

## Media Relations

May 1, 2015

### UNH Students Vie for Business Competition Prize May 5, 2015

DURHAM, N.H. – University of New Hampshire students will compete in the final round of the Paul J. Holloway Prize Innovation-to-Market competition – the oldest business plan competition in the state and one of the first in the nation – Tuesday, May 5, 2015, from 1 to 4:30 p.m. in the Paul College auditorium. A reception and awards ceremony will follow. The championship round is free and open to the public.

The competition is designed to stimulate entrepreneurship. 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.

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

- Chatter, a new social media app
- Everton's Organics Inc., a quality organic fertilizer
- LiquiNet, a remote device that monitors hand pump wells
- MediaBite, which provides access to and storage of digitized articles
- One Acre Coffee Co., a new iced coffee product
- Revolve, a camera drone that records video of outdoor enthusiasts engaged in action sports

More information on the teams, a schedule and RSVP form are online at <https://paulcollege.unh.edu/node/829>.

Established in 1988 by Paul J. 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 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 13,000 undergraduate and 2,500 graduate students.

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