2012 Participating Teams

Brigham Young University
Carnegie Mellon University
Johns Hopkins University
Kennesaw State University
North Carolina State University
Purdue University
Rice University
University of Arkansas
University of Cincinnati
University of Illinois at Chicago
University of Iowa
University of Florida
University of Louisville
University of Manitoba
University of Nevada, Las Vegas
University of Oregon
Championship Round Awards

Cincom Systems Spirit of Enterprise Champion Award $10,000
University of Louisville
Kentucky Chia

Equine colic and laminitis, the two leading causes of premature death among horses, result in losses of more than $1B annually in the US. Both conditions can be prevented by feeding horses chia seeds. Chia seeds are an ancient super-food rich in fiber, antioxidants, and protein, and are the highest concentration of plant-derived Omega-3s. Chia seeds are also the only source of Omega-3 that can be consumed without being processed. Chia vendors currently import their seeds from South America and Australia, resulting in long lead times, costly inspection fees, and supplier volatility. Our unique line of patent-pending chia seeds alleviates these problems by enabling domestic production in North America for the first time.

Faculty Advisor: Dr. Van Clouse
Team Members: Zack Pennington, Keith Starling, Joanna Cruz, Scott Serdoz

The champion also receives an automatic bid to the Venture Labs Investment Competition (formerly MOOT Corp) and invitation to present to the Greater Cincinnati Venture Association (GCVA)

1st Runner Up Meridian Spirit Award $3,000
University of Cincinnati
Ischiban Neural Engineering Systems

Ischiban’s mission is to develop comprehensive diagnostic and monitoring systems for emergency, mobile, and long-term applications for neurological assessment and status. Stroke kills every three minutes and is the leading cause of adult disability in the United States, with over $65.5 billion spent on treatment annually. Clot-busting drugs known as tPA, when administered within the “golden hour,” have shown tremendous promise at improving survival and recovery rates for patients who have suffered ischemic strokes, but are lethal to patients suffering from hemorrhagic strokes. Unfortunately, more than 70 percent cannot be diagnosed until after the “golden hour.” For every minute stroke goes untreated, nearly two million additional nerve cells die. Currently the only method to differentiate ischemic and hemorrhagic strokes is a CT scan, which is expensive and time consuming. Ischiban’s portable NeuroControler™ and NeuroSensor™ will dramatically reduce diagnostic and treatment time.

Faculty Advisor: Dr. Charles H. Matthews
Team Members: Pooja Kadambi, Joe Lovelace, Aaron Kurosu, Ronald Meyer
2nd Runner Up CincyTech Start-Up Award $2,000

University of Oregon
Corrosion Solutions

Corrosion Solutions is an oxidation protection company, providing a treatment solution for stainless steel and nickel alloys used in high temperature environments.

Faculty Advisor: Dr. Donald Upson
Team Members: Jake Heckathorn, Jeff Matthews, Brian Oehler

3rd Runner Up Queen City Angels First Fund Award $1,000

University of Iowa
Tutor Universe

Tutor Universe was founded on the premise that a free market for personal instruction, enabled by emerging social networking methods and tools will be transformational in the large and growing private tutoring market. Tutor Universe seeks to empower subject matter experts and instruction consumers all over the world to meet, assess, promote and work with each other in virtual study rooms. Whether the tutor is a professional educator or fellow student, or the learner is a full-time student or a professional, Tutor Universe will create the environment that will match each with an optimal partner and provide both with the tools for a productive and repeatable learning experience.

Faculty Advisor: Lynn M. Allendorf
Team Member: Thomas Hornbeck, Hung Tran, John Garber, Jim Cremer

4th Runner Up

Kennesaw State University
SoVerse

SoVerse has developed the first truly “automated” process for making highly effective, easy-to-use, extremely reliable, industry-specific websites. With this “automated” process, each of SoVerse’s website developers can make over 3 websites an hour, i.e., over 6,000 websites a year. These websites will help America’s 24 million small businesses increase their sales, typically by 33% or more. SoVerse is the first to solve this fragmentation problem by selling thru key industry associations, such as the 6,000 member Nebraska Farmers Association and the 350,000 member National Federation of Independent Businesses.

Faculty Advisor: Dr. Charles W. Hofer
Team Members: Jay Scot Brown, Joyce Bone
Best Exhibit Awards

1st Place $350 plus 30-minute VCMentor call

Carnegie Mellon
Quantitative Medical Diagnostics – Quant MD

The coronary angiogram is regarded as the gold standard for diagnosis of coronary artery disease (CAD). However, it exposes over a million Americans a year to the risks and costs of the invasive examination (~1 in a 1000 risk of death and ~$10,000 per case) with only 61% of these patients actually requiring clinical action for CAD. Non-invasive cardiac imaging modalities, such as MRI, present a means of averting these expenses by increasing specificity and sensitivity through quantitative assessment of cardiac perfusion and function. QuantMD delivers a unique client-specific subscription based software-as-a-service product, improving efficacy of primary prevention treatments and minimizing unnecessary catheterization. The SaaS model implies a client-server type system architecture, having the physician relay MRI images to QuantMD via a simple front-end graphical user interface. Image processing occurs at back-end computational resources in QuantMD facilities monitored by senior imaging experts. Quantitative results of cardiac perfusion and function are visualized using an interactive GUI to view quantitative data in image form or as 3D rendered quantitative maps.

Faculty Advisor: Dr. Ganesh Mani
Team Members: Prahlad Menon, Dr. Mark Doyle, Robert W. W. Biederman

2nd Place $250 plus 30-minute VCMentor call

University of Florida
Delta R Detection

Delta R Detection has developed and patented (through the University of Florida) a highly adaptable, detection platform for sensing dangerous chemicals on the surface of objects. We have applied this technology to rapidly scan baggage and cargo for trace quantities of explosives. Our fully automated, high-speed system solves the 'needle-in-the-haystack' problem of detecting explosives in HIGH VOLUME industries – air transportation, cargo, and parcel – critical to homeland security.

Faculty Advisor: Professor Rolf E. Hummel
Team Members: Max Lemaitre, John Atkinson

3rd Place $150 plus 30-minute VCMentor call

University of Cincinnati
Ischiban Neural Engineering Systems
Ischiban’s mission is to develop comprehensive diagnostic and monitoring systems for emergency, mobile, and long-term applications for neurological assessment and status. Stroke kills every three minutes and is the leading cause of adult disability in the United States, with over $65.5 billion spent on treatment annually. Clot-busting drugs known as tPA, when administered within the “golden hour,” have shown tremendous promise at improving survival and recovery rates for patients who have suffered ischemic strokes, but are lethal to patients suffering from hemorrhagic strokes. Unfortunately, more than 70 percent cannot be diagnosed until after the “golden hour.” For every minute stroke goes untreated, nearly two million additional nerve cells die. Currently the only method to differentiate ischemic and hemorrhagic strokes is a CT scan, which is expensive and time consuming. Ischiban’s portable NeuroController™ and NeuroSensor™ will dramatically reduce diagnostic and treatment time.

Faculty Advisor: Dr. Charles H. Matthews
Team Members: Pooja Kadambi, Ronald Meyers, Joe Lovelace, Aaron Kurosu

**Best Technology Plan Award $1,000**

**LEMM Technologies**
**North Carolina State University**

LEMM Technologies, LLC (Lateral Electromagnetic Measurement) is a start-up medical device company whose mission is to develop non-invasive devices that perform sensitive blood chemistry analysis. The company’s initial target is blood glucose analysis. LEMM Technologies’ exclusive invention Glucosense uses the near infrared (NIR) portion of the electromagnetic spectrum to measure the concentration of glucose in the body non-invasively. This is accomplished by exposing the NIR radiation across a novel body compartment.

Faculty Advisor: Dr. Albena Ivanisevic
Team Members: Marcus Kramer, Rush Bartlett

**University of Florida**
**Delta R Detection**

Delta R Detection has developed and patented (through the University of Florida) a highly adaptable, detection platform for sensing dangerous chemicals on the surface of objects. We have applied this technology to rapidly scan baggage and cargo for trace quantities of explosives. Our fully automated, high-speed system solves the 'needle-in-the-haystack' problem of detecting explosives in HIGH VOLUME industries – air transportation, cargo, and parcel – critical to homeland security.

Faculty Advisor: Professor Rolf E. Hummel
Team Members: Max Lemaitre, John Atkinson

**Taxi/Limo Competition Round Awards $1,000**

**University of Florida**
**Delta R Detection**
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Faculty Advisor:  Professor Rolf E. Hummel
Team Members:  Max Lemaitre, John Atkinson

Preliminary Round Judges

Carol Frankenstein, Biostart; Pat Longo, Hamilton County Business Center; Brian Eve, Dupion Industries; Parag Rathi, River Cities Capital Funds; Michael Lee, Proxi Market Solutions; C. Kevin Armstrong, Armstrong & Company; Damon Ragusa, ThinkVine Corporation; John Wayne, SmarterBiz Solutions; Sunnie Southern, Viable Synergy; C. Michael Bowers, iPay Technologies; Mark Exterkamp, The Bank of Kentucky; Pamla Winther, Hops Technology, Inc.

Exhibition Judges

William H. Haman, SCORE, Counselors to America’s Small Business; Robert W. Coy, Jr., CincyTech; Courtney Laginess, Esq., Keating Muething & Klekamp PLL

Taxi/Limo Round Judge

Dov Rosenberg, Allos Ventures

Best Technology Award Judges

Christopher Baucom, Fort Washington Capital; Casey Barach, Madison E-Zone; Tarik Adam, Tarik Adam, Fort Washington Capital Partners Group; Scott Tabor, Fort Washington Capital

Championship Round Judges

Tony Shipley, Queen City Angels; John A. Kraeutler, Meridian Bioscience; Rahul Bawa, CincyTech; Terri Bethel, Wells Fargo Bank and Daniel Vogel, Cincom Systems, Inc.

Many Thanks to our Sponsors

Platinum Level - $10,000 and up  Cincom Systems, Inc.
Gold Level - $5,000 - $9,999  Meridian Bioscience, Inc
  CincyTech
Silver Level - $2,100 - $4,999  Queen City Angels
The Ohio Capital Fund and
Fort Washington Capital Partners
Total Quality Logistics

Bronze Level – 1,000 - $2,099  Greater Cincinnati Venture Association
Guy Brown Express and OfficeMax
SparkPeople

Friends - $500 - $999  Keating Muething & Klekamp PLL
River Cities Capital Fund
VCMentor

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**The Teams**

**Brigham Young University**
Rent180
Faculty Advisor: Jerry Nelson
Team Members: James Toone

**Carnegie Mellon University**
QuantMD
Faculty Advisor: Dr. Ganesh Mani
Team Members: Prahlad Menon, Dr. Mark Doyle, Robert W. W. Biederman, MD

**Johns Hopkins University**
Stroke Solutions
Faculty Advisor: Dr. Nitish V. Thakor
Team Members: Xiaoxu Kang, Ryan Smith

**Kennesaw State University**
SoVerse
Faculty Advisor: Dr. Charles W. Hofer
Team Members: Jay Scot Brown, Joyce Bone

**North Carolina State University**
LEMM Technologies
Faculty Advisor: Dr. Albena Ivanisevic
Team Members: Marcus Kramer, Rush Barlett

Purdue University
REDD Science
Faculty Advisor: Dr. Justin Seipel
Team Members: Jeffrey Ackerman, Ankur Ashtekar, Lokesh Awasthy, Nick Weinzapfel

Rice University
Action Figure Labs
Faculty Advisor: Professor Dennis Murphree
Team Members: Phillip Leech, Michael Pariser, Jessica Fenlon

University of Arkansas
Learning DifferentiatED
Faculty Advisor: Dr. Carol Reeves
Team Members: Barry James, Brandon Hill, Senthil Raman

University of Cincinnati
Ischiban Neural Engineering Systems
Faculty Advisor: Dr. Charles H. Matthews
Team Members: Pooja Kadambi, Joe Lovelace, Aaron Kurosu and Ronald Meyers

University of Illinois at Chicago
OnMe Advertising, Inc.
Faculty Advisor: Dr. Rod Shrader
Team Member: Ricardo Macias, Julio Jumpe, Jen Hollenbeck

University of Iowa
Tutor Universe
Faculty Advisor: Lynn M. Allendorf
Team Members: Thomas Hornbeck, Hung Tran, John Garber, Jim Cremer

University of Florida
Delta R Detection
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University of Louisville
Kentucky Chia
Faculty Advisor: Dr. Van Clouse
Team Members: Zack Pennington, Keith Starling, Joanna Cruz, Scott Serdoz

University of Manitoba
Solvert
Faculty Advisor: Robert Warren
Team Members: Raif Richardson, Elena Roussak, Andrea Bowman

University of Nevada, Las Vegas
HUBSU
Faculty Advisor: Dr. Janet Runge
Team Member: Qian Gu

University of Oregon
Corrosion Solutions
Faculty Advisor: Dr. Donald Upson
Team Members: Jake Heckathorn, Jeff Matthews, Brian Oehler

About the UC Center for Entrepreneurship Education & Research

The University of Cincinnati’s Center for Entrepreneurship Education & Research seeks to create a world-class center for entrepreneurship education, research and service. Founded in 1997, the E-Center’s vision and mission is to provide a state-of-the-art entrepreneurship curriculum and research base not only for potential student entrepreneurs and scholars, but also for people in the many organizations that interact with small, entrepreneurial and family owned businesses on a daily basis. The E-Center seeks collaborative efforts between students and faculty from across the University to remove barriers and create gateways to entrepreneurship. Under the leadership of the Center’s Founder/Executive Director, Dr. Charles H. Matthews, the University of Cincinnati was ranked as one of the top 50 programs for Entrepreneurship in the U.S. in 2001 (Success Magazine); one of the top 100 programs in the U.S. (Entrepreneur Magazine) in 2003, 2004, and 2005; and a top 25 (#21) undergraduate entrepreneurship program (The Princeton Review/Entrepreneur Magazine) in 2008.

The Center’s main mission is to “…remove barriers and create gateways,” for all entrepreneurs – especially student entrepreneurs. Center programs and initiatives including its flagship Small Business Institute® and rigorous curriculum and competitions, among others facilitate the entrepreneurial journey.

About Cincom Systems, Inc.

For 43 years, Cincom has helped thousands of clients worldwide by solving complex business problems with its software and services. For more information about Cincom's products and services, contact Cincom at 1-800-2CINCOM (USA only), send an e-mail to info@cincom.com or visit the company's website at http://www.cincom.com.

For more information, please contact
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