



DONALD W. REYNOLDS
GOVERNOR'S CUP
The Premier Statewide Business Plan
Competition for College Students
A PROJECT OF THE ARKANSAS ECONOMIC ACCELERATION FOUNDATION
AN AFFILIATE OF THE ARKANSAS CAPITAL CORPORATION GROUP

For Immediate Release
April 11, 2017

Contact: Marie Bruno
Phone: 501-416-1592 | mbruno@arcapital.com
dwrgovernorscup.org

University of Arkansas and John Brown University Collegiate Teams Win 2017 Reynolds Governor's Cup Competition

Little Rock, Ark. – Rejuvenics Technologies from the University of Arkansas is the Graduate Division winner of the 2017 Donald W. Reynolds Governor's Cup Collegiate Business Plan Competition, presented by Arkansas Capital Corporation in Little Rock. Taking top honors in the Undergraduate and Agriculture Divisions was AgChron Technology, also representing the University of Arkansas. Each Graduate and Undergraduate Division winner was awarded \$25,000 in cash prizes.

Winners were announced today at the 17th annual Governor's Cup Awards Luncheon, where more than 600 guests from across Arkansas watched as Governor Asa Hutchinson presented the awards to all winning team members, including cash prizes totaling \$152,000. Also watching the luncheon via livestream were viewers from across the United States, Great Britain, and Africa. Arkansas Economic Development Commission Executive Director Mike Preston and his wife, Anne Imanuel Preston, broadcast news anchor and journalist, once again served as luncheon emcees.

Rejuvenics Technologies targets people who are undergoing cancer treatments by commercializing systems that increase the performance of the drugs they are receiving while reducing the harmful side effects of cancer treatments. AgChron Technology is a data-storing and data-sharing agriculture technology company that focuses on commercial protein farming and production via information gathered through its glass microchip identification tag, which is inserted into an animal's ear.

Other awards presented today were:

(more)

Undergraduate Division

Second Place – Easy Dam, John Brown University, Siloam Springs - \$15,000 cash prize

Third Place – Pasture Parent, Arkansas State University, Jonesboro - \$10,000 cash prize

Graduate Division

Second Place – Grox Industries, University of Arkansas, Fayetteville - \$15,000 cash prize

Third Place – RED BioBattery, University of Arkansas, Fayetteville - \$10,000 cash prize

Arkansas Farm Bureau Agriculture Award

First Place – AgChron Technology, University of Arkansas, Fayetteville - \$5,000

Second Place – Ghost Pot Busters, John Brown University - \$3,000

Delta Plastics Innovation Award

Undergraduate Winner – Vitele, Harding University - \$5,000

Graduate Winner – Grox Industries, University of Arkansas, Fayetteville - \$5,000

A highlight of the annual Governor's Cup Awards Luncheon is the Elevator Pitch competition, where each of the 12 finalist teams in the graduate and undergraduate divisions pitch their ideas to the audience. At the end of the 90-second pitches, the audience texts their votes through Sumotext for their favorite pitches. The results are tabulated and the winners are also announced at the luncheon. Today's elevator pitch winners were both from John Brown University, Easy Dam (undergraduate), and Ghost Pot Busters (graduate), who brought in another \$2,000 each in cash awards.

Jeff Amerine of Startup Junkie in Fayetteville and Jeff Stinson of the Arkansas Innovation Hub in North Little Rock were this year's winners of the fourth annual C. Sam Walls Entrepreneur Educator Award, honoring retired Arkansas Capital Corporation CEO Sam Walls, Jr. Sam is well known for his tireless advocacy for entrepreneurial education in Arkansas, and especially during his tenure as Arkansas Capital CEO from 1989 until his retirement in 2013. The Walls Entrepreneur Educator Award is also sponsored by the Donald W. Reynolds Foundation. Both Amerine and Stinson won a cash prize of \$2,500; with another \$2,500 in cash provided to their institutions for the furtherance of entrepreneurial education.

"The Governor's Cup program is ultimately an academic competition, teaching Arkansas' collegians to think like entrepreneurs," said Rush Deacon, CEO of Arkansas Capital. "What is amazing in watching the evolution of the

(more)

program since its start in 2001 is how the plans entered now are dominated by actual development-stage enterprises, with the real potential for commercial deployment.”

Deacon congratulated the academic sponsors and their colleges and universities throughout the state. “They have done a marvelous job of using this competition to steer their students into some truly remarkable work. As Governor Hutchinson noted in his remarks at today’s awards event, the economic dividends for our state from programs such as this will continue to be realized well into the future.

With today’s wins, Rejuvenics, Technologies, Grox Industries, AgChron Technology, and Easy Dam teams will be moving on to compete with the first- and second-place Undergraduate and Graduate Division winners of Reynolds Governor’s Cup competitions in Nevada and Oklahoma for top honors in the 10th annual Donald W. Reynolds Tri-State Collegiate Business Plan competition. The event will be held at The Mirage of Las Vegas May 30 and 31 with a total cash prize pool of \$118,000.

###