PAUL J. HOLLOWAY

Prize

INNOVATION-TO-MARKET COMPETITION

BUD ALBIN CHALLENGE

APRIL 24, 2015

UNIVERSITY OF NEW HAMPSHIRE

1988-2015
CELEBRATING ENTREPRENEURSHIP
BUD ALBIN is an active and generous supporter of his alma mater, most notably in the area of entrepreneurship and business development.

After working full-time and attending the University of Maryland part time, Bud Albin enrolled at the University of New Hampshire. Following graduation, Albin entered the U.S. Navy Officer Candidate School in Newport, Rhode Island, and become a Naval Aviator. He was attached to squadrons in Georgia, Rhode Island and Virginia, piloting all weather fighter/interceptors.

In 1961, Albin joined a small company that manufactured steel parts. He continued his active participation in the Naval Reserve in flying status and was promoted to Officer-in-Charge. Albin retired from the Naval Reserve in 1978 at the rank of Captain.

While serving in the Reserve, he founded Albin Industries, which sold copying supplies. Shortly after its start-up, Albin expanded the company to include the sale and servicing of copier and fax machines. When sold to Konica Business Machines in 1995, Albin Industries had grown to a business employing 185 people.

In honor of his fiftieth class reunion, Albin established the endowment that bears his name to encourage and advance entrepreneurship within the Peter T. Paul College of Business and Economics and support activities related to entrepreneurship, primarily in New Hampshire.

The Albin Entrepreneurship Fund supports faculty and administrative programs that link students with entrepreneurs; provides consulting support for new start-up companies; supports lectures and in-residence programs; funds external entrepreneurship competitions; and brings UNH students, faculty, and industry experts to the larger community.

Albin earned his MBA degree from Wayne State and completed Harvard University’s Owner/President Management program.
**Paul J. Holloway Prize**
**Innovation-to-Market Competition**
**Bud Albin Challenge**

**Welcome**
1:00 P.M.
Paul College 175
Michael J. Merenda
Chair and Professor of Strategic Management and Entrepreneurship

**Presentations**

High Growth/High Potential: Room 115
1:00 NeighborFund
1:30 Imagine Institute
2:00 MediaBite
2:30 Break
3:00 CollegeTB
3:30 Understudy - Substitute Teacher Network

High Technology: Room G75
1:00 Chatter
1:30 R.E.B.E.L Lighting
2:00 Clientele
2:30 Break
3:00 SimplyBee
3:30 Revolve

Hospitality Innovation: Room G85
1:00 PalmSomm
1:30 Toasty Poles
2:00 hAPPy hour
2:30 Break
3:00 One Acre Coffee Co.
3:30 Dualonics

Sustainability: Room 175
1:00 Hydrite
1:30 LiquiNet
2:00 The Unwrapped Market
2:30 Break
3:00 Spare the Change
3:30 Everton's Organics
INNOVATION-TO-MARKET COMPETITION
SCHEDULE OF EVENTS

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CHARLES & MIRIAM NELSON
POSTER COMPETITION

APRIL 22, 2015
12–2:00 P.M.

BUD ALBIN CHALLENGE

APRIL 24, 2015
1-8:00 P.M.

PAUL J. HOLLOWAY PRIZE CHAMPIONSHIP

MAY 5, 2015
1-6:00 P.M.
Chatter

Chatter is a mobile app that lets users post messages and pictures to ‘Chatter Boxes’. Chatter Boxes are live message boards associated with a particular location, such as a business, public area, or venue. Only users physically in a Chatter Box can post to it, and once they leave, have just 24 hours to view it. Users can pay to ‘follow’ popular Chatter Boxes. Also, Chatter can automatically generate group messages based on users in your location, such as a classroom or office. Chatter makes it easy to connect, and stay connected, with the people around you.

Joseph M. Corcoran, COLA
Benjamin Duff, PAUL
Anthony Lunardi, PAUL
James Scott, COLSA
Faculty Adviser: Goksel Yalcinkaya, Ph.D.

Clientype

Clientype is a web service that allows businesses to search and review clients, providing customers with important information before doing business with them. Clientype reviews provide detailed information on client experiences, as well as specific information uniquely valuable to each industry. Clientype is dedicated to businesses that do not have sufficient means to find and share information about clients.

Stephen D. Cote, PAUL
Brian R. Gioia, PAUL
Mike Qin, GRAD
Faculty Adviser: Andrew Earle, Ph.D.

CollegeTB

CollegeTB provides an online community for college students, on the same campus, to buy and sell used textbooks. CollegeTB drives down textbook prices, by eliminating the middleman, which means the prices posted are not subject to margins, hidden processing costs, and shipping fees.

Alex Febonio, PAUL
Alexys Gilcreast, PAUL
Connor Guiney, PAUL
Louis Rochette, CEPS
Faculty Adviser: Ahmad Etebari, Ph.D.
**Dualonics**

Dualonics helps business travelers who want to travel more efficiently by combining two products into one in order to make traveling easier and cheaper by eliminating the stress of TSA regulations and lack of dental hygiene while traveling. Dualonics manufactures and sells a high-end, automatic toothbrush that stores toothpaste inside of the base and dispenses the recommended amount through slits in the head of the toothbrush. This toothbrush also makes traveling easier by reducing the space taken up by conventional toothbrush and toothpaste.

*Lauren Irish, PAUL*
*Shane McNeely, PAUL*
*Justin Slattery, PAUL*
*Cailey White, PAUL*
*Faculty Adviser: John D. Ela, M.A.*

**Everton’s Organics**

Everton’s Organics is a quality organic fertilizer that meets the needs of customers who not only wish to garden organically, but also more effectively and efficiently. The product is more sustainable than most organic fertilizers, as the components are locally sourced and would have otherwise been discarded. The company helps to promote the environment by turning organic trash into a desired product.

*A.J. Asbury, COLA*
*Ian Marshall, CEPS*
*Everton Parkinson, COLSA*
*Sean Whittier, PAUL*
*Faculty Adviser: Roger Grinde, Ph.D.*

**hAPPy hour**

hAPPy hour is an innovative app that changes the way college students find local food and beverage specials in their immediate area. It is a simple and convenient tool that uses location services to automatically provide consumers with the most up-to-date information, and will help restaurants attract new customers.

*Kathryn Hand, PAUL*
*Andrea Hesler, PAUL*
*Lindsay Mumford, PAUL*
*Hayley Sack, PAUL*
*Faculty Adviser: Carl Lindblade*
Hydrite Smart Watering System

Hydrite is the future of smart home watering. This unit provides an intuitive and simple solution to aid homeowners in keeping their lawn and garden well watered while saving gallons of precious water each day. For the low price of $120 per unit, the user will get a sprinkler head, moisture, temperature, humidity and light sensors in a simple plug and play design. The mobile and web app will learn about each individual’s area and automatically water when needed, as well as provide remote monitoring and control. Hydrite is saving water, one drop at a time.

Jonathan R. Gual, PAUL
Max A. Lappin, PAUL
Curtis G. Lush, CEPS
Caemen W. Weiland, CEPS
Faculty Adviser: Jeffrey E Sohl, Ph.D.

Imagine Institute

Imagine Institute is a line of toys for girl’s ages 6-9 that focus on young adult characters attending a school called Imagine Institute. At Imagine Institute students learn by doing, and are sent all over the world to learn by solving real world problems. In an effort to make sure that every girl has the opportunity to realize their full potential, Imagine Institute characters educate girls on ambitious career paths, provide relatable role models, particularly in the STEM disciplines, and inspire them to dream big.

Kiley Donohue, CEPS
Brandon Fall, CEPS
Emily Hutchinson, CEPS
Faculty Adviser: Marc Sedam, M.B.A.

LiquiNet

LiquiNet is working to solve the world water crisis using remote monitoring devices. Their first product, Eden, is a device that NGO’s purchase to monitor their India Mark II hand pump wells. Eden also establishes a mobile payment system where community members pay into a community account each time they receive water from the well. This money can then be used for well repairs. This device represents the future of socially responsible investment, because it creates a means of quantitatively tracking project success and works to eliminate an NGO’s need to physically return to perform maintenance.

Annette Conticchio, CEPS
Ian Gagnon, CEPS
Michael Gingrich, CEPS
Devin Kehler, CEPS
Faculty Adviser: Andrzej Rucinski, Ph.D.
MediaBite
MediaBite is the first company to provide the conduit for pay-per-article media consumption for end users of digital written media. The concept includes the "Bite Button", an embeddable button that exists within article previews on websites offering digital journalism. Users can pay-per-article for 20 to 30 cents, which is deducted from users’ accounts per click of the Bite Button. The MediaBite website offers archiving of purchased media. MediaBite offers an alternate monetization method to the antiquated paywall subscription model. The journalism industry has immersed itself into Web 2.0. A new medium calls for a new revenue model and MediaBite is the answer.

Cameron J. Cote, PAUL
Lauren A. Rhodes, COLA
Faculty Adviser: Meghan A. Heckman

NeighborFund
NeighborFund delivers financial and social returns on short-term real estate investments for community members, of all income levels, who may feel unqualified or insecure about traditional investing platforms. NeighborFund facilitates pooled funding for targeted residential renovation projects that local contractors use to improve and sell for profit, creating financial and social benefits for our investors, contractors and their communities. NeighborFund empowers its customers by presenting opportunities to invest in local projects. These investments are a catalyst for change through donation channeling, investment dashboards and educational blogs -- all focused on building a pathway to homeownership. NeighborFund benefits both the individual investor and the community.

Andrew DiPasquale, GRAD
Faculty Adviser: Marc Sedam, M.B.A.

One Acre Coffee Co.
One Acre Coffee is a new iced coffee product vastly different from the offerings of traditional coffee shops. Sourced directly from one to two acre farms, our coffee is cold brewed to be smoother and less bitter than conventional iced coffee. Coffee is dispensed from consumer-operated stations utilizing nitrogen draft equipment, resulting in the creamy, thick taste resembling a GuinnessTM stout. The small footprints of the stations present greater opportunities to occupy high traffic locations. The stations are fast, efficient, sustainable and cheap to operate, resulting in cost savings that can be passed to both consumers and coffee growers.

Connor Roelke, PAUL
Faculty Adviser: Bruce Pfeiffer, Ph.D.

PalmSomm
PalmSomm is an application that acts as a personal sommelier, with the convenience of fitting in the palm of the hand! Developed for anyone who is new to the world of wine, PalmSomm guides users through the wine purchasing process. Each user has their own personalized profile that is applied to make suggestions on wines to try. After trying a wine, users can give their own ratings and tasting notes, creating a collection of preferred wines. PalmSomm will provide a user-friendly introduction to the complicated world of wine, turning uneducated wine drinkers into experts on their own palate.

Kristina Borchert, PAUL
Kaley Quast, PAUL
Faculty Adviser: Daniel Innis, Ph.D.
R.E.B.E.L Lighting

R.E.B.E.L. Lighting is an innovative product to alert drivers when other drivers brake with a lot force. The product consists of LED lights that are attached to the rear window of vehicles and light up when the driver brakes with significant g-force. An accelerometer included with the lights, detects the amount of force. This technology helps to eliminate the number of rear-end accidents, saves consumers money from potential accidents, and provide them with peace of mind.

Cullen Barnes, PAUL
Jonathan W. Mantia, PAUL
Cameron R. Walsh, PAUL
Faculty Adviser: John D. Ela, M.A.

Revolve

Revolve is a drone designed to autonomously follow and record video of outdoor enthusiasts while they engage in action sports. By eliminating the need to wear or hold a camera (such as a GoPro), Revolve will make it easy for users to capture every moment of their adventures without distracting them or inhibiting their ability to perform difficult maneuvers.

Benjamin Miner, GRAD
Faculty Adviser: Juan Florin, Ph.D.

SimplyBee

SimplyBee is an innovative take on one of the biggest issues facing our society – bee population stability. By using light therapy, SimplyBee produces a chemically free honey bee that can create organic, natural products. This adaptation will help save the honeybee from endangerment, because we are teaching the bee new techniques. It is a 100% natural process that will build a better bee, a better economy, and a better planet.

Peter Bacho, COLA
Alexander Fries, COLA
Joseph Sweeney, COLA
Faculty Adviser: Daniel Innis, Ph.D.

Spare the Change

Spare the Change is crowdfunding for a cause. It creates a community where members have the opportunity to help a different organization each day. Reaching people through existing payment methods, combined with Apple Pay and NFC technology, Spare the Change provides the software to facilitate donations and a mobile application that can engage users. People will have the opportunity to round up their change at the end of a purchase and donate it back to members of their community. The mobile application shows contributors the results of their donation and facilitates communication with the groups they have helped.

Shane Budd, PAUL
Martin Gorman, PAUL
Tim Perrier, PAUL
Matt Wencis, PAUL
Faculty Adviser: Devkamal Dutta, Ph.D.
The Unwrapped Market

The Unwrapped Market gives consumers an entirely new way to grocery shop by allowing the purchase of grocery items without any of the wasteful packaging. Customers will bring their own containers to purchase products ranging from produce to cleaning products, all free of disposable packaging. The information regarding the products and the source will be prominently displayed in the store, instilling trust within our consumers. The Unwrapped Market will offer educational workshops and seminars in order to further educate consumers about food- and waste-related topics and issues. We will give customers an easier way to reduce their environmental footprint.

Rachel M. Cardarelli, PAUL
Marion M. Harrington, PAUL
Sarah L. Wiggins, PAUL
Faculty Adviser: Fiona Wilson, Ph.D.

Toasty Poles

Heated ski poles are designed to keep the customer’s hands warm on the slopes. They allow the user to wear thinner gloves while on the mountain, which could offer more grip as well as flexibility. This product also can be used to heat the user’s hands up in between runs and on the chair lift.

Emily L. Fisher, PAUL
Joseph Hamilton, PAUL
Justin T. Verdone, PAUL
Faculty Adviser: John D. Ela, M.A.

Understudy - Substitute Teacher Network

Understudy connects schools with a qualified, local substitutes any time a traditional teacher cannot be present in the classroom. Membership in the Understudy network provides school districts with open access to the largest network of substitute teachers in the USA. From background checks to payroll and administrator reviews, the Understudy system automates the task of hiring and managing substitutes, saving schools time and money. With Understudy, teachers and parents can be sure that valuable class time is not going to waste. Understudy provides a knowledgeable resource with the teaching skills and expertise necessary to manage a classroom.

Benjamin D.A. Belanger, PAUL
Faculty Adviser: Robert A. Gough, Jr., Ph.D. and Doug Henderson, M.B.A.
Paul J. Holloway Prize
Innovation-to-Market Competition
Bud Albin Challenge

Judges

TODD BOUCHER*, Principal & Founder, Leading Edge Design Group
MICHAEL A. BRYAN, Sr.*, Financial Advisor, Wells Fargo Advisors, LLC
STEVE CURTIS*, Owner, Curtis Associates
YVON DURANT*, Ph.D., MBA, Chief Technology Officer and Co-founder, Itaconix Corporation
JOE FARO*, Owner, Tuscan Kitchen & Tuscan Market
ANDREW JACCOMA*, Founder, Sensible Spreader Technologies
ANDREA KOKOLIS*, Vice President-Human Resources, Newforma, Inc.
TOM MALKOSKI*, Senior Advisor to the Chair and CEO, Ingentior Incorporated
MICHAEL MARSH, Entrepreneur
PHIL MELDRUM*, President, FoodMatch Inc.
WES MOORE, Founder and CEO, iPlayerHD
LENNART C. MORANDER*, Founder, Abrasive Contour
KIM NILES*, Founder, VC CFO Services, LLC and Chief Financial Officer, LexMarGlobal, Inc.
GREG RICHARDSON*, Practice Manager - Engagement Services, Technology Business Research, Inc.
MIKE SOMERS, President & CEO, New Hampshire Lodging & Restaurant Association
LARRY SPERA, Managing Partner, Residential Capital Asset Management, LLC
BETH STEUCEK, CEO, New England Inns and Resorts
SEBASTIAN TITZ*, Ph.D., Manager New Ventures, North America, 3M
TED WHEATLEY*, Executive Vice President, Jones Lang LaSalle
DAVID S. WORTHEN, President and CEO, Worthen Industries

* University of New Hampshire Alum
PAUL J. HOLLOWAY

Paul J. Holloway is an accomplished and energetic business leader and a highly successful entrepreneur. A graduate of Temple University, he began his career in the automotive industry as a district manager of Buick Motor Division. In 1967, he invested all of his assets in a Buick-Pontiac dealership in Exeter, N.H., that had sold only 90 new and used cars the previous year, and renamed it Dreher-Holloway.

As he built the business into one of the largest dealerships in New Hampshire, Holloway always stressed customer service and client satisfaction. He has won numerous industry awards, including Time magazine “Quality Dealer of the Year”.

Holloway generously shares his knowledge and experience. As president of the 19,500 member National Automobile Dealers Association from 1998-1999, he worked to rebuild the trust between dealers and car manufacturers and took the lead on legislative matters for the organization, maintaining ties with key legislators in Washington.

In addition to his automotive enterprises, Mr. Holloway was a partner in the Clipper Nursing and Retirement Homes until he sold the business in 1997 and is presently an owner of the Wentworth Marina in New Castle, NH.

Holloway has a strong commitment to public service. He has served as chair of the University System of New Hampshire (USNH) Board of Trustees and spearheaded fundraising programs at Temple University, Governor Dummer Academy, and the New Hampshire Charitable Foundation, and has been recognized for his work on behalf of education in the state. He has received the Robert Frost Contemporary American Award, the University of New Hampshire Alumni Association Profile Service Award, the USNH Chancellor’s Award, and an honorary doctorate from the University of New Hampshire. Recent honors include the naming of Holloway Commons dining hall in recognition of significant contributions to the university’s programs. He was also selected as one of New Hampshire’s ten most powerful people by Business NH Magazine and was awarded the David C. Knapp Award for Trusteeship by the New England Board of Higher Education.

Holloway currently serves as chair of the NH Community College System and has served as a NH lottery commissioner. He is a past member of the Business School Dean’s Advisory Board at the University of New Hampshire.
The 27th annual Paul J. Holloway Prize Innovation-to-Market Competition takes students out of the classroom and into the real world. Now celebrating more than a quarter of a century of excellence in new venture creation and entrepreneurship, the competition challenges students to develop products or services and present their plans to bring them to market. The competition is the oldest of its kind in New Hampshire and one of the first in the nation.

Participants present their strategies before panels of business leaders who judge their commercialization potential. The competition honors those students who have developed the best cases and concludes with the presentation of the Paul J. Holloway Prize.

Holloway’s wife Anna Grace, son Scott, and daughter Debra established the Paul J. Holloway Prize in 1988 to honor his achievements and contributions to the educational and business communities.