

U.S. Senator Recognizes Wolff Family on Historical 10th Anniversary of Wolff New Venture Competition

On October 23rd, the UConn School of Business Connecticut Center for Entrepreneurship and Innovation ([CCEI](#)) presented the Wolff family with a Certificate of Recognition from Senator Chris Murphy.

CCEI Executive Director Jennifer Mathieu presented the certificate to Wolff Financial Group Partner Greg Wolff during the 10th annual Wolff New Venture Competition in Hartford, Connecticut.

The certificate recognizes the Wolff family's 10 years of commitment to UConn entrepreneurs and the lasting influence of the competition.

Hosted annually by CCEI, the competition unites the university's top startup companies to compete for funding, mentorship, visibility, and community support.

Each year, a panel of expert judges awards \$150,000+ in non-dilutive funding, including a \$30,000 grand prize.

Mathieu called the Wolff New Venture Competition "a launchpad for UConn founders who are tackling real-world problems and turning their ideas into impact."

The Wolff prize was established by the Wolff family in 2016 to provide leadership for teaching and research in the field of strategic entrepreneurship.

Wolff says he's grateful for the recognition and honored to continue his family's legacy. "Our dad, Tom, had a vision in the mid-1980s to help young entrepreneurs. He wanted UConn to support entrepreneurship, and now, 40 years later, the Wolff New Venture competition does that and more," he said.

"My brother, Gary, and sister, Debi, have also strived to fulfil our family's mission," Wolff added. "My partner, Keith, and I are entrepreneurs via the Wolff Financial Group and other businesses, so we're aware of the challenges startups face. The Wolff family enjoys helping these young entrepreneurs."

Five companies competed in this year's event, and for the first time in history, all winners were women.

The \$30,000 grand prize was awarded to [SeaSol Technologies](#), a company that is converting seaweed into compostable food packaging to replace plastic.

MCL Nutrition, which provides healthy meals to people recently hospitalized, won the second place prize of \$15,000.

The third prize of \$7,500 was awarded to 404 Inc., a company developing a safer, plant-based alternative to contrast agents used in MRIs and CT scans. The company also received \$15,000 in legal services from [Wiggin\(x\)](#).

"I'd like to give special recognition to Jenn Mathieu, Alycia Chrosniak, and the entire CCEI team for making this year's competition the best event we've ever had," Wolff said. "We look forward to seeing the winning



CCEI Director Jennifer Mathieu and WFG Partner Greg Wolff

companies grow and prosper, and we plan to continue sponsoring more companies through the Wolff New Venture competition in the years ahead.”

About Wolff Financial Group

Wolff Financial Group (<https://wolff-financialgroup.com/>) of Manchester, CT, works with businesses and high net worth individuals to help them achieve their short-term and long-term financial goals.

The Wolff family is one of the most well-known families in the financial planning and insurance industries.

Sources:

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