



Nominations for Cowboy100 sought from Cowboy-owned or Cowboy-led businesses

(STILLWATER, Okla. May 2, 2022) – Applications and nominations are being accepted for the 2023 edition of the Cowboy100, celebrating the fastest-growing and top 10-revenue generating OSU graduate-owned or OSU graduate-led businesses. The 2023 Cowboy100 Honoree Gala is scheduled for March 31, 2023.

Hosted by the Riata Center for Entrepreneurship in conjunction with the OSU Foundation, the Cowboy100 is designed to recognize outstanding entrepreneurship throughout OSU’s alumni base while raising funds for the Riata Center’s student programs and activities. It also provides additional resources for students to engage with industry leaders and for the Riata Center to become the reference point for entrepreneurship throughout the university.

At the inaugural Cowboy100 Honoree Gala last November, 76 businesses from 11 states and two foreign countries were recognized as either Cowboy100 businesses or Blazing10 award winners. A complete list of the honorees is available at the Cowboy100 website: <https://business.okstate.edu/riata/cowboy100/honorees.html>.

“Our team is thrilled for the opening of nominations and applications for the 2023 Cowboy100,” said Chad Mills with the Riata Center. “Launching this program was something our team had discussed for years, so to see everything come together and how successful the first one was, has only amplified our excitement to go bigger and bolder.”

Nominations and applications are open and available at <https://business.okstate.edu/riata/cowboy100/index.html>. Nominations close Aug. 31, allowing nominees time to complete the Cowboy100 application before the Oct. 31 deadline.

Eligible companies may be located anywhere in the world as long as they are OSU Cowboy-owned or Cowboy-led. Other qualifications for consideration include verifiable revenues of \$100,000 or more in each calendar year from 2019 to 2021, must have been in business for a minimum of five years and operate with high integrity.

JTaylor, Advisory, Assurance and Tax will be processing applications and calculating the compound annual growth rate for each applicant, which will determine the Cowboy100. The Blazing10 honorees are determined based on total revenue earned during the three years being analyzed.

Medefy, a Tulsa-based company, earned the No. 1 spot at the 2021 Cowboy100 Gala with an average three-year growth rate of 350%. Founded by OSU alums and cousins Matt Scovil and Nathan Gilchrist, Medefy helps everyday people navigate health insurance.

“For us, it was a massive honor,” Scovil said. “Many of the companies recognized we heard about when we were in school, so just to be in the same room with them is honestly an honor.

“When companies like this get together they don’t really talk about shared success, they talk about shared struggles, like what it takes to get things off the ground. That’s how people bond together and that’s how companies bond together as well, so it’s really cool to hear some of the stories from those other companies that started off just like we did, encountered the same obstacles and overcame them. It was very inspiring.”

Gilchrist encourages all Cowboy-owned or Cowboy-led businesses to participate, and even self-nominate.

“This event is awesome,” he said. “I mean, honestly, the collection of companies that are out there are top notch, world-changing companies. Just to be considered among them, I told Dean (Ken) Eastman, just to be in the same room with these companies ... I would have gladly just served drinks to these guys just to be in the same room with them. But to be honored in the top 10 and then to be number one is unbelievable. It’s amazing.”

Sponsorship opportunities are available on a limited basis and provide prominent Cowboy100 Honoree Gala recognition. For more information about becoming a Cowboy100 sponsor visit, <https://business.okstate.edu/riata/cowboy100/sponsorships.html>.

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