

**MassChallenge
Global Startup Competition**

**List of 2010 Finalist Teams
July 22, 2010**

Contact: Media@masschallenge.org

Count	Team Name	Industry	Country/ State	Website	Contact email	Elevator Pitch
1	3Play Media	High tech	Massachusetts	http://www.3playmedia.com	mongoose@3playmedia.com	Most web video is not transcribed because traditional methods are cost-prohibitive, yet full text is the only solution for video to be searchable, navigable, and accessible for everyone. We combine automatic speech recognition with human editing to deliver high quality transcripts cost-effectively. Unlike traditional transcripts, ours are time synchronized; each word has a time code, enabling search and interactive capabilities leveraged by our embeddable plugins for our 50+ customers.
2	7Solar Technologies, Inc.	Energy and Clean Technology	Massachusetts	www.7solartech.com	peterv@7solartech.com	We convert sunlight into heating AND cooling for buildings in a single, integrated solution. Our system integrates proprietary PV/Thermal collectors, solar air-conditioning, and software that proactively minimizes energy costs. The net result is a system that produces 4 times more energy per m2 of surface area than standard PV and we offset the entire heating and cooling load of a building. The ROI on our system is less than 3 years and less than 5 years without government incentives.
3	Abroad101	High tech	Massachusetts	http://www.studyabroad101.com	adam@abroad101.com	Abroad101 is a review website and marketplace for the \$40B global study abroad industry. Our mission is to promote intercultural understanding and global citizenship by fostering a safer, better-researched, and most-meaningful study abroad experience for as many students as possible. Abroad101 empowers universities with our market-leading evaluation tool and sells leads connecting students with global experience providers. We are a passionate team of individuals committed to making a difference
4	Altaeros Energies - Airborne Wind Turbine	Energy and Clean Technology	Massachusetts		altaerosenergies@gmail.com	Altaeros is making offshore wind energy cost competitive with fossil fuels through a patent-pending airborne wind turbine based on proven aerospace and wind technology. Using a helium-filled shroud adapted from the surveillance and telecom sectors, the Altaeros turbine safely harnesses the immense, untapped potential of high-altitude winds at utility scale. A stronger wind resource and lower costs per turbine will allow Altaeros to reduce the levelized cost of offshore wind energy by 60%.
5	Architexa	High tech	Massachusetts	http://www.architexa.com	info@architexa.com	Software developers spend over 50% of their time making sense of code. Tools today either require significant training or require programmers to laboriously go through code. Instead, Architexa helps developers to easily understand, document, and discuss design with coworkers. Based on a PhD from MIT, the suite supports an intuitive but powerful approach that allows UML diagramming to be code-centric instead of model-centric by giving users an interactive exploratory visualization platform.

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6	Aukera Therapeutics, Inc.	Life Science/Healthcare	Massachusetts	www.aukeratx.com	meridith.u@gmail.com	Aukera Therapeutics is developing a novel protein therapy, to treat ALS (also known as Lou Gehrig's disease), a rare but devastating neurodegenerative disease that is rapidly progressive and invariably fatal, usually within 3-5 years. There is only one FDA approved drug for ALS which extends life only 2-3 months and has no effect on the symptoms of the disease. Replacement therapy with Angiogenin, has shown significant effect on both survival and motor function in ALS mice studies.
7	AutoMob	High tech	Massachusetts		automobmit@gmail.com	The global market for real-time traffic data is more than a billion dollars, and it is expected to grow as the quality of data improves. Developing real-time traffic data is extremely difficult because of barriers to entry. The few companies competing in this space have been financed more than \$30M by venture capitalists. We are commercializing an MIT patent-pending approach leveraging smartphone technology that is drastically cheaper and more accurate than existing approaches.
8	Axios Biosciences	Life Science/Healthcare	Massachusetts	www.axiosbiosciences.com	douglasmcmillin@gmail.com	Axios Biosciences, spun out of the Dana-Farber Cancer Institute, is a startup company whose mission is to improve oncology drug discovery and identify drugs through a set of novel strategies and technologies, including one recently published in Nature Medicine. We are identifying promising drugs that fail conventional testing methods while rejecting drugs that are destined to fail in late-stage clinical trials. We are positioned to identify new oncology drugs in a manner never done before.
9	Back In Focus	High tech	Massachusetts	www.backinfocus.net	opel.bmpt@gmail.com	Millions of people wear glasses occasionally, e.g. when they want to read. For instance presbyopia virtually affects everybody from about 45 years old. Also, usage and penetration of digital displays (ebooks, smartphones, laptops, etc) increase. Our solution consists in processing text or images displayed on electronic devices to provide the user with an image that matches his eyesight, it will be clear and focused on his retina without any glasses or contact lens.
10	Bank Depot Corp	High tech	Massachusetts	http://wholesalehomerate.com/	ram.dhan@gmail.com	Bank Depot is a patented online mortgage options comparison, approval and mortgage lifecycle management system that provides customers the ability to choose the best mortgage from the financial institution of their choice. Bank Depot system provides customers unprecedented transparency into the entire loan origination process and thus automatically generates a certified AAA investment quality loan for the first time in the history of mortgage business.

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11	Cadio, Inc.	High tech	Massachusetts	www.cadiomobile.com	info@cadiomobile.com	Cadio (rhymes with "radio") analyzes GPS data from mobile phones to better understand consumer interests and habits. Using a privacy-aware opt-in model, Cadio's algorithms generate brand-relevant inferences about where people go and what they do, creating robust predictions about future behaviors. Cadio's addressable market includes consumer research and campaign effectiveness monitoring, worth approximately \$1.2 billion/year in the US alone.
12	Clean Energy Innovations	Energy and Clean Technology	Massachusetts	www.clean-energy-innovations.com	info@clean-energy-innovations.com	At CEI, we improve battery performance. Battery inefficiency causes extra cost and limits charge time. Our prototype extends Li-ion discharge time by 18% and, with optimization, will exceed 25%. Our proprietary process can take \$1,500 cost out of a \$10,000 electric vehicle battery for less than \$200. This value proposition will make hybrids and EVs more accessible to the public. We will have \$70MM revenue by 2015 from cell phone and automotive companies through use of our unique technology.
13	Day 2 Night Convertible High Heel Shoes by Candice Cabe	General	Massachusetts	www.convertible-heels.com	candicecabe@gmail.com	Day 2 Night convertible high heel shoes allow women to easily adjust their heel height in 1/2 inch increments going from a 1 1/2" kitten heel for walking to and from events (or for casual occasions) all the way up to a 4" sexy heel for a night out on the town. Our convertible heels allow women to feel comfortable, confident, and sexy at all times while keeping their feet pain free. We've eliminated the need to bring extra shoes in your purse while walking to work, traveling, or attending an event.
14	Diagnostics For All	Life Science/Healthcare	Massachusetts	http://www.dfa.org	dfamasschallenge@dfa.org	Diagnostics For All uses a simple method of patterning microfluidic channels into paper to create novel medical diagnostics that costs only pennies. Paper automatically wicks fluids, meaning that no external pumps or equipment are required and can test for multiple analytes with just microliters of sample. This will enable a new class of affordable but also highly functional diagnostics for patients in low-income settings or at-home testing and monitoring in higher-income settings.
15	Drop the Chalk	General	Louisiana	www.dropthechalk.org	team@dropthechalk.org	Great teachers work relentlessly for those aha! moments when their students' eyes light up as they grasp a concept. Drop the Chalk software empowers teachers to measure their impact in the classroom by quantifying their students' academic growth. In short, Drop the Chalk helps excellent teachers get even better. This creates a paradigm shift around the use of data: what was once considered a burden is now a means of motivating teachers and highlighting their classroom success on a daily basis.

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16	Embed.ly, Inc.	High tech	Massachusetts	http://embed.ly	developer@embed.ly	Every day users post and share links to distribute ideas, news and entertainment. Embedly changes the game by providing the best technology to transform links into engaging videos, images and media so that the most relevant message is delivered to the most relevant audience. Embedly is the new link; where users can embed media to distribute ideas, and businesses can reclaim their identity through the power of the consumer.
17	Emergent Energy	Energy and Clean Technology	Massachusetts	www.emergentgroup.com	jgossett@emergentgroup.com	Emergent streamlines the development of renewable energy projects by integrating the host community into the design process and sharing the financial benefits. Our model revolutionizes an industry in which projects that are technically and financially feasible are rejected by the local populace due to their negative impacts. We utilize unique design and financing methods to provide significant incentives for the host community, building local support and mitigating the risk of failure.
18	Energesis Pharmaceuticals, Inc.	Life Science/Healthcare	Massachusetts	http://www.energesispharma.com	oboss@energesispharma.com	Energesis is a biotechnology company developing therapeutics for obesity and diabetes by targeting brown fat. Our approach is a highly novel strategy directed at increasing the body's ability to burn stored fat. All previous attempts to combat obesity have focused on reducing energy intake, as opposed to Energesis' approach of increasing energy expenditure. Our management team brings a strong entrepreneurial record together with world-class scientific, medical, and product development expertise.
19	Enertaq	Energy and Clean Technology	Maryland	www.enertaq.com	mepstein@enertaq.com	Enertaq, a category winner at the MIT Clean Energy Prize, has developed a disruptive intelligent electricity demand management system. Enertaq allows commercial buildings to painlessly participate in established markets for the most valuable electricity grid reliability service for the first time. We have secured agreements for pilot projects with Walmart and a large international building controls company to demonstrate our technology.
20	Evolve Foods, Inc	General	Massachusetts		sgragnolati1@babson.edu	Evolve Foods is a nutrition-based, gluten-free food company that uses ancient grains to provide innovative products that are both convenient and delicious. The company's first offering is a heat-and-eat hot quinoa cereal (think bowl of oatmeal) in three satisfying flavors that will be sold in single-serve pouches. The company will target the nearly 60 million Americans who suffer from food sensitivities as well as the millions of others who are looking for a better, healthier way of sustenance.

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21	Extend Biosciences	Life Science/Healthcare	Massachusetts	www.extendbio.com	lauramahales@yahoo.com	Imagine the day when needles are no longer used to deliver drugs. Currently, diabetics inject themselves several times a day with insulin. Breast cancer patients sit at the hospital for up to an hour and a half to receive an intravenous infusion of Herceptin. Extend Biosciences has a new innovative way to deliver complex drugs such as these using a non-invasive needle-free skin patch. This safe, painless technology will revolutionize drug delivery as we now know it.
22	Fenugreen	General	Massachusetts	www.fenugreen.com	fenugreen@gmail.com	Fenugreen is a patented, inexpensive, natural, non-toxic, and biodegradable food preservation technology whose broad adoption promises to revolutionize the food value chain, significantly reducing inventory, transportation, and labor costs in a sustainable way. Studies show that Fenugreen extends perishable food shelf-life by 2-4x a potential step-change in the productivity of the perishable food economy, in which 25% of food is lost (costing \$1 billion in US) to food spoilage annually (UN)
23	FitFriends	High tech	Massachusetts	http://www.everyfit.com	sombit.mishra@sloan.mit.edu	The \$68 Billion fitness industry faces an intractable membership crisis, with over 40% of new members churning within 6 months. FitFriends wirelessly tracks workout metrics and activities within the health club, enabling users to monitor performance while providing clubs with personalized and trended analytics to engage, acquire, and cross-sell members effectively. FitFriends has already received commitments from six of the ten largest health clubs chains to demo the solution in Summer 2010.
24	FiVi.com ... making health & fitness fun and informed through social media	High tech	Massachusetts	www.fivi.com	nabil@fivi.com	We use social media to make leading an informed active lifestyle fun and motivating. FiVi.com has some of the best (and growing) tools for logging, sharing, and tracking activities. Anyone can model and upload a workout with rich media. As people use your workout, we will rank the most effective training programs. Our goal is to provide the most credible destination of peer validated information on what works by tapping into the collective intelligence of active communities.
25	FloDesign Sonics	Energy and Clean Technology	Massachusetts		fdsonics@gmail.com	Water scarcity is a growing world problem. Lower cost methods are needed to purify water. FD Sonics is developing a water purification technology that could significantly disrupt the \$55 billion industry. The solution employs a novel acoustic filtration system which uses sound waves to remove particulate contamination. Ozone production is then used to sanitize and remove metals. This system is lower maintenance, lower energy, requires no consumables, and results in cost reductions.

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26	Fluorescent Nanoscope	Life Science/Healthcare	Russia	http://stereonic.com/	nanoscop@gmail.com	Fluorescent Nanoscopy is a breakthrough technology for optical microscopy suited for live cell imaging with tens times enhanced resolution. It helps develop new drugs and materials, achieve breakthrough results in fundamental research and to improve clinical and QA tests. This can be done by both increasing resolution in cell research and increasing data density on surfaces of microarrays. The technology has a strong IP protection and gives an opportunity to create new markets.
27	g2gConnect	High tech	Massachusetts	www.g2gconnect.com	tim.miller@g2gconnect.com	Visual communication via computers could provide significant quality of life improvements to seniors in assisted living centers. But a very large segment of today s population in senior communities cannot or will not use computers. g2gConnect connects the generations, allowing seniors and their families to richly engage in each others lives, by providing senior-friendly touchscreen kiosks and services to visually link seniors to their remote family members.
28	GentleMed	Life Science/Healthcare	Maryland		lee.jan888@gmail.com	What if you were one of the 60 Million people going blind because of Glaucoma? The precision of each drop is the difference between blindness and sight. In the U.S. alone, the glaucoma treatment market is worth \$2.9 billion. Eye drops are easy to forget and difficult to apply. We have created the AccuEye to meet patient s needs. Our low risk, Class I device has easy entry into the market. If half of today s non-compliant patients become compliant with AccuEye, healthcare will save \$1B each year
29	Gramify	High tech	Massachusetts		dave@gramify.com	We sell personalized audio greetings that feature the voice of celebrities and fictional characters. These are emotionally-engaging alternatives to print cards and ecards. They are bought online and delivered either through a phone call or through Facebook. We started signing licenses and are negotiating with major brands. The best part is the team which include licensing heavyweights who have done hundreds of deals.
30	greenbean recycle	Energy and Clean Technology	Massachusetts	www.greenbeanrecycle.com	greenbeanrecyclingteam@gmail.com	Today over 14,000 reverse vending machines (RVM) collect valuable data each time a bottle or can is recycled. greenbean will show consumers their individual impact in real time for each material to a smartphone and online account and refund their bank account as soon as a bottle or can is recycled. Providing real time consumer generated metrics to towns, facilities and beverage distributors will help them reduce land fills, solid waste costs, and manage their product s carbon lifecycle.

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31	HanGenix	High tech	Massachusetts		hangenix@gmail.com	Currently, hand hygiene compliance in hospitals is less than 50% nationwide. HanGenix will bring to market an innovative, patent pending hand hygiene solution to help hospitals improve hand hygiene compliance. There are more than 2 million hospital acquired infections in the United States annually resulting in more than 90,000 deaths. The HanGenix solution tracks hand hygiene compliance and reminds caregivers to wash / sanitize their hands improving compliance across the facility.
32	HomeHubBub	High tech	Massachusetts		cleee@hubbubtechnology.com	HomeHubBub is a web hosted, subscription based, social CRM application for Mortgage Brokers. The system facilitates a constant dialog between the Broker and his customer base of Borrowers through automated emails and personal web accounts that are created for every Borrower. The system automatically discovers and prioritizes organic leads for the Brokers; and presents savings opportunities to the Borrowers. This solution can double the revenue of the the Mortgage Broker.
33	Honor Our Troops Inc.	General	Arizona	www.honorourtroopsusa.com	hotpresident@honorourtroopsusa.com	HOT provides veterans with an opportunity to save money while helping other veterans.Proceeds from the sale of HOT discount cards is donated to the HOT Foundation.HOT business members increase their sales by offering discounts to veterans.Branded as a HOT member, businesses will be recognized by HOT card members and also by the public at large as being "veteran friendly.HOT Inc. is a for profit company with a non-profit affiliate.
34	HuddleHub, Inc.	High tech	Massachusetts	http://www.huddlehub.com	huddlehub@huddlehub.com	HuddleHub provides roster aggregation and management for fantasy players in multiple leagues. Our site is currently in private beta aiming for a public launch August 2010. There are 29.9 million unique players of which 54% manage multiple teams on multiple platforms (source: FSTA), spending about 6 hours a week managing their teams. We will generate revenue through ads and mobile (iPhone, Android) apps. Currently there are no fantasy sport aggregators on the web or mobile app environment.
35	hydroGEN Technologies	Energy and Clean Technology	Massachusetts		hydrogen.technologies2@gmail.com	hydroGEN Technologies is commercializing a novel technology that leverages energy stored in waste to produce low cost, predictably priced high purity hydrogen. High purity hydrogen is a \$10B market and is primarily produced through the reformation of price volatile natural gas and the electrolysis of water. The high price is due to purification steps and high transportation costs. Our advantages include low cost energy input and scalability allowing for onsite generation at competitive prices.

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36	ImBed BioSciences	Life Science/Healthcare	Wisconsin	www.imbedbio.com	ankitphd@gmail.com	Incidence of wound infections is a major economic and healthcare burden, with ~7M Americans/ yr diagnosed with a chronic wound. ImBed has developed antibacterial silver coatings that can be integrated in biologic wound dressings at the end of their established manufacturing lines. ImBed thus enable development of hybrid dressings that promote cell growth and simultaneously prevent infections- dressings that are Easy on skin, hard on bacteria and reduce patient pain and treatment costs.
37	Infrared5	High Tech	Massachusetts	www.infrared5.com	jimbull1@mac.com	Brass Monkey is at its core a networking library for interconnecting mobile devices and computers over a local WIFI. Brass Monkey's primary use is as a controller, where a mobile device, say an iPhone, uses its built in controls to communicate to a web based experience (Flash/Flex, Unity3D).
38	inStream Media	General	Massachusetts	http://www.instreamglobal.com	araider@instreamglobal.com	inStream Media is a marketing services company, providing targeted advertising and promotions to consumers at the point of sale through graphical messages on the front of a customer's sales receipt. Our patent pending 1to1 Ads" technology benefits retailers with a new revenue stream and provides advertisers with a unique method of delivering behaviorally and/or demographically targeted ads in-store.
39	Invizual	High tech	Massachusetts	www.swarmplistic.com	invizual@swarmplistic.com	If a picture is worth a thousand words, what about the other information related to that image? Invizual is a simple, seamless enterprise solution for capturing images and their respective metadata. Images and their contextual information (time, location, IMEI, etc) are captured through a light handheld app and then transmitted to a server, where they are processed, filed, and indexed for later use. Invizual works quietly behind the scenes so you don't have to.
40	JoyTunes	High tech	Israel	www.joytunes.com	info@joytunes.com	The JoyTunes group was formed in 2009 with the vision of revolutionizing the way people learn and interact with music. Our unique patent pending technology introduces instrument-activated computer games for fun and education, dramatically shortening the instrument learning process. By combining the traditional world of music with the ever growing world of computer games, music making becomes easier and more accessible than ever before.

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41	jumpFare	General	Massachusetts		nick.young@jumpfare.com	jumpFare matches airlines that have empty seats 1 in every 5 seats flies empty with opportunistic travelers looking for great deals on short-notice trips. For travelers jumpFare is user-friendly: a transparent, risk-free way to land steep discounts on flights departing in a week or less, a time frame where flying is typically cost-prohibitive. For airlines jumpFare is profitable yet pro-consumer: a real-time auction system generating queues of passengers ready to fill would-be empty seats.
42	Kigo Kitchen	General	New Hampshire		stevenhooperjr@gmail.com	Kigo Kitchen is a premier fast-casual restaurant concept providing fresh, fun, Asian-inspired food through a streamlined, low-cost, superior quality menu. Combining a focused list of fresh vegetables, starches, proteins and sauces, customers are able to create an unlimited array of flavor profiles. At our core, Kigo Kitchen is a socially conscious enterprise that seeks to strengthen communities with every meal sold. At Kigo Kitchen, we serve our colleagues, our customers and our communities.
43	Ksplice, Inc.	High tech	Massachusetts	http://www.ksplice.com	masschallenge@ksplice.com	You know that "You must reboot to install new updates" message? Ksplice has developed technology that can install those updates, without rebooting. Rebooting for updates is pervasive and painful: downtime has real financial cost. But not updating is exposing yourself to security risks: 90% of attacks take advantage of vulnerabilities you'd be secure against if you kept up to date. So Ksplice is a lifesaver for IT administrators: just ask our 100+ customers. Rebooting is obsolete!
44	Leiva Strings Inc.	Social Impact	North Carolina	www.leivastrings.com	leivastringsinc@gmail.com	Leiva Learning Strings provides a method for teaching students how to correlate musical notes to the cumbersome fingering positions of any stringed musical instrument by color-coding each note. The seven different colors are set to match the seven natural notes (A,B,C,D,E,F,G,) in music theory. With our patented Learning Strings, individuals can learn to play and read sheet music by matching colors making stringed instruments as fun and easy to learn as they are in the video game Guitar Hero .
45	LiveProud Group	Social Impact	Massachusetts	http://www.liveproudgroup.com	sailproud@gmail.com	Every day LiveProud is saving the world - by taking some of the 26 full-to-the-brim Fenway Parks worth of plastic waste sent to landfill each year - and creating high-performing sportswear for people who get "green" most: niche sports' athletes everywhere. By using 100% recycled content direct from landfills, and organic fibers derived through carbon-saving processes, we're able to create a huge impact that makes a real difference on our planet - while keeping the wearer cool and comfortable.

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46	Localocracy	High Tech	Massachusetts	http://localocracy.org	aaron@localocracy.org	Local issues matter, but often local government is only influenced by those with the time to spend hours in meetings. The Internet has transformed media, but online content is scattered and filled with anonymous ranting and clutter, especially at the local level. We partner with local media and government, providing a website where registered voters using real names can vote on local issues and rank the best reasons for supporting their side. Video @ bit.ly/db7ZM6 .
47	Localytics	High tech	Massachusetts	www.localytics.com	raj@localytics.com	Localytics offers the most powerful mobile analytics platform, giving mobile app publishers for iPhone, iPad, Android and BlackBerry the tools they need to build more successful and profitable applications. Founded and led by mobile and application analytics experts, Localytics provides the only real-time service, session-level detail and the data access demanded by top mobile application publishers.
48	Loudcaster	High tech	Massachusetts	http://loudcaster.com	masschallenge@loudcaster.com	Loudcaster enables anyone to build interactive online radio stations. We monetize by selling tools to DJ's, and advertising over the radio network's aggregated audience. The future of radio is online, not in satellites and towers.
49	Meet Impact	Social Impact	Maine	www.MeetImpact.com	impact@provadomarketing.com	New England has all the means required to create high-growth companies, yet our success rate is relatively low. We need better access to people and resources that advance high-growth. However, events that provide access are not easy to find quickly, to find reliably and are hard to evaluate for your needs. IMPACT learns your specific needs then automatically qualifies and recommends both events to attend and key people to meet, empowering you to achieve and sustain high-growth innovation here.
50	Mobile Guide (tentative name)	High tech	Massachusetts		dwo@owensfamily.com	Google maps can zoom in to see a building's roof. What if you could zoom INTO the building? On your phone. Our platform allows detailed mapping of large indoor or small outdoor locations on mobile phones. Any place that currently has a nice brightly colored paper map would be better served with an interactive location-aware map on your phone - with lots of info about each item on the map. Add in social media integration, location-based advertising, friend-finding, and more.

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51	Mogoterra, Inc.	High tech	Massachusetts	http://mogotest.com	team@mogotest.com	Mogo is a front-end testing tool for helping companies ensure that their websites look and behave consistently across all major web browsers and platforms.
52	My Life List LLC	Social Impact	California	http://www.mylifelist.org	bill@mylifelist.org	My Life List_ is focused on helping people to achieve their major life goals. Through our award-winning web platform, www.mylifelist.org , the company guides people to realize their life goals by creating a life list. Using a trademarked methodology and intuitive goal enabler technology, our website achieves significant depth of engagement and action highly valued by our advertising partners. Having spent over \$250K in development and backed by a strong team, we are well positioned for growth.
53	My Paperless Bills	High tech	Massachusetts	www.mypaperlessbills.com	ovidiu.bujorean@gmail.com	mypaperlessbills (MPB) is a MA based green startup company that aims to convert 1% of the 18.6 billion US paper bills to paperless by the end of 2015. We built the central online repository, where customers store, access and organize all their (home) bills conveniently and securely for record keeping, tax and payment purposes. MPB addresses a market in excess of \$13.3B in US alone and its business model aligns the incentives of the service providers, environmental partners and users.
54	MySuperMe	High tech	Massachusetts		cfenn1@babson.edu	MySuperMe is a social gaming website that ignites kids to WANT to be healthy by associating online games and social interactions with healthy habits. Making health fun for ages 7-11 (30% overweight (US), avg 10 hrs/day on entertainment media, \$40B in purchasing power) MySuperMe sells devices for measuring physical activity/healthy eating, and advergaming to health-oriented vendors. Different from education based programs and Wii games; MySuperMe makes OFFLINE healthy choices fun and rewarding.
55	Nairobi Capital, Inc.	High tech	Massachusetts	http://www.nairobicapital.com	kirimania@nairobicapital.com	Small businesses account for 90% of all businesses in Africa. However they lack access to working capital due to the underdeveloped financial service sector. Building on transformational innovations of mobile money in Kenya, Nairobi Capital, Inc. offers competitive short-term lending and business knowhow to qualified small businesses and individuals. We are building islands of high-tech electronic community banks that connect the global capital markets to Africa s engines of economic growth.

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56	NanoLab	Life Science/Healthcare	Pennsylvania	www.nanolabdx.com	cfortier@gmail.com	NanoLab brings world-class molecular diagnostics into the point of care market. We have a patent pending device capable of becoming a fully featured platform diagnostic tool. We also have an attractive, \$1.2 billion initial market with cardiac enzyme panel tests to diagnose heart attacks. We use nanoscale magnetic sensors and tags to achieve sensitivities over 20 times greater than the current gold standard, with results available in 15 minutes in a purely portable package.
57	Naughty Nutritionist	General	Massachusetts	www.naughtynutritionist.net	carnston@stealthhealth.com	We are an online platform whose products, brand & content informs the modern consumer about nutrition/wellness. Our organic chocolates, news-rich website & outbound newsletters contain well edited, fun nutrition content & playful graphics that are selected to appeal to the busy Gen X/Gen Y consumer who wants to be healthy but won't sacrifice fun. We are similar to Daily Candy & LuLu Lemon who also built brands around community. We elevate nutrition to make it a mainstream, hip lifestyle choice.
58	Netblazer (Formerly BigBroadband.net)	High tech	Massachusetts	http://bigbroadband.net	masschallenge@bigbroadband.net	BigBroadband.Net is using a "freemium" business model and user-owned equipment to radically change the way broadband Internet is delivered in the US. We offer FREE broadband Internet access to anyone willing to purchase a low cost (< \$250) wireless node, place it near a window, and entrust node management to BigBroadband.Net. This node provides secure internet access just like a cable modem or DSL... only faster and free!
59	NetVirta, LLC	High tech	Massachusetts		jchen@netvirta.com	In the \$20 billion online apparel market, high merchandise return rates(35-50%) and low online sales are two major problems. NetVirta's free at-home body scan is the solution! Consumers take 8 pictures around themselves to create precise 3D body scans. Body measurements and fitting simulations are based on the body scans. We provide services to the online apparel industry to solve fit issues, increase online sales, decrease merchandise returns, and assist with personalized apparel marketing.
60	Neumitra	Life Science/Healthcare	Massachusetts	www.neumitra.com	neumitra@gmail.com	Neumitra is developing a wearable biosensor and supporting software to monitor and detect anxiety episodes based on a patient's symptoms. The sensor collects continuous stress-based data. Our software examines their real-time physiological signals and presents anxiety therapies linked to clinical efforts. For the millions of people suffering from anxiety disorders, this personalized therapeutic aid provides a long-term approach to managing their symptoms and when they strike as daily stressors.

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61	NeuroScouting	Life Science/Healthcare	Massachusetts	www.neuroscouting.com	info@neuroscouting.com	NeuroScouting leverages the latest advances in applied neuroscience to improve the performance of athletes. Our team of neuroscientists develops cutting-edge video-game based software to directly train the brain networks underlying elite hand-eye coordination. These game-changing diagnostic and training tools have been validated and implemented with a leading MLB team. Our technology is now ready to be introduced to the high-revenue pro and amateur markets to give athletes a scientific edge.
62	Niize	High tech	Massachusetts	www.niize.com	administrator@mygreenbooklive.com	There are over 1.12M retail establishments in the US spending over \$3.4 billion a year on thermal receipt rolls to formalize their transactions with customers. This is a wasteful and resource intensive approach (trees, oil, water). We provide all tiers of the global retail sector solutions for viable digital alternatives to traditional transaction records (paper receipts), enabling a deeper connection and understanding with customers while taking action for sustainable business practices
63	NodeRabbit	High tech	Massachusetts	http://noderabbit.com	noderabbit@gmail.com	Application developers, have suffered with time-consuming difficulty of getting applications out onto the web. We knew there had to be a better way. When we formed at Startup Weekend Boston, we began an effort to create what application developers need: a fast, painless, no-fuss service to get applications onto web servers, with flexibility to use any cloud-hosting provider in one click. We help app developers "Go-Live in Five" so they can get back to what they're meant to do create great apps.
64	Novophage, Inc.	Life Science/Healthcare	Massachusetts	www.novophage.com	mike@novophage.com	Biofilms, slimy communities of bacteria, cause biofouling, corrosion, energy inefficiency, diseases and \$22B in annual costs. Current treatments are toxic, corrosive and environmentally damaging. We have developed a first-in-class anti-biofilm solution that is green and highly effective against biofilms. Our solution is enabled by expertise in synthetic and systems biology and can be combined with existing antimicrobials to eradicate industrial and environmental biofilms, a \$2.2B market.
65	Open Runway, Inc.	High tech	Massachusetts	www.openrunway.com	mass@openrunway.com	Open Runway is a fashion 2.0 retailer changing the way women shop via a social commerce experience. Open Runway connects shoppers to emerging designers through crowdsourced design contests, and empowers women to customize and purchase their own made-to-order fashion using our interactive design studio. The initial product category is shoes, to be followed by handbags, accessories and apparel.

Count	Team Name	Industry	Country/ State	Website	Contact email	Elevator Pitch
66	Orthogonal Inc	High tech	New York	www.orthogonalinc.com	fox@orthogonalinc.com	Orthogonal is a specialty chemicals company selling a chemical called a photoresist which will be used by electronics manufacturers to produce the next generation of electronics - organic electronics. By using Orthogonal's products, electronics manufacturers will save money by dramatically reducing their usage of energy and toxic chemicals while producing higher-priced electronics which are more portable, rugged and energy-efficient.
67	OsComp Systems	Energy and Clean Technology	Massachusetts	www.oscomp-systems.com	psantos@oscomp-systems.com	OsComp Systems is commercializing a breakthrough IP-protected compression technology that will revolutionize the natural gas (NG) industry. Our cleaner, higher efficiency hybrid rotor compressor technology allows for shut-in gas wells, unviable due to low gas prices, to produce profitably again. The technology has applications in other industries such as industrial air, energy storage, refrigeration, small scale CCS, among others. Experienced engineers and managers in O&G lead the venture.
68	OsmoPure	Social Impact	New Hampshire	http://osmopure.com/	dave@osmopure.com	1.1 Billion people do not have access to clean drinking water; 3.5 million die every year as a result. Clean water is difficult to come by; used soda bottles that clutter our planet are not. OsmoPure up cycles this trash into simple and effective water filtration systems that are vital to life in disaster situations and commercially attractive for recreation. We aim to ease the water crisis with a profitable business that will remain strong when efforts running only on good will have dried up.
69	PCCA Technologies, Inc.	Life Science/Healthcare	Pennsylvania		crshepard@pccatech.com	80% of the \$23B healthcare cost of diabetic complications could be eliminated with diligent monitoring of blood glucose. To solve this problem, we have developed our Releyent Contact Lens, which will enable diabetics to simply look into the mirror or use their smart phone to continuously monitor their blood glucose. We will profit in the \$8.8B market by creating the customer expectation of continuous, convenient, discreet, and pain-free blood glucose monitoring by simply wearing a contact lens.
70	Pearl's Premium, Inc.	General	Massachusetts	www.pearlspremium.com	john@pearlspremium.com	With 40 million acres of lawn, America s biggest crop is grass. Lawn and garden is an \$8 billion industry. Health magazine named your lawn the most toxic place in your home! Our patent-pending seed (slow growing, no watering, no chemicals) is transforming lawn care, saving billions of dollars, making us healthier, cutting water waste and protecting our environment. Sold online and through 80 Whole Foods Markets, our seed has garnered dozens of positive reviews and is already in over 4,000 lawns.

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71	peerTransfer	High tech	Massachusetts	www.peerTransfer.com	iker@peertransfer.com	peerTransfer is an online international money transfer and global payments start-up out of MIT. As an alternative to international bank wire transfers, it provides individuals and businesses with a lower cost and more convenient way to send and receive money between international bank accounts.
72	PerfectSight Opticals	Life Science/Healthcare	Massachusetts		chikae@mit.edu	We have developed groundbreaking technology that allows for extremely low-cost, mobile, fast, and automated diagnosis of the most common refractive eye disorders: myopia, hyperopia, astigmatism and presbyopia. Uncorrected refractive errors are the 2nd leading cause of blindness worldwide, affecting over 600 million people around the world and causing productivity losses over \$88 billion. Our technology can capture a dominant share of this value while making a significant impact on lives.
73	Primus	Life Science/Healthcare	Massachusetts		newco@ginkgobioworks.com	Primus brings synthetic biology to the production of fine chemicals. Founded by MIT and Harvard researchers, Primus' tech reduces the cost of producing valuable chemicals by 10X, with implications for industries from health to food and nutrition. We identified a set of applications with a collective market over \$2B. Primus is seeking funding for a demo for one application - shikimic acid that is a critical precursor for the production of Tamiflu, the most effective anti-viral for influenza.
74	Privo Technologies	Life Science/Healthcare	Massachusetts	www.privotechnologies.com	mgoldberg@privotechnologies.com	Every 10 seconds, someone dies of diabetes. 57% of people with diabetes do not administer their insulin injections correctly or consistently. The market for insulin chewing gum has an estimated value of \$13 billion worldwide. Privo's Insulin Chewing Gum is a needle-less drug delivery system for type II diabetes. Our proprietary formulation and nano-encapsulation system gradually releases insulin upon chewing. This can save millions of lives by significantly improving compliance.
75	Project Jarvis	High tech	Massachusetts	www.projectjarvis.com	chad@projectjarvis.com	Imagine if you had one website that centralized your entire life for you. A single place where you could go to get YOUR information - Facebook notifications, netflix activity, package & flight tracking, cell phone service notifications, your bills, etc. Your entire life in one feed. After all, it's your world and it should come to you.

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76	Proximity Health Solutions	Life Science/Healthcare	Massachusetts		bernard@proximityhealth.com	In the U.S., 5-10% of all patients contract at least 1 Hospital-Acquired Infection (HAI) during their stay. This leads to over 99,000 deaths per year. Currently, there are no commercially viable screening devices designed for the point-of-care setting. Proximity Health aims to develop a silk-based screening device to rapidly identify and isolate infected patients. The mission of our company is to reduce infection rates, associated healthcare costs and most importantly, unnecessary deaths.
77	Pushpins	High tech	California	pushpinsapp.com	jgurwin@mba2011.hbs.edu	Every year 285B paper coupons are sent by manufacturers. They re expensive & ineffective. There is a catalyst for change the smartphone, which is expected to spur the mobile coupon market to \$30B by 2015. Pushpins is Foursquare meets Coupons.com. For retailers & manufacturers, we are the Adwords for coupons delivering demographic & location-specific CPG coupons. For consumers, we are an engaging mobile app that turns shopping into a game with real savings as you scan products in store.
78	Rally Point Webinars, LLC	High tech	Massachusetts	http://www.rallypointwebinars.com	service@rallypointwebinars.com	We help firms grow their revenue by finding new clients & reaching new prospects through online events. We do this by 1)developing content that positions our clients as thought leaders 2)executing marketing campaigns that connect with prospects 3)running flawless webinars that deliver value to attendees and 4)creating conversations that lead to new clients. By applying our own marketing approach to our growth, we have served 23 clients & grown from \$0 to \$315k in sales in under a year.
79	Rate It Green (www.rateitgreen.com)	Energy and Clean Technology	Massachusetts	http://www.rateitgreen.com	afriedman@rateitgreen.com	Rate It Green is a green building directory, peer-review resource and online community. The company aims to further accelerate industry growth by facilitating information sharing and exchange. Companies list products and services on the site, and their clients share their experiences with others through reviews and planned social networking. Rate It Green publishes Green Building 101, a green building information resource guide. Basic Company Listings are free, as is Community Membership.
80	Relay Technology Management, Inc.	High tech	Massachusetts	www.relaytm.com	bizdev@relaytm.com	Relay has developed a software platform that will save the pharmaceutical industry hard and soft costs associated with identifying and evaluating scientific innovation. The software draws on sophisticated algorithms to analyze publications, clinical trials, intellectual property, and commercial potential. Relay has several paying customers in the pharma industry and academia, and will generate revenue through software subscriptions, online transactions, and consulting projects.

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81	RelayRides	General	Massachusetts	http://relayrides.com	jbliss@relayrides.com	Building off its founding team's successes in car sharing and collaborative lending, RelayRides is the world's first p2p carsharing service. Without the high fixed costs of owning and maintaining cars, RelayRides can grow faster on less capital than traditional competitors, while also being able to serve less dense areas that others cannot profitably. Car owners can not only make thousands of dollars per year, but renters will be treated to rates significantly lower than competitive services.
82	Remcore	Life Science/Healthcare	Massachusetts	www.remcoreo2.com	kjorczak@gmail.com	Remcore's first patented technology was developed to help improve the quality of life for people using supplemental home oxygen. Remcore developed a system that allows patients to remotely change their oxygen flow rate based on activity to improve quality of life and use stored oxygen more effectively. Remcore's second patented technology provides a product to industrial users requiring extremely accurate flow control with the ability to change the flow rate by remote control.
83	Rentabilities	High tech	Massachusetts	http://www.rentabilities.com	team@rentabilities.com	Have you ever tried to rent anything? Finding and booking rentals is a pain - no rental stores let you order online, and finding the information you need is time consuming. Rentabilities makes renting easy. Come to our site, research rentals, and get quotes from stores in your area. Then, choose a store and book online - all without picking up the phone.
84	Rentcycle	High tech	California	http://www.rentcycle.com/	tim@rentcycle.com	Rentcycle lets users search, compare and rent anything online. This online marketplace connects consumers with more than 30,000 rental businesses offering everything from power tools to cameras to bicycles. This web-based solution is accessible from anywhere and allows for easy discovery, reservation management and booking around the clock! Often called OpenTable for the rental industry, Rentcycle was recently named to Entrepreneur Magazine's list of Top 100 Companies to Watch in 2010.
85	Resolute Marine Energy, Inc (RME)	Energy and Clean Technology	Massachusetts	www.resolutemarine.com	oceberio@resolute-marine-energy.com	Resolute Marine Energy, Inc.'s goal is to complete development and commercialization by 2012 of a wave-driven seawater desalination system that operates completely off-grid and fills a huge gap in the market for seawater desalination systems. We are seeking a two-tranche investment of \$3.4M for additional IP protection and pilot-scale trials with a prospective customer in South Africa. By 2014, we will achieve \$12 million of cumulative net income, serve more than 900,000 people.

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86	Samanta Shoes (Samanta, LLC)	General	New York	www.samantashoes.com	staff@samantashoes.com	Samanta Shoes creates life changing experiences for women who have trouble finding stylish shoes in their size. The US footwear industry consists of annual retail revenue of \$40 billion, however top brands are reluctant to cater to the oversize women s shoe market. Samanta recently signed an agreement with Amazon.com, and has sold them over \$600,000 in large size women's shoes in 2010. Samanta is seeking \$500,000 to relaunch their retail website, increase inventory levels, and restructure debt.
87	Savinz	High tech	New Hampshire	savinz.com	vkumar@team.savinz.com	At Savinz, we believe the shopper should be the epicenter of the buying experience. The current shopping process generates inefficiencies by delivering emails that clutter the Inbox. Savinz efficiently uses the email data by automatically organizing and analyzing them in a cloud platform. The analysis of the emails provides an added benefit by enabling social sharing of selected data contained in the emails. Sharing shopping victories makes shopping more fun, exciting, and comforting.
88	Schedulist.com	High tech	Louisiana	www.schedulist.com	chris.laibe@infrontusa.com	US healthcare providers face a crisis: There are 200K unfilled nursing positions now and this will quadruple by 2020. This causes high turnover from burnout and job switching, leading to a \$60B annual cost to the system. As this problem intensifies, labor strikes, mortality, and lawsuits will increase, causing systemic failures. Schedulist puts tools in the hands of hospitals to help them increase nurse job satisfaction, drive turnover down, and insulate themselves from the imminent crisis.
89	ScholarPro Inc.	Social Impact	Massachusetts	www.scholarpro.com	dmelville1@babson.edu	ScholarPRO is the first ever common application system for private scholarships. After applying for over 350 awards, I wanted to create a system that solved the inefficiencies of the three constituents in the private financial aid space: students, scholarship providers, and colleges. Scholarship providers have a difficult time finding applicants, 70% of students never apply for a scholarship because the process is too complex, and colleges can t keep up with the rising financial need.
90	Seeding Labs	Social Impact	Massachusetts	www.seedinglabs.org	info@seedinglabs.org	Seeding Labs creates opportunities for scientists in the developing world to conduct world-class research. We work with U.S.-based corporate and academic partners to reduce environmental impact at home and provide affordable and appropriate surplus equipment to talented and ambitious scientists abroad. By transferring equipment from scientists to scientists we connect colleagues to share expertise and pursue new research that benefits the entire global community.

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91	signedOn inc	High tech	Massachusetts	www.signed-on.com	lplano@signedoninc.com	signedOn inc enables anyone to create a modern, interactive website incorporating the latest social media without requiring the services of a developer. For SMB managers, our technology means less time and money spent on developing an internet presence so that more can be spent on their core business. We have a demo operating on our platform today and a backlog of SMB customers we plan to start to address in 2010 Q3. Breakeven is anticipated within 2 years.
92	Silicon Solar Solutions	Energy and Clean Technology	Arkansas	www.siliconsolarsolutions.com	dwoten@siliconsolarsolutions.com	Upwards of 78% of the final product cost for solar panels are tied up in materials. To have a large impact on this \$40 billion industry, this is the area that needs to be addressed, and that is exactly what Silicon Solar Solutions is doing. Our process, protected by 5 patents, can reduce the manufacturers cost-of-goods sold by 26% allowing a single manufacturer to save over \$200 million in a single year. We have met with our customers to solicit feedback and raised over \$400,000 in seed fund
93	SkinnyTrip	High tech	Massachusetts	http://www.skinnytrip.com	kylestanek@gmail.com	SkinnyTrip makes companies more profitable by giving employees incentives to spend less money on business travel. Employees are given points when they select flights, hotels, and rental cars that lower expenses. The points can be exchanged for thousands of different prizes, including name brand merchandise and vacation packages. Lower costs. Happier employees. SkinnyTrip.
94	Solar Engineering Solutions Inc	Energy and Clean Technology	Massachusetts	energyses.com	profchina2008@gmail.com	Solar Engineering Solution (SES) offers breakthrough solar thermal technologies to deliver clean and cost-efficient cooling and heating solutions for commercial buildings. Heating, cooling, and hot water account for more than 40% of total energy use in buildings (over \$170 B/yr), and represents 10% of US CO2 emission. Our solar thermal collector, smart control and other innovations, enable building owners to achieve payback within 3-5 years by a typical 85% reduction in energy operating costs.
95	SolSolution, Inc.	Social Impact	Massachusetts	http://www.sol-solution.org	info@sol-solution.org	SolSolution s_mission is to simultaneously generate clean electricity and improve the quality of education in underprivileged schools._We adapt the proven, for-profit, solar Power Purchase Agreement model to make SolSolution a high-impact social enterprise. Instead of distributing profit to shareholders, we reinvest it into school budgets. We are planning a Dorchester, MA pilot installation._Our vision is to install 1GW of capacity by 2020 and shift >\$800M to educational budgets by 2040.

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96	Sproxil	High Tech	Massachusetts	http://sproxil.com	team@sproxil.com	Targeting the \$75B global counterfeit market, Sproxil's "Mobile Product Authentication" (MPA) provides anti-counterfeiting & market intelligence solutions to companies in emerging markets. Upon purchasing an MPA tagged product, consumers reveal & text a code. MPA replies about the product's authenticity. Companies reduce counterfeiting, capture market intelligence data & can also place embedded ads in the replies. Currently operating in Nigeria for pharma, we generated over \$300k in rev Q1 2010.
97	Starching	General	New Hampshire	www.chihow.com	teacherming@hotmail.com	Starching introduces starch plastic products to the market with structural properties superior to the competition. The first product we manufacture will be loose fill packaging foam. Through simple processes and with inexpensive and fully renewable raw materials we are able to manufacture starch plastic products which offer resistance to moisture while maintaining the critical property of 100% biodegradability.
98	StorageByMail.com	High tech	New Jersey	http://www.storagebymail.com	publicrelations@storagebymail.com	StorageByMail.com is a unique alternative to traditional self-storage warehouses. It enables customers to ship packages to and from a centralized warehouse using prepaid shipping labels and online inventory management. Customers only pay for the space they use and can access their boxes anytime and anywhere via return delivery. Unlike the self-storage industry, which seeks to rent real estate to its customers, StorageByMail.com is a storage services company designed to make storage easy.
99	Stromatec LLC	Life Science/Healthcare	Vermont	http://www.stromatec.com	stromatec@gmail.com	We are a medical device R&D firm specializing in diagnostic and therapeutic tools for connective tissue dysfunction, e.g., lower back pain, and scar adhesions. We have raised nearly \$2mm in funding, with several patented products currently in animal or human trials. We have customer preorders from respected institutions. We intend to license manufacturing and sales to a strategic partner. Both the scar ablation and connective tissue diagnostic markets are both over \$1B in size.
100	Symmetric Computing, Inc.	High tech	Massachusetts	www.symmetriccomputing.com	randerson@symmetriccomputing.com	Symmetric Computing has developed software that changes the way technical computing will be done forever. We have created a completely new and unique operating system enhancement for Windows, Unix, Linux, etc. This enhancement transforms a network-connected cluster into a homogeneous compute platform. With our kernel modification, all the processors and memory within a cluster are controlled under one OS image transforming a commodity-based cluster into a true distributed SMP supercomputer.

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101	Take on Life	Social Impact	Massachusetts	http://takeonlifeflow.com	mark@casadelewis.com	Take on life gives customers the ability to express themselves and belong to a community. We offer inspirational user submitted stories that advise and empower readers to not settle or succumbed to life's challenges. Our clothing line exemplifies this through the message, Take on life, by utilizing lemons in many of our unique and creative designs. It is our absolute belief that life is not without its challenges and that these challenges give us opportunity to enrich our quality of life.
102	TaskPoint	High Tech	Massachusetts	http://www.taskpoint.com	igorbalk@yahoo.com	TaskPoint is easy to use online project management and collaboration software. Launched in October 2009 under the name PMP HQ it is currently used by customers from the USA, UK and EU representing a wide variety of industries and we anticipate rapid growth as the percentage of businesses that expect to spend at least quarter of their tech budgets on online software will jump from 23% in 2008 to 45% in 2010 according to IDC. It was listed in top 10 web project management tools by ComputerWoche.d
103	Teleos Solar	Energy and Clean Technology	Massachusetts	www.teleossolar.com	team@teleossolar.com	Teleos Solar will revolutionize the PV market with our proprietary crysflex manufacturing technology that will enable production of solar cells at greater than 20% efficiency and module production costs approaching \$0.50 per watt using earth abundant materials. We expect competitive advantages in efficiency and production costs over projected roadmaps of existing thin film and silicon technologies leading to \$50M in annual sales in 5-7 years and \$500M by 2020.
104	ThinkLite	Energy and Clean Technology	Massachusetts	www.ReThinkReLite.com	dwadhvani1@babson.edu	ThinkLite LLC is an efficiency firm that provides energy efficient lighting solutions to businesses and households at no upfront cost. ThinkLite uses advanced technologies to measure energy consumed by lighting; and provides turnkey solutions: audits, analysis, products, installation, warranties, and guaranteed energy savings that reduce monthly lighting costs by up to 80%. In exchange for their services, ThinkLite receives a percentage of the guaranteed monthly savings realized by the customer
105	Trace Bio Analytics	Life Science/Healthcare	Massachusetts		jon.normanfinkel@gmail.com	Trace Bio Analytics brings powerful intellectual property and top academic credentials to the vast and rapidly growing field of trace analysis by mass spectrometry. Indications of the promise of our technology include the following: we are selling a unique test to Pfizer for use in drug development as part of a pilot program that continues to expand, and we have a novel, patent-protected device for sample preparation in mass spectrometry that has been awarded STTR phase I and II grants.

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106	ViThera Laboratories	Life Science/Healthcare	Massachusetts	www.vitheralabs.com	jofruehauf@gmail.com	ViThera develops new drugs based on engineered beneficial bacteria. Our lead product VT201 targets IBD, such as Crohn's or Colitis, a significant unmet need, and addresses a \$10bn/yr market. VT201 is a food strain bacterium (Lactococcus Lactis, typical component of cheese) engineered to express an anti-inflammatory protein which controls inflammation in the gut-after oral intake of the therapeutic bacteria. We have a uniquely experienced team and strong exclusive IP position.
107	Wheel Watcher Inc.	High tech	Massachusetts		ktben122384@gmail.com	Car crashes by distracted drivers are on the rise. Most people have witnessed the problem and some admit to having done it themselves. This is a global problem with no current solution. Insurance companies pay out billions in claims. Texting bans and pledges don't work. Most employees are forbidden to text at work, so they do it in their cars. The problem is so ingrained in our culture, that it will require a hardware solution. The Wheel Watcher(tm) steering wheel cover solves the problem
108	Zazu	High Tech	Massachusetts	www.getZazu.com	punit@getzazu.com	Zazu is the smartest damn alarm clock. Zazu runs on a user's Smartphone and replaces their alarm clock with an application that verbally reads them their calendar, weather, email, news and favorite blog posts as they get prepared for the day. Using RSS feeds and iCal formats, we are able to accept virtually any user's information to ensure they hear just what is important to them.
109	Zero Carbon, Inc.	Energy and Clean Technology	Massachusetts	www.zerocarboninc.com	reillycct@verizon.net	ZCI has created a technology to capture and convert carbon dioxide into valuable petrochemicals. The Carbon to Methanol (C2M) process uses power plant flue gas and excess heat in a series of thermal conversion processes. Modeling of C2M shows one ton of CO2 produces up to 220 gallons of methanol a feedstock for olefin and gasoline. Extended to the tens of thousands of fossil fuel plants worldwide, C2M technology would result in substantial disruption to world energy markets.
110	Zyrra	High tech	Massachusetts	www.zyrra.com	info@zyrra.com	Zyrra uses mass-customization technology to solve a widespread problem: It is difficult to find bras that fit. We have a patent-pending fitting system for bras that goes outside the limited "36C" 2-dimensional sizing model. We take 10 measurements (vs the standard 2) and create a unique cutting pattern for each client. A bra is then made to fit those measurements perfectly, delivered by mail within 4 weeks. Each bra comes with a perfect-fit guarantee.