



## Council Agenda Item

Meeting Date:	May 5, 2026
Agenda Item:	Memo re: Warhawk Business Plan Competition
Staff Contact (name, email, phone):	Mason Becker, mbecker@whitewater-wi.gov

### BACKGROUND

(Enter the who, what when, where, why)

The UW-Whitewater Collegiate Entrepreneurs Organization (CEO) held its annual Warhawk Business Plan Competition on April 8, 2026 at the Innovation Center. The Community Development Director was asked to serve as one of the judges on the panel.

A total of six presentations were given by students pitching ideas for new and growing businesses. These concepts ranged from consumer technology products to service-based businesses. Participants were required to submit an executive summary of their business plan, a short video summarizing their concept, and a 12-page written business plan. Contestants “pitched” their business concepts at the live event. Audience attendees included UW-Whitewater faculty, students, and other community members.

Following the presentations, judges were allowed a brief amount of time to ask questions of the participants. The judges then entered a private caucus to review and discuss. Each judge scored the presentations and submittals using pre-set scoring metrics. Prizes were awarded to the top three winners.

The top three winners were:

*Element Alarm (Stefan Gamino): 1ST PLACE - \$1,250 (Tuition credit)*

The Element Alarm is a consumer wellness technology product designed to improve the waking experience by addressing sleep inertia through a multi-sensory approach. The device combines light, sound, and scent diffusion to stimulate cognitive alertness and emotional activation upon waking, supported by a companion mobile app and a recurring consumable model through scent cartridges. Positioned within the broader sleep technology and aromatherapy markets, the product targets wellness-oriented consumers seeking non-invasive, bedside solutions to improve daily routines and energy levels.

*Cord Companion (Daniel Horvath): 2ND PLACE - \$1000 (Tuition credit)*

Cord Companion is a consumer electronics product focused on improving the functionality and convenience of phone charging through a retractable cord design. The product integrates a compact wall charger with an extendable and retractable cable, reducing issues such as tangling, clutter, and wear associated with traditional charging cords. Targeting students, professionals, and travelers, the company emphasizes durability, portability, and fast-charging capability while pursuing a direct-to-consumer and retail distribution strategy.

*PB Facility Solutions (Guadalupe Bustos): 3RD PLACE - \$750 (Tuition credit)*

PB Facility Solutions is a commercial cleaning service company that differentiates itself through a data-driven, performance-based approach to facility maintenance. The business provides contract-based cleaning services for large-scale commercial clients, incorporating a proprietary system to track operational metrics such as service frequency, labor allocation, and waste management. This approach is

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intended to improve transparency, efficiency, and cost-effectiveness for clients while positioning the company as an operational partner rather than a traditional service provider.

This was a well thought out and innovative event that showed there is a significant amount of potential start-up activity happening through UW-Whitewater. The Community Development Department staff will continue working with university faculty and personnel to continue fostering this relationship, while leveraging the Innovation Center as an asset for start-up creation and business growth.

More information on CEO and the Warhawk Business Plan Competition can be found at:  
<https://uwwceo.org/bizplan>

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**PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS**

(Dates, committees, action taken)

- N/A

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**FINANCIAL IMPACT**

(If none, state N/A)

- N/A. This was a UW-Whitewater project.

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**STAFF RECOMMENDATION**

- This memo is for information purposes only.

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**ATTACHMENT(S) INCLUDED**

(If none, state N/A)

- Thank You note from CEO
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