

2003 Business Plan Competition Winners

\$25,000 Herbert B. Jones Foundation Grand Prize

NanoString Technologies

Amber Ratcliffe, Aaron Coe, Krassen Dimitrov, Craig Hanson

NanoString Technologies is developing its unique NanoLabel platform as a faster, lower cost, technically superior alternative to microarray technology. This break-through will revolutionize genomic discovery, delivering absolute data so scientists can spend their time on research rather than data validation.

NanoString offers molecular labeling reagents delivered in disposable microfluidic chips, a bench-top scanner and user interface software.

\$15,000 Ernst & Young Second Prize

MicroGREEN Polymers

Krishna Nadella, Gregory Branch, Trevor Wardle, Bud Gunter, Bill Grous

MicroGREEN Polymers was founded to produce ecologically sound plastic foams for use in the food packaging industry. MicroGREEN's patented technology, developed at the University of Washington, will be utilized to produce a new class of food packaging products that reduce costs, offer better functionality, do not pollute food, and have a positive environmental impact.

\$10,000 Boeing Ventures Third Prize

CyberSpeed Technologies

Timothy Ennis, Marc Barros, Jason Green, Scott Grazier, Marc Stacy

CyberSpeed Technologies, in answer to harrowing motorcycle safety statistics, has developed the MotoCam, a patented electronic rear-vision safety system. This system is designed to complement existing mirrors on motorcycles, and when used together they eliminate all rear vision blind spots. Beginning with the MotoCam, CyberSpeed aims to become established as an industry safety leader.

\$7,000 CTE Fourth Prize

BrassMEDIA

Brian Sims, Brent Sumner

BrassMEDIA is a niche publishing company set to launch Brass magazine, a young adult lifestyle magazine with a money twist. It provides straight talk about life and money – how to make it, how to manage it, and how to multiply it.

Best Idea Prizes

UW Global Business Center Best Idea for an International Business (\$3,000)

International Healthcare Connections

David Kim, Mark Ruffo

IHC is a medical referral and full service firm for international patients seeking advanced premium care from world-class healthcare providers in the U.S. IHC will first target South Korea, where cardiovascular and oncological diseases are on the rise, and provide services such as transportation, translation, travel, accommodations, general living assistance, case management and support.

Net Impact Best Idea for a Sustainable Business (\$5,000)

P. Munson and Co.

Paula Munson

P. Munson & Co. intends to capture a portion of the \$40 billion health and beauty care industry by providing specialized bath and body care products through a direct retail distribution channel. With products designed to allow consumers to indulge in affordable luxury and decadence, P. Munson & Co. will use a home party plan and a network of consultants to reach consumers on a national scale.

CTE Best Idea in the “High-Growth” Category (\$6,000)

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CTE Best Idea in the “Lifestyle” Category (\$6,000)

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