Senior wins $10K in Outdoor Weber business competition

March 27, 2019



Jamie Milstein (BSM '19) pitches her business Owl Vision to judges at the Outdoor Weber Competition on March 23. Milstein won third place and a prize of $10,000 in the competition.

Jamie Milstein (BSM '19), a Freeman School senior majoring in marketing, won third place and a prize of $10,000 in the final round of Weber State University's "Outdoor Weber" Competition. The competition, sponsored by Camping World, is a three-day outdoor recreation idea contest that took place from March 20-23 in Ogden, Utah. Milstein, a student in the Freeman School's New Venture Accelerator course and a participant in the Lepage Center's Student Venture Incubator, earned third-place honors with her pitch for Owl Vision, a smart device she's developing that can instantaneously stream data and statistics.

"The whole experience has been so surreal," Milstein said. "I never thought I would have made it to the finals, much less place in the top three. I had some amazing on-site mentors during the competition who helped me think through the product more critically, which was instrumental to my success, and being in the New Venture Accelerator class taught me the foundations of starting a company and all the components to consider when building out a product. I couldn't have done it without that."

Milstein said she plans to plans to use the prize money for hardware and software development and patent and legal costs.