

# Invest Nebraska Names \$30,000 New Venture Winner

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Following in the footsteps of last month's successful new venture competition in Scottsbluff, NE, Invest Nebraska Corporation ([www.investnebraska.com](http://www.investnebraska.com)), a state-wide venture development organization, launched its second competition Friday at Northeast Community College in Norfolk, NE. Six talented Nebraska entrepreneurs/teams competed for the chance to win a \$30,000 equity investment.



After a long deliberation, judges for the contest announced that the mother/daughter team of Marilyn Wilson (Wayne, NE) and Katy Wilson of Chicago had the most promising new venture for a company called Heady Bed, LLC.

Heady Bed is an on-line manufacturer of custom upholstered headboards. Through its easy to use on-line tool, users create their own unique headboard, which gets manufactured in Nebraska and is shipped directly to the customer's door in less than two weeks. The household furniture manufacturing industry was estimated to account for 33.7 percent of the \$91.4 billion furniture sector in 2008. Firms within each market segment of the industry compete on price, product quality, design and promotion. Heady Bed is looking forward to meeting their competitors head on through custom headboards delivered in a very timely manner through the utilization of their website: [www.headybed.com](http://www.headybed.com).

"We've put a lot of sweat equity into the business and it's very rewarding to be recognized for our efforts. This will definitely get us one giant step closer to realizing our vision of making Heady Bed LLC a successful Nebraska company," stated Katy Wilson. Her mother added, "It's a dream come true!"

A judges' panel composed of regional business and community leaders picked the most promising business plan among a pool of applicants from a geographical area spanning 19 northeastern counties. Applicants included start-ups as well as established local entrepreneurs interested in expanding their existing operations.

"All of the finalists had exceptional presentations. However, Heady Bed captured the judges' attention by demonstrating their website and explaining the manufacturing process that will capitalize on the regional economy while bringing new dollars to the area," said Dan Hoffman, Executive Director of Invest Nebraska.

Invest Nebraska Corporation advises and invests in companies and early stage business ideas in Nebraska. The organization supports and encourages angel investment and entrepreneurship in all areas of Nebraska, and provides networking opportunities for investors, entrepreneurs and service providers from all corners of the state.

<http://www.ktch.com/index.php?action=fullnews&id=1145>