to view floor plans of any campus building along with databases of information that are linked to it; including but not limited to chemicals in each room, extinguisher locations, class/ event schedules, underground utilities, and weather conditions.
Students: Timothy Harmon, CEPS; Scott Olsen, CEPS; Jessica Streitmater, WSBE
Faculty Advisor: Prof. Nancy Kinner, CEPS

LO-KID

Lo-Kid is focused on filling a basic and vital need by enabling accurate and instantaneous location of children when they are away from their parents or caregivers. Simplicity is offered as children can be tracked in the busiest and most chaotic environments. Lo-Kid products contain hybrid GPS technology incorporated into wearable devices that can be easily adjusted in real-time as activities and exposures change.
Students: Lukas Kolm, MBA; Ewan Seabrook, MBA; John Trayner, MBA
Faculty Advisor: Prof. Robert Gough Jr., WSBE

NEWSAPP

NewsApp is an innovative new business that will distribute audible versions of articles from local daily newspapers to subscribers via web-based application. Anyone using a smartphone, laptop, tablet, iPod or other web-enabled device will be able to download the application quickly and easily. Subscribers will automatically receive an audible electronic copy of that paper on their web-enabled device at a pre-determined time each morning. The application will facilitate playback over headphones, car audio systems and bluetooth devices, and will be operable by voice command. NewsApp will enable anyone with a commute, exercise routine, or other available time the opportunity to efficiently keep up with their local news in an on demand basis.
Student: Daniel Turcott, MBA
Faculty Advisor: Prof. Juan Florin, WSBE



RACKK.COM

With the increase in usage of Smartphones and 2D barcode technology, a need for a centralized location to track the increasing number of barcode scans in our daily lives has emerged. Consumers need an easy and efficient way to manage their scans and vendors are eager to find new ways to track consumers' behavior. Rackk.com's website will be a centralized location for consumers to manage all of the items they have scanned with their Smartphones.

Student: Matthew Zanderigo, WSBE

Faculty Advisor: Prof. Bill Hassey, WSBE

REGAALO, INC.

Regaalo, Inc. offers a service to college students and their families that makes gift giving easy. Family members are able to send gifts from the Regaalo website directly to their student's phone or email. The family members will have the ability to select offers from local businesses and will also have access to student recommendations for, and ratings of, these businesses. Regaalo, Inc. will provide the family with peace of mind knowing their student is receiving a quality gift they want. Student: Nick Blanchette, WSBE; Megan Callaghan, WSBE; Gretchen Eastman, WSBE; Matthew Robinson, CEPS

Faculty Advisor: Prof. Peter Masucci, WSBE; Prof. Radim Bartos, CEPS

ROTA-TIP 360

The RoTa-Tip 360 is a patent pending commercial/recreational fishing roller tip that swivels 360 degrees. Regardless of where the pole is pointing the 360 degree motion prevents lines from jumping off the roller and rubbing against the side housing, eliminating lines tangles and breaks. Every year thousands of fish are lost by commercial fishermen due to line tangling and/or breakage. This product will increase their daily catch, thus increasing their income potential, while reducing fish deaths and reducing other environmental impacts of broken lines. This product will be a must have for both the commercial and recreational fishing enthusiast.

Student: Daniel Bottomley, WSBE

Faculty Advisor: Prof. Anthony Pescosolido, WSBE

Established in 1988 by Holloway's family, the business plan competition honors the business leader's entrepreneurial spirit by stimulating and recognizing outstanding business strategies. Holloway began his career in the automotive industry and, starting in 1967, shaped a multi-franchise dealership emphasizing customer service and satisfaction. Holloway then extended his business skills to the development and management of eldercare facilities.

The 2011 Holloway Prize Competition judges are Patricia Bannan, managing director and senior investment specialist, Atlantic Trust; Paul J. McKeon Jr., *President*, BID2WIN; Michael Marsh, *entrepreneur*; George McQuilken, *co-founder*, eCoast Angel Network; and Alison Stebbins, *vice president of procurement operations*, Fidelity Investments.

More information on the 23rd Paul J. Holloway Prize Competition is available at <http://wsbe.unh.edu/holloway>.

The University of New Hampshire, founded in 1866, is a world-class public research university with the feel of a New England liberal arts college. A land, sea, and space-grant university, UNH is the state's flagship public institution, enrolling 12,200 undergraduate and 2,300 graduate students.

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