

## Foster Garvey Celebrates Entrepreneurship at 2024 Washington State University's Business Plan Competition

### Event

April 25, 2024  
Spokane, WA

### Contact

Dan Wadkins

### Related Services

Food & Beverage

Foster Garvey is proud to have sponsored this year's [Washington State University \(WSU\) Business Plan Competition](#). This event serves as a vital platform for student entrepreneurs to showcase their ideas, interact with seasoned entrepreneurs and compete for significant prize money.

This year's standout, [HappyPop](#), secured the \$5,000 prize offered in the "[Foster Garvey Open Collegiate League](#)". Founded by University of Washington undergraduates, HappyPop has introduced a twist to the snack market with their popped sorghum product. Inspired by traditional Indian flavors and modernized with a range of popular tastes, HappyPop caters to a growing market of health-conscious consumers.

Reflecting on the competition, [Dan Wadkins](#), who served as a judge for the Foster Garvey League, praised the high level of participation and the quality of the business plans presented. "It's inspiring to see such entrepreneurial drive among students," Dan remarked. "HappyPop's focus on a healthy lifestyle and innovative flavors particularly impressed the judges."

Foster Garvey extends its congratulations to all the participants of the competition, with a special mention to HappyPop for their outstanding achievement. We are eager to see how these young entrepreneurs will continue to evolve and impact their industries.