

 **EEC** MEMBER SCHOOLS



[eecohio.org](http://eecohio.org) | #eecohio



**EEC**

PRESENTS:

**ideaLabs**  
**2024**

**April 11th**

🕒 4:00pm - 7:30pm

📍 Eaton Corporation  
1000 Eaton Blvd,  
Beachwood, Ohio

 Entrepreneurship  
Education Consortium

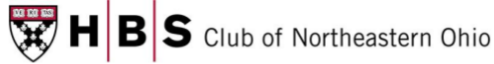
[eecohio.org](http://eecohio.org)



Entrepreneurship  
Education Consortium

## THANK YOU TO OUR FUNDERS

The Fred A. Lennon Charitable Trust



## THANK YOU TO OUR EVENT SPONSORS

CHANGEMAKER SPONSOR



Powering Business Worldwide

GENERATOR SPONSOR



STARTER SPONSORS



[eecohio.org](http://eecohio.org) | [#eecohio](https://twitter.com/eecohio)



## Keep Up With EEC!

We host professional development events and student programs throughout the year. We hope to see you again soon!



scan with your smart phone to  
sign up for our newsletter!

## Upcoming Events & Programs

### AI in the Classroom Learning Lunch | May 17th

A virtual event where a panel of experts explores the topic of AI in education.

### Tech Side Hustle Cohort | Fall '24 Semester

Empowering students with coaching, funding, and workshops led by experienced entrepreneurs to kickstart tech-based startups.

## Contact Our Team To Learn More

**Deborah Hoover** | Chief Executive Officer  
[deb@eecohio.org](mailto:deb@eecohio.org)

**Reka Barabas** | Chief Relationship Officer  
[reka@eecohio.org](mailto:reka@eecohio.org)

**Mallory Masarik** | Program Manager  
[mallory@eecohio.org](mailto:mallory@eecohio.org)



Entrepreneurship  
Education Consortium

## Board of Directors

**Colette Hart**, Board President, Cleveland State University  
**Melanie Maloney**, Board Vice President, Business Advisor  
**Deborah Vesny**, Board Treasurer, Community Volunteer  
**Lori Long**, Board Secretary, Baldwin Wallace University  
**Peter Apicella**, Board Member, Lake Erie College  
**Sam Brenner**, Board Member BoxCast  
**Alysha Ellis**, Board Member, Freshly Rooted  
**Mike Maczuzak**, Board Member, SmartShape Design  
**Greg Malkin**, Board Member, Model Landmarks  
**Matthew Poyle**, Board Member, Lorain CCC  
**Robert Sopko**, Board Member, Case Western Reserve University

## Member Representatives

**Daniel Fox**, Ashland University  
**Thomas Sudow**, Ashland University  
**Caite Lenahan**, Baldwin Wallace University  
**Brittain Elswick**, Case Western Reserve University  
**Lynn Buchinsky**, Cleveland State University  
**David Strukel**, Hiram College  
**Doan Winkel**, John Carroll University  
**Jamey Polak**, John Carrol University  
**Zach Mikrut**, Kent State University  
**Danielle Flemister**, Kent State University  
**Janice Lapina**, Lorain CCC  
**Gerald McFadden**, Lorain CCC  
**Peter Abramo**, The College of Wooster  
**Joseph Fox**, The University of Akron  
**Ronna McNair**, Tri-C Corporate College



## Agenda

**3:30 PM** **Check-in and set-up**

**4:00 PM** **Elevator Pitches & Expo**

*All teams will present their elevator pitch at their expo table to judges and event attendees.*

**5:15 PM** **Dinner & Welcome**

*While judges deliberate Round 1, all guests are invited to floor 10 for dinner, networking, and a brief presentation from EEC leadership.*

**6:00 PM** **Stage Pitches**

*6 finalists -3 per track- will deliver their stage pitch in competition for prizes.*

**7:25 PM** **Awards**

*4 Honorable Mentions from Round 1 and Round 2 winners will be announced.*



## Competition Judges

**Carrie Aguilar**, Innov8 Growth Partners, *Founder*

**David Croft**, Meyers, Roman, Friedberg & Lewis, *Partner*

**Eric Diamond**, Central Kitchen Cleveland, *Founder*

**Tyler Gould**, Eaton Corporation, *University Relations*

**Lisa Lewis**, Prime Time Delivery, *Founder*

**Angelique Wong**, Artuza, *Founder*

## Awards

All awards will be announced at the end of the event, including the Honorable Mention winners selected during Round 1. Teams must be present to accept their award, and will be required to complete a W9.

	<b>Big Idea</b>	<b>Money Maker</b>
1st Place	\$2,250	\$2,250
2nd Place	\$1,500	\$1,500
3rd Place	\$550	\$550
2 Honorable Mentions	\$100 each	\$100 each

# meet the MONEY MAKER TRACK

### Balamenti LLC

**Founder:** Brooke Walburn, *Baldwin Wallace University*

### Cleveland PretZZel Co

**Founder:** Zachariasz Zoladz, *John Carroll University*

### Turtlepond Woorworking

**Founder:** Hunter Cooper, *John Carroll University*

### Maven N.I.L.

**Founders:** Gabriel Delgado, Santino Jacobozzi, and Spencer Poindexter, *Cleveland State University*

### Rolling Refreshments

**Founders:** Audrey Ernst and Vaunden Brunn, *Kent State University*

### DICEVICI

**Founder:** Emily Dicevicius, *Kent State University*

### Cocoa Potash

**Founders:** Ithabeleng Makhetha and Ibrahim Quagraine, *Case Western Reserve University*

### AREA Event Services

**Founders:** Calvin Lee, Morris Lee, and Ellis Wright, *Case Western Reserve University*

### Dorm Dudes Breaks

**Founders:** Zach Balo, Joe Beck, and Shane Rue, *Ashland University*

### StickerCity

**Founders:** Lauren Felvus, Ashley Rutkowski, Zach Shannon, *Hiram College*

### The Thrifting Tree

**Founder:** Noah Mowery, *Baldwin Wallace University*





### Universal Pong Rating

**Founder:** Jason Heisler, *Baldwin Wallace University*

### Automata Integrations

**Founders:** Erik Franks and Frederick Franks, *Cleveland State University*

### Campus

**Founder:** Jack Whitman, *Cleveland State University*

### Vinci Learning

**Founders:** Bradley Smith and Benjamin Conrad, *Kent State University*

### Additiv

**Founders:** Ashwin Menon, Andrew Shereshevsky, and Amos Langsner, *Case Western Reserve University*

### American Milled Putters

**Founders:** Grace Grant and Matthew Scheid, *Ashland University*

### CarDash

**Founder:** Annika Marie Thelen, *Ashland University*

### SecondHand

**Founders:** Zaynab Ramou and Siham Boumalak, *The College of Wooster*

### B2M

**Founders:** Ritwik Jha and Elizabeth Jha, *The College of Wooster*

### Smart Trash Can

**Founders:** Hunter Greco, Joshua Kester, Zachary Kroetsch, and Hal Walker Jr., *Hiram College*

### OsteoSonic Stim

**Founder:** Eleanor Ramos, *Lake Erie College*

### Equitcounting

**Founder:** Hannah Belich, *Lake Erie College*

### LCCC Contestant

**Founder:** Trinity Blum and Ethan Homolya, *Lorain County Community College*



## Competition Guidelines

### Round 1 | Elevator Pitches

Participants in both tracks host an exhibit table. Judges and audience visit tables to hear Elevator Pitches and may ask a 1-2 questions. Elevator Pitches may be no longer than 3 minutes.

After Round 1, judges will select up to 3 finalists from the Big Idea track and up to 3 finalists from the Money Maker track to pitch in Round 2. 1-2 Honorable Mentions will also be selected.

### Round 2 | Stage Pitches

Selected finalists, 3 from each competition track, will deliver their prepared Stage Pitch. Each participant will have up to 6 minutes for their on-stage presentation, followed by 2 minutes of judges' Q&A.

After Round 2, Judges will deliberate and select first, second, and third-place winners for each track.



scan with your smart phone to  
learn more about ideaLabs!



Entrepreneurship  
Education Consortium



# Welcome!

The Entrepreneurship Education Consortium (EEC) welcomes all participants, judges, and guests to ideaLabs 2024!

The EEC is a consortium of 13 high education institutions across Northeast Ohio committed to providing practical, experiential, and theoretical entrepreneurship education to students of all disciplines. Beyond imparting the necessary classroom fundamentals, the EEC encourages student exploration of new, innovative ideas in their quest to either create new enterprises or become entrepreneurs within existing organizations.

EEC envisions a more vibrant economy in Northeast Ohio fueled by students from local colleges and universities who seek to develop an entrepreneurial mindset and related skills and by businesses and startups who tap into this talent pool to generate new ideas and grow ventures.

Thank you to Ashland University for being the presenting school of ideaLabs 2024! We also offer a big thanks to Eaton Corporation for hosting the event in their remarkable space, the Eaton Center.

Best of luck to this year's participants!

-- Deborah Hoover, EEC CEO



[eecohio.org](http://eecohio.org)



Since 2010, ideaLabs, a flagship program of EEC has brought together student entrepreneurs from Northeast Ohio higher education institutions. Undergraduates across majors develop ventures, apply the feasibility analysis process, and present them to a panel of independent judges for cash prizes. Past successes include DecisionDesk, NextToNothingBooks, PotHole Patch, Knotprofit, and D.R.U.M.

Each Member School held their own on-campus competition to determine who would be competing on their behalf at ideaLabs.

## Two Competition Tracks

Students have pre-registered to compete in one of two tracks:

### The Big Idea Track

Participants in this category are presenting a business idea that has never earned revenue, and hasn't been pitched at ideaLabs before. Ideas should be 18 months new or newer.

### The Money Maker Track

Participants in this category are presenting a business venture that is earning revenue and has not won a prize at a past ideaLabs competition.

[eecohio.org](http://eecohio.org) | [#eecohio](https://twitter.com/eecohio)

