IDEA 04/20/16 J. ROGERS

Students at UW-River Falls are sharpening their entrepreneurial skills through a method that does not involve going to class, and it is paying off big. Jake Rogers has the story.

MP3 R/T: 1:22 O/C: STD

JAKE ROGERS: THE U-W-R-F INNOVATION CHALLENGE AND THE WISCONSIN BIG IDEA TOURNAMENT ARE EVENTS THAT HELP STUDENTS DEVELOP THEIR ENTREPRENEURIAL SKILLS. STUDENTS FROM U-W-R-F HAVE HAD RECENT SUCCESS AT THE WISCONSIN BIG IDEA TOURNAMENT. DANIELLE CAMPEAU (CAMP-oh) IS THE DIRECTOR OF THE CENTER FOR INNOVATION AND BUSINESS DEVELOPMENT AND SHE IS PROUD OF THE RECENT SUCCESS.

DANIELLE CAMPEAU: WE’RE JUST SO EXCITED, I WANT TO SAY THAT FIRST OF ALL, WE’RE THRILLED FOR THE SECOND YEAR IN A ROW TO HAVE A WINNING TEAM. NOT ONLY THIS YEAR DID OUR TEAM WIN, WE ALSO TOOK THIRD PLACE AT THE COMPETITION.

JAKE ROGERS: SENIOR MICHAEL MADER (MAY-der) IS A MARKETING MAJOR AND HIS IDEA, HIPPY FEET, WON FIRST PLACE. HIPPY FEET IS A UNIQUE SOCK-LINE WHERE A PAIR OF THE DURABLE AND ORGANIC SOCKS IS DONATED TO A HOMELESS SHELTER AFTER A PAIR IS PURCHASED. MADER DID NOT ALWAYS HAVE THE IDEA OF DONATING TO HOMELESS SHELTERS.

MICHAEL MADER: I SAW A PROBLEM AND I KNEW I COULD PROVIDE A SOLUTION, AND SO ONE OF MY PIVOTS WAS THAT I REALIZED I WAS SPENDING TOO MUCH TIME ON THE SOCK COMPANY ASPECT OF THINGS AND NOT ENOUGH TIME REALLY EXPRESSING THE VALUES THAT I WAS TRYING TO HAVE MY COMPANY REPRESENT.

JAKE ROGERS: ALONG WITH WINNING FIRST PLACE, MADER EARNED A 25-THOUSAND DOLLAR IDEA-ADVANCE GRANT AND A TRIP TO REDMOND, WASHINGTON, FOR THE INTERNATIONAL BUSINESS MODEL COMPETITION. FOR THE FALCON NEWS SERVICE, I’M JAKE ROGERS.

The UWRF Innovation Challenge and the Wisconsin Big Idea Tournament are open to any student in any major.

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