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HEADLINE: University of **Michigan's** Zell Lurie Institute Awards \$98,500 to Dare to Dream Grant Program and **Michigan** Business Challenge Recipients; Unique programs support action-based **entrepreneurial** education by awarding grants to promising high-growth business concepts

DATELINE: ANN ARBOR, Mich. March 1

BODY:

ANN ARBOR, Mich., March 1 /PRNewswire/ -- The Samuel Zell & Robert H. Lurie Institute for **Entrepreneurial** Studies at the University of **Michigan** Ross School of Business today announced the winners of the 2005-2006 Eugene Applebaum Dare to Dream Grant Program and 2006 **Michigan** Business Challenge (MBC), formerly the Pryor-Hale Business Plan Competition.

Grant recipients and winners were awarded both funding and resources (in the form of advice and counsel) totaling \$98,500 based on business concepts and plans submitted to panels of judges, made up of faculty from the Ross School of Business and members of the **entrepreneurial** and venture capital communities from across the U.S.

Dare to Dream and MBC focus on the development and application of **entrepreneurial skills** nurtured at the Zell Lurie Institute. Students compete with fellow aspiring entrepreneurs by applying for funding and support to help advance their innovative, high-potential business concepts toward launch.

"Fostering applied **entrepreneurial** leadership in our students and supporting and funding the formation of innovative, high-growth potential businesses, is the foundation of the Zell Lurie Institute," said Timothy Faley, Ph.D., managing director of the University of **Michigan's** Zell Lurie Institute for **Entrepreneurial** Studies. "Our focus on intensive, action-based learning is a great way for students to earn their degrees while taking the **skills** learned in the classroom and immediately applying them in the real world."

"Dare to Dream and MBC gives recipients an edge over other budding entrepreneurs," said Matthew Kaczynski (BBA '06) of Red Baron Rocks. "We already know how to visualize a new idea, assess and capitalize that idea's market opportunity, and develop a promising business plan. These grants will give us a greater chance of eventually

launching our ventures."

Dare to Dream Grant Recipients

The Dare to Dream Grant Program, founded in 2002, distributes up to \$100,000 per academic year to Ross School of Business students and encourages teams to explore the feasibility of their business ideas or to move their businesses closer to launch. The program benefits not only students, but also the local and university community by stimulating **entrepreneurial** efforts and starting new businesses. The following student teams received grants:

Spring Integration Grants (February 2006) - \$5,000 each:

- * Electrical Baseboards - based on a patented electrical outlet solution
- * GROOM Media - designed for men facing wedding planning
- * Outfoxed - delivers relevant search results enhanced by social networks

* Red Baron Rocks - suppliers of high quality rocks and boulders, sourced from **Michigan's** Upper Peninsula

Spring Assessment Grants (February 2006) - \$1,000 each:

- * BusShark - provides real-time bus arrival data via the Internet and cell phones to commuters
- * Infinity Designs - organizes and charges electronic devices while purifying the air
- * Laptops! Inc - designs customizable and removable laptop skins
- * mySnap - executes image recognition based searches transmitted through cell phones
- * NATCONS - software application enabling consulting firms to conduct effective management decisions
 - * National Poker Federation - online and real-world poker community
 - * RealDeal - delivers specific customer-requested coupons via cell phones
- * TrifectaCell - provides 3D plated cell scaffolds for compound testing and drug screening
- * Unique Solutions - installs programmable indoor/outdoor lighting utilizing LEDs

Fall Integration Grants (October 2005):

- * NY Kid Car (\$10,000) - safe, convenient transportation for young children and

guardians

* Vida Dulce (\$10,000) - Mexican ice cream franchise

* Intelligun (\$5,000) - device designed to lock a firearm via fingerprint scanning

Fall Assessment Grants (October 2005) - \$1,000 each:

* Airline Recruiting & Training - trains American pilots for the Chinese airline market

* Blood Analyser - develops a medical device to improve testing for red blood cell plasticity

* EnRoute - provides airline snackfood service for regional and eventually national airlines

* Global Goods - runs a short-haul trucking service utilizing a Hydrogen Fuel Injection system

* Gregory Sports Management - sells sports marketing opportunities to global companies

* GROOM Media - designed for men facing wedding planning

* Integrated Home Offices - provides a single point of contact for all home office needs

* Master Model Design Company - models jewelry by converting hand drawings to CAD/CAM wax models ready for manufacturing

* OM Solutions for Emerging Markets - operations consulting to SME in the European Emerging Markets (Poland, Hungary, etc.)

* Qualmod, LLC - proposes a computational engine available via Internet to run water quality services

* Red Baron Rocks - suppliers of high quality rocks and boulders, sourced from **Michigan's** Upper Peninsula

* Shelter One - short-term inflatable housing solutions for local emergency planners

* Sleep Lab Management Solutions - manages physician-run sleep labs

Michigan Business Challenge Winners

The 23rd **Michigan** Business Challenge awarded a total of \$36,500 in prize money:

* Pryor-Hale Award for Best Business \$15,000 award

Outfoxed (Jake Braly, MBA 2006; Jason Godley, MBA 2006) Web browser software

* Pryor-Hale Runner-Up \$5,000 award, Outstanding Presentation \$2,500 award and Williamson Award \$5,000 award

Space Weather Forecasting Technologies (Jared Bell, Ph.D. Space Science & Physics 2007; Joshua Botkin, MBA 2006; Alex Glocer, Ph.D. Space Science & Physics 2007; Daniel Welling, Ph.D. Space Science 2008) Will provide customized forecasts that help users mitigate the destructive, costly effects of space weather

* Social Impact Award \$3,000 award and Outstanding Presentation \$2,500 award

Adelante Consulting (Karen Biddle, MPP 2007; Matthew Johnson, MBA 2005; Brooke Reilly, MBA/MPP 2008) Will deliver bilingual, culturally appropriate education and communications campaigns around employee retirement benefits

* Best Written Plan \$2,500 award

Red Baron Rocks (Jared Ailstok, BS Economics 2008; Matthew Kaczynski, BBA 2006), will provide high quality rocks and boulders, sourced from **Michigan's** Upper Peninsula

* Four additional semifinalists, Blaze, Intelligun, Mobilday and TheRealRetro, received \$250 awards

About the Samuel Zell & Robert H. Lurie Institute for **Entrepreneurial** Studies

Formed in October 1999, the Institute actively engages the nation's most successful entrepreneurs and offers an outstanding faculty comprised of both academic researchers and practitioners in entrepreneurship. The Institute's mission is to focus the capabilities and resources of the top-ranked Ross School of Business at the University of **Michigan** to provide education, and experience in entrepreneurship; serve as a catalyst for new venture development; and contribute research in the field of entrepreneurship. Members of the Advisory Board include Samuel Zell, Chairman of Equity Group Investments; Michael Hallman, former COO of Microsoft Corporation; and Eugene Applebaum, Founder of Arbor Drugs, Inc. For more information, visit the Institute at <http://www.zli.bus.umich.edu/> .

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