ENTREPRENEURSHIP & INNOVATION

VENTURE DESIGN CHALLENGE 2022
Meet our 2022 Venture Design Challenge Teams

Last week, we introduced you to two student venture teams. This week, you will read about two new business ventures: PlanOrganise and Squad Sport
PlanOrganise
Track: Business Venture

In Brief: Working parents of school-aged children need an easy way to organize their lives, their work schedules, and the jumble of children’s school, sports, and extracurricular activities, liberating them to do what they love with the people they love.

Team Members:

Steve Dermont ’22, Marketing with a minor in Entrepreneurship & Innovation
Rob Delismon ’22, Marketing with a minor in Entrepreneurship & Innovation
Mona McCormack ’22, Marketing with a minor in Entrepreneurship & Innovation

Scheduling is a nightmare for working parents. On the daily, they have to maintain and manage their work schedules, their children’s school schedules, after-school activities, sports schedules, camp schedules, doctors’ appointments – you name it! It’s madness. It’s utter chaos. And it’s soul crushing.

And it is not an abstract or future-state problem for this founding team. Two of the three co-founders are working parents as well as students. That’s the impetus behind PlanOrganise.

PlanOrganise is a calendaring app that streamlines the jumble (and let’s face it, hot mess) of family calendars putting all the information into one central, shared calendar that can be easily viewed, updated, and accessed by family members. This allows everyone in the family to have up-to-the-minute information about what’s happening and when it’s happening. PlanOrganise unburdens parents from all the misery, time, and tedium of data entry. Spending less time entering calendar data will give users more free time to enjoy family, hobbies, and life.
The co-founders hope to utilize the skills they’ve learned in their Lake Forest College classes to pitch an idea that can help people live a happier, more fulfilled life.

Squad Sport

*Track:* Business Venture

*In Brief:* People moving to a new area need a safe and easy way to connect with fellow athletes to build friendships and community.

*Team Members:*

- **Sean Espinosa ’22,** Communications with a minor in Entrepreneurship & Innovation
- **Kate Hinds ’22,** Business with a minor in Entrepreneurship & Innovation
- **Delaney Sjong ’22,** Business with a minor in Entrepreneurship & Innovation

Moving to a new city can be daunting and lonely, especially if you don’t know anyone. It is normal to worry: *How will I find my tribe? How will I build community? How will I find and make new friends?*

Squad Sport can help! Squad Sport connects people through love of sports.

Squad Sport allows users to safely connect with and meet people in the same area based on athletic interests and skill level. Users can log into Squad Sport to find other players for a pick-up basketball game or to match with a tennis player at the user’s skill level as well as find an open court time.

This new venture tackles a very real problem facing Lake Forest College seniors headed off on their next great adventure. As graduating seniors, Kate, Delaney, and Sean are highly motivated to solve this problem for themselves and their peers.
The co-founding team believes the way to connect with and make new friends is through sports; something they have done their entire lives. Connecting people through sports will help newcomers find their squad and build community wherever life may take them.

Our pitch competition would not be possible without the generous contributions of the Entrepreneurship Advisory Council and Abbvie.

We are grateful for their support!
We invite you and your friends to join us for a student-led pop-up shop: I-POP! I-POP celebrates and supports small business owners in our local Lake County community.

**What is I-POP?**

I-POP is a one-day-only, inclusive retail experience featuring the best of Lake County. When you shop I-POP, you have a real impact in the community, connecting with local small businesses and small business owners and helping them recover from the pandemic.

But it's not just shopping. I-POP includes other activities like a screening of the movie $AVVY in the Nancy and John Hughes theater.

Scroll down for a list of vendors currently participating.

*Please note this list is subject to change.*
Know of other Lake County business owners who would like to participate?

Invite them to sign up here.

**How do you shop I-POP?**

Click the button below to sign up. Or swing by the Gorton Community Center (400 E Illinois Road, Lake Forest, IL 60045) on April 23.

Gorton Community Center is a short walk from campus and just steps from the east Lake Forest train station.

Doors open at 10:30 a.m. and close promptly at Noon.

Get there early so you don’t miss out!

We are beyond grateful for the community support and enthusiasm, especially from the Gorton Community Center and the Lake Forest-Lake Bluff Chamber of Commerce.

**Shop small on April 23rd to make a big difference in Lake County.**

Shop I-POP
Click on our I-POP vendors below to learn more!

Aries Gems  
Brendy’s Sweet Creations  
Botanical Cake Design  
DYM Gift Baskets  
Epec Creations  
Fit Your Life Into Your Life  
Hungry Monkey Baking, LLC.  
Julianna’s Dessert Bar  
LeeMarie Pastries  
Lexine Designs  
O’Bae Jewels  
Plant House Inc.  
Reed Houcek  
Shot of Sunshine  
THICC ‘n VEGAN  
Treasure Treats Bakery  
VICEROY HAUS

and more...

@entp_design the future

At Lake Forest College our entrepreneurs and innovators learn how to identify problems worth solving and how to mobilize the people, resources, and networks to solve them. Our students' great ideas start at the Great Lakes, and go anywhere and everywhere.