



FOR IMMEDIATE RELEASE (May 26, 2021)
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Let's go fishing! New Berlin student wins annual 'Wisconsin YES!' youth contest with LED bait plan

MADISON, Wis. – Prnil Panda, a 9th grade student at Eisenhower Middle/High School in New Berlin, is the first-place winner in Wisconsin [YES!](http://www.wisconsinyes.com), a statewide youth business plan contest for students in middle and high school.

Prnil's company, *All Weather Glowing Fish Bait*, is an artificial bait that can be used for multiple species of fish in any weather, water depth or condition. The core product is a lure with adjustable light-emitting diodes, or LEDs, that can be set to catch different types of fish known to be attracted to light in different colors and hues. His business plan discussed the bait itself, likely competition and market conditions.

A recorded presentation of Prnil's business plan will be shared virtually at the June 3 Wisconsin Entrepreneurs' Conference preceding the awards ceremony for the Wisconsin Governor's Business Plan Contest.

"What's more Wisconsin than fishing? Prnil's plan may have a natural, homegrown market," said Tom Still, president of the Wisconsin Technology Council, which produces the contest.

Students submitted their ideas in a 250-word online summary to compete in Phase 1 of the contest. Professionals from across the state served as judges, provided feedback and scored the ideas. Twelve entries were selected to move on to Phase 2, where they submitted 1,000-word executive summaries covering company overview; product or service description; customer definition; market description, size and sales strategy; competition; management team; financials; and capital needs.

Second place was awarded to **Mona Khosla** of Brookfield Academy for her entry, *Making Telehealth Accessible to Seniors*, which is an innovative solution targeted to make Telehealth more accessible to less technical savvy elderly people.

Jared Ott of STEM institute was awarded third place for his entry, *Ott Fishing Hooks*, a hook connected halfway up the larger hook to more effectively secure live bait.

The Wisconsin YES! contest is produced by the [Wisconsin Technology Council](#). Major support is provided by [WEA Trust](#) and, [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.

Modeled after the successful [Governor’s Business Plan Contest](#), Wisconsin YES! is designed to teach students how innovation in science and technology fields can be developed into plausible business plans. It is an opportunity for students to explore the connections between science, technology and entrepreneurship, and for educators and judges to cultivate an interest in these arenas. Visit <https://wisconsinyes.com/> to learn more.

In alphabetical order by submission name, finalists in the ninth annual contest were:

Submission Name	School Name	Name
All weather Glowing Fish Bait	Eisenhower Middle/High School	Pranil Panda
Eeze Int'l	Crivitz High School	Brooke Marlatt
Filmer	Bay Port	Jadin Baillie
Food Book	Crivitz High School	Lyvia Caine
Golf Mat Grips	Silver Spring Intermediate School	Wade Gonzalez
Incubator Project- Spool Simply	Neenah High School	Kaden Bassetto
Making Telehealth Accessible to Seniors	Brookfield Academy	Mona Khosla
NovaGo Footwear: Green Fitness Tracking	James Madison Memorial High School	Priyanka Lucey
Ott Fishing Hooks	STEM Institute	Jared Ott
Stick-It	Crivitz High School	Kate Richlen
TeleSaviors	Brookfield Central High School	Harshman Sihra

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