



**FOR IMMEDIATE RELEASE (May 6, 2021)**  
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## **‘Diligent Dozen’ advance to second phase in ‘Wisconsin YES!’ youth biz plan contest**

MADISON, Wis. – A statewide panel of judges have selected 12 entries to advance to Phase 2 of Wisconsin YES!, a youth business plan contest for students in middle school and high school.

Students from across the state submitted their science- and tech-based 250-word business summaries through the contest website – [WisconsinYES.com](http://WisconsinYES.com) – in April to compete in Phase 1.

Past winners have hailed from Minocqua, Weston, New Glarus, Brookfield, Oshkosh, Racine and La Crosse.

Professionals committed to the development of young business leaders in Wisconsin served as judges, scoring the entries and providing constructive feedback to the students. Entries advancing to the next round, including the school, are:

Submission Name	Name	Community/grade
All-Weather Glowing Fish Bait	Pranil Panda	New Berlin/ 9th
Eeze Int'l	Brooke Marlatt	Crivitz/ 11th
Filmer	Jadin Baillie	Suamico/ 12th
Food Book	Lyvia Caine	Pound/ 12th
Golf Mat Grips	Wade Gonzalez	Menomonee Falls/ middle school
Incubator Project - Spool Simply	Kaden Bassetto	Neenah/ 11th
Making Telehealth Accessible to Seniors	Mona Khosla	Brookfield/ 10th
MexiEats	Lezly Vejar	Green Bay/ 12th
NovaGo Footwear: Green Fitness Tracking	Priyanka Lucey	Madison/ 9th
Ott Fishing Hooks	Jared Ott	Fond du Lac/ 12th
Stick-It	Kate Richlen	Crivitz/ 11th
TeleSaviors	Harshman Sihra	Brookfield/ 11th

Phase 2 will require students to develop their business plan in more detail in a 1,000-word executive summary. Place finishers will be announced in early June and will be eligible for prizes. A video presentation by the grand prize winner will be shown during Wisconsin Entrepreneurs’ Conference,

which will be held virtually June 3. For more information on the conference, visit [witrepsconference.com](http://witrepsconference.com).

The Wisconsin YES! contest is produced by the [Wisconsin Technology Council](#). Major support is provided by [WEA Trust](#), and the [UW-Madison Office of Business Engagement](#).

Contest partners have included the Department of Financial Institutions, Department of Public Instruction, the Association of Wisconsin School Administrators, Make a Difference Wisconsin, Project Lead the Way Wisconsin, STEM Forward, Wisconsin Association of School Boards, Wisconsin Society of Science Teachers and Wisconsin Association of School Business Officials.

The Tech Council is the independent, non-profit and non-partisan science and technology adviser to the Governor and the Legislature. It serves as a catalyst for tech-based economic development in Wisconsin through programs such as the Tech Council Investor Networks, the Governor's Business Plan Contest and the Tech Council Innovation Network.

Learn more at [WisconsinYES.com](http://WisconsinYES.com) or contact the Wisconsin Technology Council at 608-442-7557.

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