Kevin Kreger, co-owner of Kallows, Inc., and UWM Small Business Development Center (SBDC) client, is a business plan contest winner three times!

Kevin Kreger, a local attorney, and his partner, Gajanan Nagarsekar, a native of India and a PHD student at UWM, started Kallows, Inc. to address medical monitoring for people in remote areas not served by closely located critical care facilities. It is a mobile health start-up that is developing applications and peripherals that work with “smart phones” to monitor cardiac fitness and health. Kevin and Gajanan decided to enter the UW-Milwaukee School of Business’ business plan contest in hopes of getting some seed money to fund continuing development. As part of the contest process, Kevin attended several workshops delivered by UWM SBDC counselors, specifically the financial workshop and marketing plan workshop. He was very impressed with the counselors and their business knowledge; he decided to “sign on” as a client. During the next several months, the SBDC assisted Kevin with market research, competitive analysis, and on-line product benefits research.

Kallows business plan was completed and entered in the UWM Business Plan Contest, the BizStarts Milwaukee Business Plan Contest, and the 2011 Wisconsin Governor’s Business Plan Contest. Winners all around – first place in the UWM and BizStarts contests and second place the Governor’s contest, providing them some welcomed funding and visibility.

Kallows continues to work with the SBDC to refine the plan. They are also working with the WEN Southwest Regional Director to pursue other funding avenues. Their planned markets are both domestic and international, one initial market being India where they both have close ties, as is represented by their website logo – an Indian youth whose face is painted in the colors of the Indian flag, representing the future.

As Kevin puts it, “The UWM SBDC has been such a tremendous partner/mentor/educator, helping us every step of the way. They have connected us to invaluable support resources that we would not have found on our own. The SBDC is a key element to our continued success.”