

# WELCOME TO OLE CUP

Launched in 2014, the Ole Cup is an annual student entrepreneurial pitch competition open to all St. Olaf students. The Ole Cup helped launch successful businesses like JonnyPops, Teranga Strings, and the Ole Thrift Shop. The winner of the Ole Cup is awarded a \$10,000 prize to help launch their business.

## SCHEDULE

**9:30 am**

### Welcome

Remarks from Kirsten Cahoon, Director of the Harry C. Piper Center for Vocation and Career; Introduction to the Ole Cup from Meghan McMillan, Associate Director of Innovation and Entrepreneurship, Piper Center

**9:40 am**

### Student Pitches and Q&A

Teams 1 to 5

**10:30 am**

### Break

**11:00 am**

### Student Pitches and Q&A

Teams 6 to 9

**11:40 am**

### Keynote

Jazz Hampton, CEO and General Counsel at TurnSignl

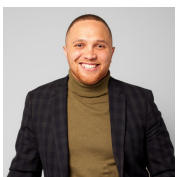
**12:40 pm**

### Awards Announcement

APRIL 29, 2023



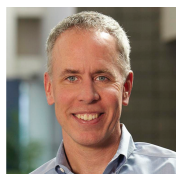
## KEYNOTE SPEAKER



Jazz Hampton is CEO and General Counsel at TurnSignl. TurnSignl is a Minnesota-based tech company that provides real-time legal guidance from an attorney to drivers, all while their camera records the interaction.

Before joining TurnSignl, Hampton was the Director of Diversity and Inclusion and a practicing attorney at Foley & Mansfield, a national law firm with 150+ attorneys, as well as an adjunct professor at Mitchell Hamline School of Law, an Emerging Leader within Twin Cities Diversity in Practice, and the Co-Chair of DRI's Young Lawyer Diversity Committee.

## OLE CUP ORIGINS



Brad Cleveland '82 (1959-2016) wanted St. Olaf College students to realize how much fun it can be to be an entrepreneur— no matter

what type of organization they're interested in building. So Cleveland, former CEO of Proto Labs, helped the St. Olaf Piper Center for Vocation and Career develop and fund a new business plan competition. The Ole Cup is modeled after the highly successful Minnesota Cup and will provide several students with the resources to help turn their business idea into reality.

## PROGRAM

**9:40 am**

### The Shop 1500

The Shop 1500 is a necessary service that emboldens the identities of our community by giving them access to freedom of expression through their hair.

**9:50 am**

### Sinjar Recycling

Sinjar Sustainable Recycling and Plant Program for a better, social, economic and sustainable future.

**10:00 am**

### BluBoost

BluBoost, your friendly tech neighbor that helps blue collar businesses navigate and compete in the digital world!

**10:10 am**

### Horus

Horus is the first affordable handheld device that instantly connects you to your friends when off-the-grid.

**10:20 am**

### Elimisha Kakuma

Elimisha Kakuma, Creating a network of globally educated refugees; committed to themselves and to their communities.

**11:00 am**

### Whisky Woods

Whiskey Woods is a unique, portable, and simple to use drink glass smoking kit that provides a single comprehensive solution to liquor and cocktail consumers.

**11:10 am**

### Cord

Cord is a ride-sharing platform designed for college students in order to provide affordable rides for potential passengers and beneficial options for drivers.

**11:20 am**

### Share to Light

Share To Light East Africa is a Rwanda-based nonprofit that facilitates the increase in awareness about children living with physical disabilities and empowers their families to use their already existing means of life to improve the health and well-being of their children in the home.

**11:30 am**

### Psync.AI

Psync is a therapy-enhancement platform that harnesses the power of AI to help patients and therapists stay organized, set milestones, and track progress.