2011 Michigan Business Challenge Round Two Competitors

Round Two of Competition takes place on Friday, January 21 from 1:00 pm – 4:00 pm at the Ross School of Business. The 19 teams below advanced to the second round from a field of 48 teams in Round One:

**Are You a Human** - Tyler Paxton (MBA ’11), David Levitch (MBA ’11), and Biswaroop Palit (MBA ’11)
Creates and markets a human authentication applet for use on websites

**Bebarang** – Luis Calderon (MBA/MS ’10) and Allen Kim (BSE ’11)
Operates a baby clothes rental service subscription for parents of children 0-36 months of age

**Brio Device** – Douglas Mullen, Hannah Hensel, Sabina Siddiqui, and Laura Walz (MIC Fellows ’11)
Designs and develops innovative medical devices to serve pediatric populations and is a spin-out company of U-M Medical Innovation Center

**EVo** – Brittney Wright (MAcc ‘11) and Amber Wright
Manufactures and sells a new, innovative hair extension that provides a fuller and more natural look

**Giant Eel Productions** – Edmund Zagorin (BA ’11), Sachin Jain (MBA ’11), Adam Hundt (MBA ’10/MS IOE ’11) and Jacob Mendel (BA ’11)
Develops and commercializes 3D and stereoscopic field technology used in film productions

**IRIZ Technologies** – Aaron Beitner (MBA ’11), Chitra Subramanian (MBA ’12), Dan Zetu and Daniel Irimia
Customizes and sells micro-fluidic assays to pharmaceutical companies to enable more effective and faster drug development pipelines

**MEMStim** – Angelique Johnson (PhD ’11), Chris Cadotte (MBA ’12) and Andrew Smith (MBA ’12)
Designs MEMS arrays capable of providing directed and specific electrical stimulation to nerve fibers and facilitates integration into existing consumer products like cochlear implants

**NodeOut** – Ward Detwiler (MBA ’12) and William Foss (MBA ’12)
Has created a smart phone application and website that personalizes itself to users to help make decisions on specific product purchases

**Own** - Verdi Ergun (MBA ’12), Erol Ahmed and Deepika Misra (MSI ’12)
Designs and sells a point of sale system that provides cloud hosted benefits to retailers

**ReGenerate** - Robert Levine (PhD ’13), Paul Davis (MBA/MS ’11), Nolan Orfield (PhD ’13) and Hunt Briggs (MBA/MS ’11)
Designs, markets and leases on-site anaerobic digesters to food service operators such as university cafeterias and supermarkets

**Reveal Design Automation** – Vimal Bhalodia (MBA ’11), Matthew Neagle (MBA ’11) and Zaher Andraus
Develops and licenses a formal verification software tool to microchip design firms
SanoBio Therapeutics – Zubair Ahsan (BBA/BSE ’11), Boyang Zhao (BSE ’11) and James Li (BSE ’11)
Is commercializing a novel therapeutic for the treatment of skin ulcers that accelerates wound repair, initially targeted for diabetic patients

Smart Energy Loan Fund – Graham Brown (MBA/MS ’12), Michael Elchinger (MBA/MS ’12), Ryan Flynn (MBA/MS ’12) and Andrew Lubershane (MS/MBA ’12)
Coordinates capital, training, and technical assistance for retrofitting municipal buildings for energy efficiency

STIgma Free – Bethany Tong (MBA ’12), Sasha Cai Lesher-Perez (PhD ’14), Rameshwar Rao (PhD ’14), Jeremy Holzwarth (PhD ’14), Patrick Ingram (PhD ’14) and Joshua White (PhD ’14)
Designs, manufactures, and sells point of care diagnostic devices for sexually transmitted diseases (STIs) to sell to the small clinical market and eventually to the in-home market

SurveyBroker – Nick Danoff (MBA ’12)
Matches professional survey fieldwork companies with market research consultants via an online marketplace

Thermaskin – Nicholas Walther (BSE ’11), Tori Miller (BS ’11), Chris Beale (BS ’11), Guangsha Shi (BS ’11), Mingjie Xu (BS ’11) and Shannon McDevitt (BS ’11)
Develops manufacturing technology to apply a thermal barrier coating to components of diesel engines that increases fuel efficiency

Thoosa – Matt Robinson (MSE ’11) and Luke Harmer (MBA ’11)
Brokers export container shipments on a web-based interface by guaranteeing rates and comparing carbon efficiency

Viiaa – Jonathan Palay (MBA ’12), TJ Marston (MBA ’12), Mark Crawford (PhD ’14) and Kevin Bui
Sells survey SAAS to businesses that allows them to get instant feedback at the point of sale from customers while still in the store

WestView Education Institute – Ann-Li Cooke (MBA ’12), Michael Cooke (MBA ’12), Adrienne Cadotte (MBA ’12) and Julie Chen (MBA ’12)
Arranges college preparatory services that assist underserved Chinese students to prepare for and enter American universities