

## **SOURCE 2011 - Business Plan Competition Award Winners**

This competition is in coordination with the Extreme Entrepreneurship Tour Event and generously sponsored by the Herbert B. Jones Foundation

### **1st prize winner of \$5,000 and a \$3000 scholarship is Mackenzie Roberts, mentored by Robert Lupton of Information Technology and Administrative Management for her business plan entitled Style Switch.**

Switch, will be a consignment boutique specializing in name-brand or designer young women's clothing. The mission of Switch is to help customers understand and accept the ethical benefits of buying used. The self-sustaining boutique will offer fashionable socially and environmentally friendly clothing at a less expensive price.

### **2nd prize of \$3000. Jim Morrison, Junior, Des Moines Center Student, mentored by Brandi Harrington, of Information Technology and Administrative Management.**

business plan is titled Electronic Shelf Management Solutions. The proposed business plan is to create a company that will become the solution source for convenience store retailers wanting to install electronic shelf labels enabling the retailer to make instantaneous price changes, reduce labor costs, improve stocking efficiency, eliminate pricing errors and increase customer satisfaction. The business will offer a full array of services; from consulting, to training, to full installation and follow-up.

### **3rd prize of \$2000. Justin Ehling, Senior, mentored by William Provaznik, business plan titled Nerve Fitness.**

Nerve Fitness' mission is to inspire and facilitate extraordinary wellness by fostering meaningful relationships, maintaining unparalleled passion for results, and creating unforgettable experiences for members and the community. Nerve Fitness will specialize in group cross-training for a wide range of segments including paramilitary, retired professionals, stay at home mothers and even kids.

4th prize - 3-way tie: \$1000 each

- € **Galen Driver, Senior, mentored by Hideki Takei of Information Technology and Administrative Management.** Business plan is titled G Market. G Market focuses on booking, touring, merchandising, online representation, branding, sponsorship, press, visual media, promotions, and general services for independent, unsigned musicians.
- € **Timothy Zapel, Senior – mentored by William Provaznik, Business plan titled, Mad Dog Tea.** Mad Dog Tea is a tea company that provides delicious healthy tea based beverages that perform like energy and sport drinks. It is a tea that would round house kick your taste buds, steal your girlfriend and run off to Cancun. If it had legs
- € **David Huitron and Juan Huitron mentored by William Provaznik, Business Plan titled EContainer Homes LLC.** The mission of EContainter Homes LLC is to provide low-income college students with their own modernistic living space in a low-cost, ecologically friendly apartment complex; through the use of surplus 40'x8' ISO Shipping Containers and other recycled materials.