

# SWOSU Students Among Seven Finalists in Prestigious Competition

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Southwestern Oklahoma State University has one of the seven finalist teams in the Graduate Student High-Growth Division of the Donald W. Reynolds Governor's Cup competition.

The Governor's Cup is a statewide collegiate business plan competition that simulates the real world process of researching a market, writing a business plan and making a presentation to potential investors.

The SWOSU team, comprised of all undergraduate students who elected to compete in the graduate division, will make an oral presentation this Friday, April 8, at 3 p.m. in the Oklahoma City office of i2E.

Dr. Patsy Parker, associate dean of the SWOSU Everett Dobson School of Business and Technology, commends the students, led by Lisa Thiessen of the SWOSU Center for Economic & Business Development, for making the finals in a competition that started with 55 teams. Parker said the students are enrolled in a graduate class at SWOSU that allowed them to enter the graduate division of the competition.

Members of the team are: Madi Cochran, Thomas; Jessica Penner, Weatherford; Jacy Steele, Fay; and Coalter Thornton, Booker (TX). In addition to Thiessen leading the team, Dr. Amanda Evert and Dr. Jeremy Evert of the Everett Dobson School of Business and Technology have contributed to the leadership for the team.

The team's business plan proposed MileagePro, a mobile application, to provide fleet and transportation management software for small and mid-sized businesses. The app is designed to cut costs while dramatically increasing record-keeping accuracy and efficiency. The SWOSU product eliminates the need for costly hardware-based GPS devices and time consuming paper reporting by offering a streamlined data-management approach. Mileage Pro helps customers manage fleet vehicles needing to track mileage, fuel tax reports, maintenance, vehicle ID, and estimated fuel consumptions. MileagePro is a software based application, requiring no additional hardware or installation.

Finalists in the competition are: SWOSU and teams from the University of Tulsa, University of Oklahoma, University of Central Oklahoma and three teams from Oklahoma State University.