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FOR IMMEDIATE RELEASE

PACE Announces Startup Weekend University of Hawai'i Winners

(Honolulu, HI) – After cases of energy drinks, gallons of coffee, hundreds of customer feedback, and hours of intense business modeling, the University of Hawai'i (UH) [Pacific Asian Center for Entrepreneurship](#) (PACE) announced the winners of the first [Startup Weekend University of Hawai'i](#).

Winners were announced in the following three categories on November 18:

- **Most Likely to Succeed**
Team Name: My Perfect Day—a website that offers virtual wedding planning
Team Members: Lauren Ellis, Michael Foley, Aaron MacDonald, Kirstin Seal and Richard Tran
- **Best Presentation**
Team Name: Timple—a website that allows travel agents to bid on travelers' itineraries
Team members: Topher Brough, Kenneth Huang, Kai Rilliet and Morgan Roman
- **Judges' Choice**
Team Name: Education Energy—a web site that harnesses the resource of students' school projects and brings organizations and students together.
Team members: Jonathan Fritzier, John Kwong, Kyle Loo, Jon Shear and Michael Sullivan

These teams were selected based on their business model concept, marketplace due diligence, execution/implementation, pitch and team. They will receive co-working space and a cloud plan of virtual office services, a chance to pitch to the directors of an accelerator and a hybrid incubator, a chance to pitch to a microloan board, mentorship from two PACE board members, and a lot of high-fives. In addition, the Most Likely to Succeed team will compete against 130 cities in [Global Startup Battle](#), the largest entrepreneurial competition in the world, where winners receive a prize package valued at more than \$50,000.

“We were pleased to see so many students and members of the community come to the event with innovative ideas. The weekend really put the teams to the test and it was fascinating to watch the evolution of the idea from Friday night to Sunday night,” says Susan Yamada, executive director of the Pacific Asian Center for Entrepreneurship, the organizers of Startup Weekend University. “The experience wasn't about building a startup but it was being in a startup environment.”

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SWUH is organized locally by PACE. Fifty participants and 30 coaches devoted their time and energy to the event, which ran from November 16 to 18, 2012 at the UH Manoa Campus Center and the Shidler College of Business. All-Pro Hawaii, the College of Engineering, College of Natural Sciences, Debra Guerin Beresini, Goodsill Anderson Quinn & Stifel, Kinetiq Labs, Resource Suites, Shan Steinmark, The Upside Fund and XLR8HI are sponsors. To learn more about the event, visit uofhawaii.startupweekend.org.

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***About Startup Weekend:** Startup Weekend™ supports the development and expansion of entrepreneurship through events worldwide that educate aspiring entrepreneurs by immersing them in the process of moving an idea to market. Startup Weekend has built a network of more than 55,000 alumni, thousands of volunteer organizers and 100 trained facilitators spread across more than 300 cities in 100 countries. Kauffman Foundation, Google, Microsoft, .Co, Sendgrid and Cloudmine are sponsors. For more information, visit www.startupweekend.org or follow us on Twitter @startupweekend.*

***About PACE:** The Pacific Asian Center for Entrepreneurship (PACE) is the home for an integrated set of leading-edge entrepreneurship programs at the University of Hawai‘i. Based in the Shidler College of Business, PACE is dedicated to fostering the entrepreneurial spirit among all members of the University and local community. For more information, visit www.shidler.hawaii.edu/pace or follow us on Twitter @PACEhawaii.*

Photos attached for your use.

SWUH_Succeed.jpg

My Perfect Day team members (clockwise L to R) Richard Tran, Michael Foley, Aaron MacDonald, Kirstin Seal and Lauren Ellis win the Most Likely to Succeed award.

SWUH_JudgesChoice.jpg

Education Energy team members (L to R) Jon Shear, Jonathan Fritzler, John Kwong, Michael Sullivan and Kyle Loo win the Judges' Choice award.

SWUH_BestPresentation.jpg

Topher Brough, Morgan Roman, Kenneth Huang and Kai Rilliet win the Best Presentation award.

SWUH_group.jpg

Startup Weekend University of Hawaii 'ohana gather at the closing of the event at the Shidler College of Business.