

Program Agenda, April 11-13, 2024

#heartlandAR24



Thursday, April 11

<u>TIME</u>	<u>EVENT</u>
2:00-4:00pm	Heartland Challenge Check-In for Teams, 21C Hotel Lobby
4:30-6:00	Team Welcome Reception, 21c Museum Hotel, Main Gallery <ul style="list-style-type: none">• Welcome and Introductions<ul style="list-style-type: none">○ Deb Williams – Senior Director, Operations & Student Programs, Office of Entrepreneurship and Innovation○ Stacey Mason – Founder, The Improv Lab• Things to Know for Competition<ul style="list-style-type: none">○ Maddy Stricklen – Program Manager, Heartland Challenge
6:00-8:00	Opening Ambassador Dinner, Welcome to Northwest Arkansas, 21c Museum Hotel Main Gallery, <u>Sponsored by Visit Bentonville</u> <ul style="list-style-type: none">• Welcome and Introductions – Phil Shellhammer, Senior Director, Business Incubation, Office of Entrepreneurship and Innovation• Ambassador Introductions<ul style="list-style-type: none">○ Jeff Stinson – Director, HealthTech Arkansas○ Serafina Lalany – Startup and Venture Ecosystem Development, NWA Council• Closing Remarks – Deb Williams, Senior Director, Operations & Student Programs, Office of Entrepreneurship and Innovation

Program Agenda, April 11-13, 2024
#heartlandAR24



Friday, April 12

<u>TIME</u>	<u>EVENT</u>
7:30am	Breakfast, The Ledger Bentonville, Room #618
8:00am	Semifinal Round Overview, The Ledger Bentonville, Room #618 <ul style="list-style-type: none"> Maddy Stricklen – Program Manager, Heartland Challenge
8:30-9:30	Judges Meeting and Instructions, The Ledger Bentonville, Room #614 <ul style="list-style-type: none"> Sarah Goforth – Executive Director, Office of Entrepreneurship & Innovation
8:30-9:30	Technology Checks, Semifinalist Teams

Tech Checks for Student Teams (all team members present)				
<ul style="list-style-type: none"> teams should arrive at the assigned presentation room 5 minutes early teams have 20 minutes with tech support be ready with laptop you are using with presentation loaded all team members should be present 				
TIME	Track 1-The Morrissey, #150	Track 2-The Penister, #162	Track 3-The Adewumi, #164	Track 4-The Taoka, #610
8:30am	CurveAssure	Kreative DocuVet	RHM Innovations	Wanderist
8:50am	Telo	YieldEASE	Hidalga Technologies	Sustain-a-Plate
9:10am	Sakura MedTech	ProPika	Hipond	Thryft Ship

9:30-9:45	Transition Time
9:45-12:00	Semifinal Round, The Ledger, 1 st Floor

Track 1-The Morrissey, #150	
Room Facilitator: Jose Cartagena Ortiz	
Student Lead: Brenda Hernandez	
Format: 15 min presentation, 15 min Q&A, 10 min judge notes/transition	
Judges: Canem Arkan, Jeff Stinson, Jordan Carlisle, Robyn Goforth, Doug Hutchings, Permjot Valia	
9:45am	CurveAssure, Johns Hopkins University
10:30am	Telo, University of Minnesota
11:15am	Sakura MedTech, University of Illinois at Urban-Champaign

Program Agenda, April 11-13, 2024
#heartlandAR24



Track 2-The Penister, #162	
Room Facilitator: Rogelio Garcia Contreras	
Student Lead: Greyson Daniels	
Format: 15 min presentation, 15 min Q&A, 10 min judge notes/transition	
Judges: April Seggebruch, Anoop Prasana, Michael Basch, Garrott McClintock, Heather Nelson, Martial Trigeaud	
9:45am	Kreative DocuVet, Iowa State University
10:30am	YieldEASE, Johns Hopkins University
11:15am	ProPika, University of Arkansas

Track 3-The Adewumi, #164	
Room Facilitator: Danielle Cheney	
Student Lead: Jose Torres	
Format: 15 min presentation, 15 min Q&A, 10 min judge notes/transition	
Judges: Drew McKinnon, Spencer Jones, Michael Paladino, Ramsey Ball, Albert Behr, Evan Schnur	
9:45am	RHM Innovations, University of Rochester
10:30am	Hidalga Technologies, University of Arkansas
11:15am	Hipond, Tufts University

Track 4-The Taoka, #610	
Room Facilitator: Jason Riley	
Student Lead: Claudia Mercado	
Format: 15 min presentation, 15 min Q&A, 10 min judge notes/transition	
Judges: Jeff Amerine, Eric Howerton, Stan Zylowski, Tracy Black, Lawrence Watkins, Josh Stanley	
9:45am	Wanderist, University of Arkansas
10:30am	Sustain-a-Plate, Washington University in St. Louis
11:15am	Thryft Ship, University of Georgia

12:00-1:15pm Judges Deliberation and Lunch (in track rooms, lunch will be delivered)

12:00-1:15 Lunch & Panel, Teams/Advisors, Ledger 6th floor, sponsored by Cortado Ventures

Building It Here: Entrepreneurship Shaping Northwest Arkansas

- Moderator: Zoe Buonaiuto – Associate Director, Business Incubation, UA
 - Murielle Gaither, Founder & CEO, Venku
 - Tyler Zanon, CEO, EndoShunt
 - Alex de la Fuente, CEO, Hightag

Program Agenda, April 11-13, 2024

#heartlandAR24



1:15-2:45 Individual Team Feedback Sessions with Judges (30 minutes per team)

Feedback Sessions for Student Teams				
<ul style="list-style-type: none"> teams have 30 minutes with judging panel teams should arrive at the assigned presentation room 5 minutes early all team members should be present 				
TIME	Track 1-The Morrissey, #150	Track 2-The Penister, #162	Track 3-The Adewumi, #164	Track 4-The Taoka, #610
1:15pm	CurveAssure	Kreative DocuVet	RHM Innovations	Wanderist
1:45pm	Telo	YieldEASE	Hidalga Technologies	Sustain-a-Plate
2:15pm	Sakura MedTech	ProPika	Hipond	Thryft Ship

2:45-5:00 Break

3:30-5:00 Shuttles to Crystal Bridges Museum of American Art from 21C Museum Hotel

5:00-7:30 Kickoff Reception and Elevator Pitch Competition, Crystal Bridges Museum of American Art

- 5:00-5:30 Reception/Networking
- 5:30-5:40 Welcome – Brent Williams, Dean, Sam M. Walton College of Business
- 5:40-5:45 Introduction of Keynote – Jordan Carlisle, COO, Empathy HealthTech
- 5:45-6:30 Keynote – Chris Thompson, Founder & CEO, Empathy HealthTech and Sober Sidekick
- 6:30-7:00 Elevator Pitch Competition – Maddy Stricklen, Program Manager, Heartland Challenge, sponsored by Natural Capital
- 7:00-7:15 Elevator Pitch Voting and Gather Results
- 7:15-7:30 Announcement of Pitch Competition Winners and Finalists – Brent Williams, Dean, Sam M. Walton College of Business
- 7:30-7:40 Closing Remarks – Maddy Stricklen, Program Manager, Heartland Challenge

7:40-8:30 Shuttles from Crystal Bridges Museum of American Art to 21C Museum Hotel

8:30-10:30 Heartland Challenge Reception, sponsored by Dickson & Main Fund 1
21C Museum Hotel, Gallery 3

Program Agenda, April 11-13, 2024
#heartlandAR24



Saturday, April 13

<u>TIME</u>	<u>EVENT</u>
7:00am	Shuttles will run all morning in a loop (21C to UA Collaborative to The Ledger)
8:00-8:30	Breakfast and Overview, Investor Roundtable(IRT), University of Arkansas Collaborative <ul style="list-style-type: none"> • Sponsors Welcome and IRT Overview – Deb Williams, Senior Director, Office of Entrepreneurship and Innovation • Remarks – Jeff Amerine, Founder and Managing Partner, Startup Junkie; Co-Founder and General Partner, Cadron Capital Partners
8:30-11:30	Investor Roundtables, UA Collaborative <u>Sponsored by Cadron Capital Partners, Symbiosis and UA Master of Science in Finance</u>

TIME	Roundtable 1: Cadron Capital Partners, Conference Room 1	Roundtable 2: Symbiosis, Conference Room 2	Roundtable 3: UA Master of Finance, Conference Room 3
8:30-8:50, Block A			
8:50-9:10, Block B			
9:10-9:30, Block C			
9:30-9:45, Block D			
9:45-10:10	Break/Assessment		
10:10-10:30, Feedback Block A			
10:30-10:50, Feedback Block B			
10:50-11:10, Feedback Block C			
11:10-11:30, Feedback Block D			

10:45-11:45	Tech Checks for Final Round Teams at The Ledger, 6 th Floor
12:00-12:45pm	Lunch at The Ledger, 6 th floor
12:15-12:45	Judges Meeting and Lunch, The Ledger 614, The Multi-Purpose Room <ul style="list-style-type: none"> • Sarah Goforth – Executive Director, Office of Entrepreneurship & Innovation

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#heartlandAR24



1:00-4:45 Final Round – The Ledger (Live Stream: heartlandchallenge.uark.edu)

Final Competition Round, The Ledger 6th Floor, 4/13	
Format: 15-minute presentation, 20 min Q&A, 5 minutes judge notes/transition	
Host and Welcome: Phil Shellhammer, Senior Director, Business Incubation, Office of Entrepreneurship and Innovation	
Judges: MK Marsden, Chidozie Ugwumba, Rosa Hathaway, Bobby Sandage, Tracy Poole, Clete Brewer	
1:00-1:15	Welcome and Judge Intros
1:15-1:55	Track 1 Winner
1:55-2:35	Track 2 Winner
2:35-2:45	Judges catch up on notes
2:45-3:25	Track 3 Winner
3:25-4:05	Track 4 Winner
4:05-4:45	Wild Card Winner

4:45-5:45 Judges Deliberation

4:45-5:45 Teams: Break and Setup for Startup Expo, Ledger 6th Floor

5:45-6:00 Public Check-In Begins – Startup Expo

6:00-7:00 Startup Expo and Reception, sponsored by Arkansas Capital Corporation

7:00-9:00 Banquet and Awards Ceremony, The Ledger, 6th Floor

- 7-7:15: Check-In and Seated for Dinner
- 7:15-7:30: Welcome and Keynote Introduction – Sarah Goforth, Executive Director, Office of Entrepreneurship & Innovation
- 7:30-8:15: Keynote – Mitch Brooks, Co-founder & Managing Partner, High Street Equity Partners
- 8:15-8:55: Awards Ceremony – hosted by Permjot Valia, Co-Founder, Nava Develop Inc.
- 8:55-9:00: Closing Remarks
 - Phil Shellhammer, Senior Director, Business Incubation
 - Deb Williams, Senior Director, Operations & Student Programs

9:00pm Heartland Challenge After Party, Backroom Social Club

1004 SE 5th Street, Bentonville AR 72712