The 2010 UH Business Plan Competition – A Collaborative Success

Diagenetix, the company that took first place in the 2010 UH Business Plan Competition, continues to develop their business idea. CIO of the company and molecular bioengineer, Ryo Kubota, created the technology that is able to diagnose infectious diseases with greater accuracy and speed than any other DNA-detection system. This summer, a team of UH students, along with Ryo, conducted extensive market research, which led them to the finding that there is a strong need for disease detection in the agricultural industry. The company plans to pursue this market.

Ryo and the other members of Team Diagenetix celebrated their win after hearing the results on April 29, during the Competition’s final event at The Plaza Club in downtown Honolulu. Second prize went to Maui Kai and Beyond, a company with a patent for a revolutionary healthy ice cream. InGYNuity, a company with a product that is the only needleless, single-incision mid-urethral sling, captured third prize.

More than $50,000 in cash and in-kind prizes was awarded. Prize sponsors include Grant Thornton, HiBEAM, Ka Mahái ’Ihi O Wailea, Pineapple Tweed Public Relations and Marketing, Ulupono Initiative and Virtual Law Partners.

This Competition is a semester-long process that involves many volunteers from the business community. This year, 32 teams participated; 24 volunteers coached the teams; and 52 volunteers judged teams’ executive summaries, business plans and presentations.

To help the teams prepare, PACE organized two day-long Entrepreneurs’ Bootcamps, which featured eight volunteer guest instructors. Teams learned the fundamentals of constructing a business plan - from market analysis and research to equity and capital structure.

To learn more about the Competition, visit www.UHBusinessPlanCompetition.com. To get involved, email ttaira@hawaii.edu.
Dear PACE Supporters:

A new academic year has begun at the University of Hawai‘i, and along with it comes a new class of aspiring entrepreneurs. As always, PACE stands ready to support these students with new and continuing programs.

COMMERCIALIZATION at UH
Commercialization and entrepreneurship are on a fast track at the University these days. UH President M.R.C. Greenwood formed the President’s Advisory Council on Hawai‘i Innovation and Technology Advancement. The council’s mission is to identify promising UH technologies and work to commercialize these inventions. Work has begun to collaborate with the Office of Technology Transfer and Economic Development and various colleges.

BUSINESS PLAN COMPETITIONS
One of PACE’s most effective commercialization programs is the annual UH Business Plan Competition (BPC). Last April, a spirited competition was held, resulting with Diagenetix, Maui Kai and Beyond, and InGYNuity taking top honors. Both Diagenetix and InGYNuity are based upon technologies developed within the University.

Many thanks to our monetary sponsors: the Ulupono Initiative, HiBEAM and Ka Mahi’ai ‘Ihi O Wailea; and in-kind sponsors Virtual Law Partners, Pineapple Tweed Public Relations and Marketing and Grant Thornton. Our gratitude also goes to the many judges and coaches who participated in this year’s competition.

NEW PROGRAMS
In PACE’s effort to highlight outstanding university innovations, we will re-launch the Breakthrough Innovation Challenge in a new format. Contestants will submit a two-minute video “elevator” pitch, describing their inventions and its target market to win $250, $500 or $1,000.

Also this fall, PACE will host a conversation with AOL co-founder Steve Case. Please mark your calendars for November 1 at 5:00 p.m. It’s been more than a decade since the topic of technology convergence dominated the business world and set off the dot-com boom. Steve will discuss these events along with his current projects. Many thanks to John and Sue Dean and Don van Deventer for sponsoring this conversation through our Kipapa i ke Ala lecture series.

PACE is well-positioned to capitalize on the increased awareness of the importance of entrepreneurship education. We are eager to create new program opportunities to assist students, faculty and the community!

Aloha and thank you for your continued support,
Ka Mahi’ai ‘Ihi O Wailea is growing maile plants. More importantly, the company is renewing the land where the farm sits, which is rebuilding a culture and its people.

Since winning the 2009 UH Business Plan Competition, the members of Ka Mahi’ai ‘Ihi O Wailea have been developing their company in the PACE Hatchery. The PACE Hatchery Nurtures Maile Seedlings

Hatchery provides desk space, use of its conference room and equipment, and access to resources, including the library and mentorship programs.

Ka Mahi’ai ‘Ihi O Wailea is an economic development project of the Ali‘i Pauahi Hawaiian Civic Club. The project seeks to restore sacred Hawaiian trees and plants, including the Hilo variety of maile. The Mahi’ai ‘Ihi or sacred farm is the cornerstone of the project and the State’s first large-scale maile farm, located on 20 acres in Wailea, north of Hilo, Hawai‘i. The company plans to grow and sell the maile to sustain club activities. The first crop is scheduled to be harvested in September 2011.

The company’s underlying goal is to offer educational and entrepreneurial opportunities that will increase membership and service to the Ali‘i Pauahi Hawaiian Civic Club, and benefit the Hawaiian people and surrounding community by providing scholarships and cultural workshops. The company has held three community service days with over 200 participants. Participants are typically students who are studying the Hawaiian language and culture. Each visiting class is assigned a different project on the farm. The farm also plans to host a reunion for the old residents of Hakalau to showcase how the land is being rehabilitated. The company has given three scholarships this year to students at UH Hilo. Keali‘i Lum, Ka Mahi’ai ‘Ihi O Wailea’s president says, “We’ve been blessed with overwhelming support from other organizations in the community. We feel it’s only right to give back. Providing scholarships to students is something we had intended to do and we’re happy that we’re able.”

To learn more about the PACE Hatchery and Ka Mahi’ai ‘Ihi O Wailea, visit www.shidler.hawaii.edu/hatchery.

**[Honor Roll]**

Mahalo to the many judges, mentors, instructors and volunteers who participated in the 2010 UH Business Plan Competition and the High School Marketing and Business Plan Competitions!

Cathy Abbott
Faruq Ahmad
Alan Akina
Will Alameida
Dana Alden
Kent Anderson
Joey Aquino
Russell Au
Pua Auyong-White
Mariam Beard
Joel Binder
Raj Bose
Jocelyn Bouchard
Scott Bradshaw
Adrian Brady
Colin Brady
Marko Brickman
Jill Bright
Roger Buss
Casie Carnate
Raul Castellanos
Albert Cercenia
Jennifer Chandler
Russel Cheng
Michael Cobb
Denis Coleman
Kurt Cullen
Faustino Dagdag
John Davidson
Linh DePledge
Aaron Ellis
Gary Ettinger
Yuanyuan Fan
Chenoa Farnsworth
Sean Fox
Kevin Fujinaga
Gail Fujita
Nicole Fukeda
Lena Gan
Jill Gerner
Gary Hanagami
Cliffton Handy
Lisa Hansen
David Hawkins
Peter Heinze
Chris Helm
Mark Hickson
James Houser
Jonathan Imai
Lincoln Jacobe
Lee Janc
Stanley Jones
Dianne Jordan
Kehau Kali
Wayne Karo
Peter Kay
Donavan Kealoha
Bruce Kim
Caroline Kim
Grant Kim
Gregory Kim
Darren Kimura
John Kirkpatrick
Ian Kitajima
Valerie Koenig
Erica Konno
Brandon Kurisu
Vincent Learned
Brandon Lee
Frederick Lins
Trip Lynch
Eric Mais
Anne Mapes
Renata Matcheva
Steven Mazur
Leslie Miasnik
Karen Miller
Doris Micinovic
Cary Miyashiro
Jim Moikeha
Keala Monaco
Stephan Morgan
Morton Nemiroff
Brian Nishida
Debbie Okamura
Michael Orbito
Bill Paik
Keith Patterson
Louis Perez
Kashmira Reid
Josh Rice
James Richardson
Bill Richardson
Kevin Robinson
Henk Rogers
Jeff Sakai
Kevin Sakamoto
Kayla Samascott
Robert Schuessler
Greg Shigemasa
Mary Shimizu
Bill Spencer
Michael Steiner
Shan Steinmark
Oswald Stender
Herman Stern
John Strom
Jason Suemoto
Jan Sullivan
Alicia Swanson
Jordan Takemoto
Jon Tavares
Mark Tawara
Lee Taylor
J Toth
Jose Villa
Stephanie Visaya
Bose
Kirk Westbrook
John White
Bill Wiedmann
Heidi Wild
Tyson Yamada
Eric Yamamoto
Garret Yoshimi
Edward Young
Alan Yue
Tal Ziv
Entrepreneurs Club

BY Raul Castellanos, Jr.  
Entrepreneurs Club President

The Entrepreneurs Club started the new academic year with vigorous membership drives and orientation sessions to recruit potential members. I am pleased to announce that 29 new members have been accepted into the club. These new members range from having started their own businesses to general interest in entrepreneurship.

Club members also had the opportunity to listen to Jimmy Chan, owner of the Hawaiian Chip Company (pictured above). He served as a special guest speaker and spoke on “What is Entrepreneurship?” The members really enjoyed his presentation and were inspired by Mr. Chan’s words.

For the next coming months, the EC will focus on the fundamentals of entrepreneurship and help members with their startup projects.

Mililani High School Sweeps Business Pathway Competitions

Teams from Mililani High School took first place in the 8th annual High School Marketing Plan and Business Plan Competitions. The competitions, administered by PACE, is the culminating event to assess the education standards of public school students in the business pathway.

Justin Bongco and Lowana Lunasco took top honors for their business plan, New Century Students, which provides a low-pressure, peer-to-peer online tutoring service.

Kayla Caliboso and Taylor Oyama prevailed with their marketing plan for a hair salon called Color Cuts. The plan outlined recommendations to increase traffic to the website and expand the customer base to a younger clientele.

The two teams were surprised when their names were called at the Awards Presentation. “They couldn't believe they had won, but felt like all the hard work and time that they put in was worth it,” said the students’ business teacher, Janise Kim.

A total of 60 students from across the state presented their business or marketing plan to panels of judges in hopes of winning cash prizes and other awards. The prizes were generously sponsored by Hawaii USA Federal Credit Union, the Hawaii Venture Capital Association, Pacific Biodiesel and McDonald’s of Hawaii.

Kim noted that through participating in the competitions, her students were able to see that their class curriculum is relevant and applicable in the real world.

“The input and realism that the judges provide is an experience that my students can't get elsewhere,” she said.

The competition was held on May 5 and 6 at the Sheraton Waikiki Hotel.

Calendar

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<td>SEP 30</td>
<td>Hoku Scientific Microloan</td>
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<td>OCT 8–9</td>
<td>Family Business Center of Hawaii Annual Retreat</td>
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<td>Kīpapa i ke Ala Lecture Series</td>
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