

Olin Cup 2006

HealthCare Rankings

We have developed revolutionary software IP for the public to find high-quality/low-cost medical care, employers to identify health benefit cost saving options, and hospitals and insurance companies to identify preferred providers and direct quality improvement activities.

Prototype software is being written and tested. Washington University's Office of Technology Management is licensing the IP to William D. Shannon Consulting, LLC, and is filing a provisional patent application.

We are looking for corporate strategic partners and venture capitalists for initial round funding.

Health care costs threaten to undermine the US economy. In 2003 health care expenditures totaled \$1.7 trillion. In response to this explosive growth has been an investment in quality improvement and risk adjustment within hospitals, insurance companies, and regulatory agencies. For example, New York provides risk adjusted 'report cards' on health care services.

Our software has significant competitive edges over competitors. Ours uses appropriate observational data analysis methods while competitors have accepted a less satisfactory tool (regression) and attempt to sell this as valid. Ours is cost effective and runs entirely on data available to the analyst (e.g., insurance company, hospital) while competitors are continually purchasing hospital discharge data for their 'standard comparison' group and passing these charges on to customers. Ours is flexible and can use any type of medical data while competitors' software is restrictive and works with usually administrative data.

William Shannon

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coalition:

Plant and Life Science, Professional Services, Information Technology

needs:

Advisors, Research Partners, Investors

programs:

Olin Cup 2006

url:

None

Cloud9Fitness.com

Cloud9Fitness was created by a group of WashU Medical Students who wanted to help their patients before they ever arrived in the hospital. By improving St. Louis residents' eating and exercise habits, we knew that we could help keep them out of the hospital. We decided to create a company to promote healthy living in St. Louis. We constructed simple algorithms to determine a fitness and diet regimen that optimizes individual results. Our program works because it is personalized to an individual's interests and is based on the current research in medical and exercise physiology.

Cloud9Fitness has partnered with the city of St. Louis, the American Stroke Association, and many local gyms and trainers to bring a community-based program to St. Louis. Our fitness regimes are geared towards exercises that an individual would enjoy – from walking laps around Forest Park to playing with one's grandchildren. Our e-magazine will point out new activities to try around the community - from local boxing gyms to excellent bike trails. It will also include weekly diet plans and healthy recipes to teach clients how to modify their diets while still enjoying their meals.

Cloud9Fitness is more than just a monthly fitness magazine, however. We are creating a community of fitness-conscious individuals who will support and encourage each other in their healthy lifestyles. We have already begun a program of community outreach, heading to malls and wellness fairs to

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teach people about improving their health. Our goal is to improve the health of the entire community.

Brian Miller

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coalition:

Social Ventures, Minority Entrepreneurs

needs:

Advisors, Market Analysis, Technology, Finance and Accounting, Mentors, Communication Strategy

programs:

Array, Olin Cup 2006

url:

www.cloud9fitness.com

Senetric

Senetric develops software to reduce the cost of configuring and managing RFID (Radio-frequency identification) sensor networks. Our software is specifically targeted to the Small and Medium Business Market as this market cannot afford dedicated RFID/IT staffs or expensive consultants. The initial target customer is system integrators implementing solutions for the SMB market. We are looking for angel investors who share our vision that RFID/wireless sensors will reshape the supply-chain and for strategic partnerships with companies that wish to use this technology to get ahead.

Senetric develops software to reduce the cost of configuring and managing RFID (Radio-frequency identification) sensor networks. Our software is specifically targeted to the Small and Medium Business Market as this market cannot afford dedicated RFID/IT staffs or expensive consultants with customized solutions. The initial target customer is system integrators implementing solutions for the SMB market. Our initial software tool enables a non-programmer to configure all of the sensors necessary to quickly set up a conveyer line to meet the various RFID mandates. The tool also enables users to monitor and diagnose reader problems during integration. Our work on this tool came directly out of our own experience implementing a solution for a Wal-mart mandated company. We are looking for angel investors who share our vision that RFID/wireless sensors will reshape the supply-chain and for strategic partnerships with companies that wish to use this technology to get ahead.

Peter Egan

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coalition:

Industrial Technology, Information Technology, Minority Entrepreneurs

needs:

Advisors, Mentors, Investors

programs:

Array, Olin Cup 2006

url:

<http://www.senetric.com>

Smart DNA Solutions - Affordable Genetic Testing

It is our goal to provide cost effective DNA diagnostics directly to the consumer. The future of medicine is the development of treatment plans uniquely tailored to each individual. This goal can

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be recognized by offering genetic testing directly to the consumer. Laboratories currently conducting testing are burdened with regulatory and labor costs. It is our goal to provide affordable genetic testing directly to the consumer. We have created a business model which decreases labor, regulatory and other fixed costs and still meets quality assurance standards.

The future of medicine is the development of treatment plans uniquely tailored to each individual. This goal can be recognized by offering a variety of genetic testing directly to the consumer. Currently, the paradigm of how genetic testing is accomplished is such that greater than 70% of people with a genetic condition do not receive diagnostic testing. Additionally, there is a tremendous lag between the identification of disease associated genes and the availability of a genetic test. Physicians and hospital labs are not equipped to provide the wide array of testing. The laboratories currently conducting testing do not offer a comprehensive array of tests and are burdened with regulatory and labor costs. We have developed a business plan which significantly decreases labor, regulatory and other fixed costs and still meets quality assurance standards allowing us to provide affordable genetic testing directly to the consumer.

Maulik Shah

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coalition:

Plant and Life Science

needs:

Team Members, Advisors, Mentors, Investors, Legal Advice

programs:

Array, Olin Cup 2006

url:

None

NeuroLife

NeuroLife's breakthrough medical device technology solves a high cost problem for physicians, hospitals, and insurers. Intracranial Pressure (ICP) is a critical metric by which neurosurgeons and other physicians treat patients at risk for brain damage and death. Current standards-of-care require surgery to measure ICP, placing patients at risk for infection, bleeding, and brain damage. NeuroLife's technology exploits the close anatomic relationship between the eye and the brain to measure ICP non-invasively, providing a faster, safer easy-to-use ICP product.

Each year, 1.5 million U. S. patients suffer from brain trauma. An additional 10.8 million patients per year suffer from conditions that lead to elevated ICP, placing them at risk for brain damage and death. These patients represent an untapped ICP measurement market. The invasive nature of today's standard of care prevents millions of needed ICP measurements per year from being made. NeuroLife's noninvasive ICP measurement product, the iSCANTM, addresses this need, providing a fast, safe, easy-to-use ICP measurement and a new standard-of-care, appropriate for use by community hospitals, first responders and combat medics. NeuroLife will market using a proven medical device strategy. By targeting key academic thought leaders within the fields of neurosurgery, anesthesiology, emergency medicine, and intensive care, NeuroLife will gain respected industry referrals. These influencers will push their hospital purchasing agents to obtain NeuroLife products for use in their facilities.

Peter Braxton

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coalition:

Plant and Life Science, Minority Entrepreneurs

needs:

Advisors, Product Development, Mentors, Research Partners, Investors, Legal Advice

Olin Cup 2006

programs:

Array, Olin Cup 2006

url:

<http://www.neurolifemed.com/>

ResSpa: Point. Click. Pleasure

ResSpa is a an online service, which serves as the reservation and management link for consumers and operators of spa services. For consumers, it will consolidate a host of available services based on a set of criteria preferences; and ResSpa will enable consumers to reserve and pre-pay those services instantly. For operators, ResSpa will broaden marketing exposure, improve reservation efficiency, and facilitate a host of CRM and back of house functionality.

E.J. Hullverson

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coalition:

Finance and Investment, Information Technology, Retail and Consumer Products

needs:

Market Analysis, Technology, Finance and Accounting, Investors

programs:

Olin Cup 2006

url:

None

TechNotes - Professional Technical Writing Services

Studies have shown that science and technology companies which hire technical writers early in their product development have a greater chance of success. These companies need technical writers to articulate documents such as business plans, patent applications and other business-to-business communications. Without writers, good ideas get lost. Many of these companies cannot afford to hire a full time writer. TechNotes will provide these companies the professional services of a writer at an hourly or by-project rate, so that their writing needs can be met without exceeding their budgets.

Studies have shown that science, engineering and technology companies which employ technical writers at an early stage of product development have a greater chance of success than those that do not. Small companies which work on research and product development in these areas need technical writers to professionally articulate documents such as business plans, patent applications, and other business-to-business communications. Without professional writers, good ideas get lost because an investor could not understand the scientific language of the in-house engineer, or a government official did not think a patent application was clear enough for approval. Many of these companies, as they are in their beginning stages, cannot afford to hire a full time professional writer. TechNotes strives to provide these companies with the professional services of a technical writer at an hourly or by-project rate, so that their writing needs can be met without exceeding their budgets.

Rebecca Kazzaz

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coalition:

Professional Services

needs:

Olin Cup 2006

Advisors, Market Analysis, Mentors, Legal Advice, Communication Strategy

programs:

Array, Olin Cup 2006

url:

None

Online Auction and Asset Sales Company

Selling Block is an online auction and asset sales company with a focus on business overstock and obsolete inventory. We have been in business for two years serving the general public through our two locations. We have recently realized new market potential by leveraging our proprietary software and acting as an auction and online sales back office for large and small retail customers.

Online secondary marketplaces are a compelling outlet for obsolete or difficult merchandise but few businesses have the in-house expertise or resources to utilize these markets in a scalable way. Selling Block developed proprietary web-based software in order to manage not just inventory but the entire business process for managing sales and auctions through online marketplaces. This software is the platform for Selling Block to provide auction back office services for large and small retail customers.

Rick Holton

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coalition:

Information Technology, Retail and Consumer Products

needs:

Advisors, Market Analysis, Mentors

programs:

Olin Cup 2006

url:

<http://www.sellingblock.com>

New Desktop/Internet Environment

We have developed a technology that makes a subtle change to the way you work with info on the desktop and across the internet. By making this shift, it brings working with the computer more in line with the way everyone thinks and works. Due to new web technologies and highspeed connections, data can also be presented in a more accessible fashion. The impact of this natural change is profound and monumental, much like the first GUI was...and brings vast possibilities through the spectrum of computer, communication, and media technologies.

Though not easily explained, it is immediately apparent when seen.

Mike Buchanan

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coalition:

Information Technology

needs:

Team Members, Advisors, Finance and Accounting, Mentors, Investors, Communication Strategy

programs:

Olin Cup 2006

Array, Olin Cup 2006

url:
None

Itanyplace

Itanyplace takes business everywhere

Itanyplace's open source mobile software makes businesses more productive by enabling mobile employees to access and act upon information anytime, anywhere-online or offline. It allows companies to offer new mobile services like location based advertising and mobile shopping, on any mobile device. Businesses can do all this and more through our "write once, run on multiple devices" technology, which features tools that automate a large portion of application development, significantly reducing development cost.

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Rakesh Sehgal

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coalition:

Information Technology

needs:

Advisors, Investors

programs:

Olin Cup 2006

url:

www.itanyplace.com

Software Systematizes Contracting Business for Owner Freedom

Think of yourself as a contractor. You have your own business in painting, plumbing, landscaping, etc. You have the knowledge of your trade. You wanted to work for yourself. You started your own company. You're "the boss."

You've built your company with employees doing the contracting work. But you've reached "a wall." Your profitability isn't what it needs to be. You can't expand. You're bottlenecked because everything must flow through you. You find that you work more and make less. Why? How do you break this losing proposition? How do you get on the road to profitability and growth?

Fortunately, we have the perfect software system that transfers your knowledge to others. It organizes, creates consistency and accuracy, and systematizes the "front end" estimating. Now you can easily train others to create job estimates that have captured your knowledge with a totally mobile solution to close sales on the first site visit.

Immediately after entering the measurements for each work area into the software, line item and total labor and material costs are calculated. A complete agreement is professionally printed on a mobile printer. It includes text, labor and material descriptions, and photos. The homeowner is impressed and the sale is closed.

The software quote is handed off to work crews with a clear understanding of the work to be

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performed. Profitability is tracked by work area. A feedback loop is created to adjust the estimating process to increase profitability.

We have ideas for numerous income streams branching into and out of the core software system.

Ed Mass

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coalition:

Professional Services, Information Technology, Retail and Consumer Products

needs:

Team Members, Advisors, Market Analysis, Finance and Accounting, Investors, Communication Strategy

programs:

Olin Cup 2006

url:

None

Flexitix : Unbeatable Selection. Unlimited Options

FlexiTix is a one-stop-shop that offers unbeatable selection, unmatched flexibility and unlimited options for businesses looking for tickets to entertain clients and employees. Our innovative approach will transcend geographic and event-related boundaries to provide the ultimate value for clients. We are targeting small businesses that employed over 100 Million people and collected receipts of over \$22 Billion in 2002. We believe this large market segment is looking for ways to entertain individuals with diverse interests, and FlexiTix is in a great position to fulfill this crucial need.

Currently there is no single platform for small businesses to shop for corporate entertainment packages in terms of buying tickets for a diverse events across a range of cities.

Our creative approach will change the existing model for buying event tickets forever. It will allow small businesses access to premium seats at national, regional and local events, while offering unmatched flexibility and options.

Himanshu Jain

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coalition:

Information Technology, Retail and Consumer Products

needs:

Advisors, Market Analysis, Technology, Research Partners, Investors, Legal Advice

programs:

Array, Olin Cup 2006

url:

www.flexitix.com

Doctor Friendly B2C Contact Lenses

The market for direct to patient contact lens delivery model is proven and growing. However, there is a major problem with the current model: the current competitors are in direct competition with the eye doctors. In 2004, a federal law was passed requiring every patient to return annually to the doctor for an exam, in essence making the doctor a gatekeeper for all orders. Our model will

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partner with doctors to create a friendly, direct to patient delivery system. Our system has been in testing for 6 months, and we are seeking assistance in building out the business and marketing plan.

Jim Edwards

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coalition:

Finance and Investment, Information Technology, Retail and Consumer Products

needs:

Team Members, Investors, Communication Strategy

programs:

Array, Olin Cup 2006

url:

None

Combination Surveillance and Video Device for Vehicles

Eliminate school bus bullying with a patent pending surveillance device that also entertains and educates. Deescalate youth violence with a diversion that can eliminate boredom, a likely cause of bullying behaviors, and enrich education through innovative programs tailored for varying ages and lengths of travel time. The surveillance device monitors students so drivers are free to focus on road safety rather than discipline. Homeland security will value it in emergencies for imparting information and entertaining passengers while on-board surveillance cameras monitor bus activities.

Lynne Lang

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coalition:

Women Entrepreneurs

needs:

Team Members, Technology, Investors

programs:

Array, Olin Cup 2006

url:

None

NextGen Communications

As of September 2006, there are 306 cities and counties in the United States with serious plans to deploy wireless networks (MuniWireless). Other research analysts project the market size of wireless devices in the US alone to be \$3.2 billion by the year 2010 (RNCOS Research). NextGen Communications manufactures and wholesales high bandwidth outdoor radios catering to this rapidly growing market.

As of September 2006, there are 306 cities and counties in the United States with serious plans to deploy wireless networks (MuniWireless). Other research analysts project the market size of wireless devices in the US alone to be \$3.2 billion by the year 2010 (RNCOS Research). NextGen Communications manufactures and wholesales high bandwidth outdoor radios catering to this rapidly growing market. Our family of products are not only capable of delivering 15 to 20 times the real throughput of our nearest competitors' products, their innovative design also allow our customers to enjoy a significant reduction in implementation cost. We are looking for industry

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experts in the wireless field, manufacturing, along with legal advice on how to protect our intellectual property.

Kevin Li

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coalition:

Industrial Technology, Information Technology

needs:

Advisors, Mentors, Investors, Legal Advice, Operations and Management

programs:

Array, Olin Cup 2006

url:

None

Bright: Stop Searching. Start Asking.

Microsoft research shows that generic search engines can't answer 50% of queries asked.

There is a major problem in finding "useful information" on the web. Many people who search the web for answers to everyday problems become quickly frustrated by the information presented in a web search.

Bright solves the frustration of failed Internet searches by connecting a User instantly to millions of people who can solve the problems of everyday life.

Users would love to solve their problems now, by talking to someone knowledgeable. Bright brings this to reality through VOIP technology.

Brian Wirtz

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coalition:

Information Technology

needs:

Mentors, Investors

programs:

Olin Cup 2006

url:

None

Open platform game device

We can see high performance mobile game devices, such as Sony PSP and Nintendo DS. Our initiative starts from the following question: why do we can enjoy other firm's game on a single platform?

We want to develop and market an open platform game device. Our game device will attract new attractive game developers through Internet because anyone can participate in game development. Also, to differentiate ourselves, we will strengthen competition mode by using wireless technologies. We want to incorporate online game features onto our mobile game devices.

We can see high performance mobile game devices, such as Sony PSP and Nintendo DS. Our

Olin Cup 2006

initiative starts from the following question: why do we can enjoy other firm's game on a single platform? For example, we cannot enjoy Sony PSP game on Nintendo DS device.

We want to develop and market an open platform game device. Anyone can participate in game development on the Internet, just as open software communities has been doing. We will differentiate ourselves from major competitors by strengthening competition function. Most online games are facilitating competitions among game server subscribers. We want to move the online game feature onto our mobile game devices.

In the point of view of hardware costs, we will reduce hardware costs by sacrificing graphic quality a bit. We think that there are some market segments – for example educational game software market that accommodates low quality graphics.

Interested in learning more? Email us.

Scott Shim
sshim@wustl.edu

coalition:
Information Technology

needs:
Advisors, Investors

programs:
Olin Cup 2006

url:
None

Per-NET

The Personal Network Evaluation Tool improves the quality of relationships with business contacts, family, friends, voters, donors, or other groups of interest. Per-NET analyzes the user's communication channels and measures the interaction with targeted contacts. The product reports past metrics, and coaches and informs the user about benchmarks and best practices. Based on user's goals, Per-NET recommends a plan of action for future interactions with targeted contacts. Prototype software is being written. We are seeking funds and strategic partners to help move this venture forward.

The Personal Network Evaluation Tool improves the quality of relationships with business contacts, family, friends, voters, donors, or other groups of interest. Per-NET analyzes the user's communication channels and measure the interaction with targeted contacts. The product reports past metrics, coaches and informs the user about benchmarks and best practices. Based on user's goals, Per-NET recommends a plan of action for future interactions with targeted contacts. Prototype software is being written. We are seeking funds and strategic partners to help move this venture forward.

Sorin Vaduva
Sorin.Vaduva@wustl.edu

coalition:
Information Technology

needs:
Team Members, Market Analysis, Mentors, Investors, Legal Advice, Communication Strategy

programs:
Olin Cup 2006

Olin Cup 2006

url:
None

EarthSkye Music

EarthSkye Music applies the concepts of social networking and crowdsourcing to the recorded music industry.

EarthSkye Music is a social network of musicians and artists from all parts of the world who collaborate on recordings of truly international, multicultural music. EarthSkye provides a central project management system for artists to post projects, recruit one another, then track their work. When completed, the results are posted for sale at EarthSkye's online music store where they are sold to the public. MySpace-like bio pages help buyers learn about EarthSkye artists and their work.

EarthSkye Music does have an altruistic goal: The Mission of EarthSkye Music is to bring the world into greater harmony by making it easier than ever for the world's musicians to collaborate, and for their admirers to find and purchase their work. We want to share our common good emotions, our constructive spirits, and our desire to share and support across all political borders and cultural, ethnic, or social boundaries.

That having been said, I am keenly aware of the economic opportunity that presents itself here. The music industry finds itself in a period of great change thanks to disruptive technologies' effects on distribution channels and manufacturing, as well as broad dissatisfaction with mass market musical tastes.

EarthSkye Music presents solutions that address these key issues, is scalable, and can be implemented regardless of culture or location. Price points also make its product accessible to virtually anyone.

Edward Carr

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coalition:

Retail and Consumer Products

needs:

Team Members, Market Analysis, Technology, Finance and Accounting, Legal Advice

programs:

Olin Cup 2006

url:

www.earthskymusic.com

Hydrogen's Promise

Hydrogen fuel cells are the technology that holds the most promise to alleviate America's energy needs and environmental concerns. Fuel cells have been held off as a futuristic fantasy, on the contrary however, several fuel cell vehicles are already available for consumer purchase. The problem that prevents the wider dissemination of these hydrogen powered vehicles is the lack and expense of fueling stations. Hydrogen's Promise aims to fix this problem by using an ad revenue structure to alleviate the expense of building stations, to make them profitable and allow for quicker expansion.

Shay Merritté

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coalition:

Retail and Consumer Products, Minority Entrepreneurs

needs:

Olin Cup 2006

Technology, Finance and Accounting, Mentors, Investors, Legal Advice, Operations and Management

programs:
Olin Cup 2006

url:
None

Scruppets - Eat it. Drink it. Scruppet.

Scruppets.com is an online retailer that provides customers the opportunity to create an unparalleled personal tea experience and connect to others through shared learning and mutual enjoyment of its products. Unique profiling and search mechanisms enable Scruppets customers to find products meeting diverse criteria, thus satisfying individual needs and bringing new meaning to mass customization and the cyber cafe. Eventually the company will include strategically located brick-and-mortar facilities to enhance customer experiences and expand brand awareness and distribution.

E.J. Hullverson
ehullverson@mac.com

coalition:
Retail and Consumer Products

needs:
Team Members, Advisors, Market Analysis, Finance and Accounting, Investors

programs:
Olin Cup 2006

url:
www.scruppets.com

BioRankings

BioRankings offers premier Statistical Data Analysis Service to biomedical researchers who are using high throughput molecular technologies such as gene chips, proteomics, and whole genome scans to analyze diseased tissue samples. Each tissue analysis produce millions of data points – an amount of data that overwhelm the analysis capacities of most labs. As a result there is high demand for services that can efficiently analyze these data. BioRankings takes data in-house, performs automatic advanced statistical analyses of it, and returns results to researchers in an easily interpreted format.

Our featured product is an existing computer algorithm for analyzing data from CGH (comparative genomic hybridization), a new research method which allows researchers to identify genetic copy differences between disease tissue (e.g., cancer) and normal tissue. Researchers using CGH to find gene copy differences are struggling to analyze the large datasets produced for each tissue sample. Other tools on the market cannot handle the large datasets produced by CGH, and in-house analyses can take months and is rarely available due to a shortage of appropriately trained biostatisticians. BioRankings' CGH Tool offers a superior, automatic, and fast analysis that researchers need. Our analyses allow for faster and more accurate identification of genetic copy number changes that may be related to disease, which saves researchers time and money. This efficiency can reduce the time needed for preclinical research and move research results into the drug development pipeline much faster.

Bill Shannon
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Olin Cup 2006

coalition:

Plant and Life Science, Professional Services, Information Technology

needs:

Mentors, Research Partners, Communication Strategy

programs:

Array, Olin Cup 2006

url:

None

Natural Capital

We believe a cityscape comprised of green, zero net energy use homes and buildings are key to providing healthy, operationally efficient, and attractive home ownership opportunities; opportunities essential to rebuilding St. Louis' urban core.

Natural Capital's zero net energy homes (\$0 net annual energy bill) are a composite of the latest in cutting edge environmentally sustainable technology, superior architecture design, and common sense, and will work to provide the healthiest, most comfortable, and operationally affordable homes ever experienced in St. Louis.

Stephen Westbrook

westbrookss@olin.wustl.edu

coalition:

Finance and Investment, Social Ventures, Minority Entrepreneurs

needs:

Investors, Legal Advice

programs:

Array, Olin Cup 2006

url:

None

ChemBionic Systems, LLC

ChemBionix' mission is to develop and market the next generation of real-time biological and chemical sensors for food and environmental safety. Our first line of products will provide rapid detection, identification and quantification of food pathogens in less than thirty minutes. ChemBionix is looking for \$1M in seed funding to develop a rapid food pathogen sensor for the \$300M food safety market. Deliverables include the approval by the AOAC of a rapid test for the food borne pathogens. An additional \$2 to 5M will allow for additional product development.

ChemBionix's first target market is the food processing and distribution industry. In 2000, the U.S. Food Industry Market study indicated that the market value of pathogen tests was \$53.4 million. Annual growth in the food testing industry has remained fairly constant at close to 10% per year, giving a predicted U.S. market for 2007 at over \$100 million (conservatively >\$300 million worldwide). In interviews conducted with the USDA and food producer trade organizations, cheaper, faster, simpler and better screening and diagnostic tools are always in demand. Current state-of-the-art testing, such as the DuPont Qualicon Bax® System, which is currently in vogue at the USDA, requires highly trained technical personnel to carry out the testing and takes 48 hours to complete. ChemBionix's PathIdent System is simple single step test, costing only \$4 per test and taking only 1 minute to 30 minutes to complete.

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Joseph Zahner

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coalition:

Plant and Life Science, Industrial Technology, Women Entrepreneurs

needs:

Product Development, Research Partners, Investors

programs:

Olin Cup 2006

url:

None
