

2015 30K Team Bios and Business Descriptions

Wyoming Skills Academy

Aaron Tyser, Team Leader

Aaron is a senior Psychology major from Buffalo Wyoming and was a walk-on basketball player for the University of Wyoming. When Aaron was a Wyoming high school athlete aspiring to make it to the next level, he sought out but was unable to find, access to specialized skills coaching. Aaron discovered that Wyoming athletes must often travel long distances and sometimes to other states in order to receive the skill instruction they need. Aaron is planning to offer specialized skills training to Wyoming basketball players, K-12, in their own communities by working with local coaches and school administrators to coordinate scheduling multiple clinics targeting different age groups.

Spigot

Laurel Winkenwerder, Team Leader

Laurel is a second year student in UW's Energy MBA program. Prior to coming to UW, Laurel worked for Legg Mason Capital Management in the market intelligence and corporate strategy department. Laurel is working closely with her industry contacts to design the features of Spigot in a way that mirrors the specific behavior and use around the topics of news aggregation and analysis. Laurel has also worked in marine energy and hydropower technology development.

Spigot is a news aggregation and analysis platform designed specifically for use in the financial industry.

Catering Calculator

Ken McConnel, Team Leader

Ken is currently a Junior in UW's college of Business, majoring in Business Administration and has over 27 years of experience in the restaurant and catering industries. Through his experiences, Ken identified the need for a better means for restaurants/hotels/caterers to record and analyze food left over from catered events. The platform will also capture event related details that influence how much of what kinds of food people eat. For example, Ken has noticed that athletes eat about 1.5 times as much food as non-athletes. They also tend to eat more vegetables and protein and less starches. This information will enable caterers to make informed recommendations to clients, and will reduce the amounts of leftover food. Reducing the amount of leftover food either by reducing portion size or fewer portions, they can increase their profit margin. Ken believes that this system has the potential to increase revenues by 10-15%.

VeeBee Farm**Carrie Ver Burg, Team Leader**

Carrie is a senior majoring in Accounting. Carrie and her father, who lives in Moorecroft, WY, are building a business around producing and processing raw local honey. Demand for raw honey is high because of the various health benefits it offers and because most small honey producers can't keep up with demand. Vee BEE Farms is adding additional hives in order to produce more honey. Carrie is looking for ways to expand their business through retail sales, honey processing services for small honey producers, and shipping VeeBee Farm's bees to California in the winter for almond pollination.

Cruxx Climbing Company**Tabitha Briscoe, Team Leader**

Tabitha is a sophomore Accounting major and a bouldering enthusiast (rock climbing up to 10 feet without equipment). Bouldering requires the use of crash pads as safety gear to prevent injuries in the event of a fall. Current crash pad designs are big, bulky pads (4x4 feet, 5 inches thick) transported to the climb site on the climbers' backs, making them inconvenient and cumbersome. Cruxx Climbing is developing a crash pad using a unique material that will be thin, light and transported and carried easily. Besides its current offering of clothing, stickers and chalk bags (that are made using recycled materials), Cruxx climbing is developing a range of technical products to make climbing safer and more convenient.