



## 2012 michigan business challenge

**The Semi-final round of competition takes place on Friday, February 17 from 9:00 am – 12:00 pm at the Ross School of Business. Finals will be held that afternoon beginning at 2:00 pm.**

**@Fingertips** - @FingerTips is a for-profit social-entrepreneurial company that builds devices enabling the blind to use modern touchscreen devices. The blind find devices such as Android, iPhone, & iPod Touch difficult to use as those devices have flat touchscreens and are vision-intensive. Our product is a device that can be attached to an iPhone (or Android) enabling the blind to use intuitive rotary physical dials to open thousands of applications, navigate content using buttons while listening to audio, speech, and feeling vibrations. *Siyang Chen (MFA '13), P. K. Mishra (MBA '12), Roger Potter (BSE Mechanical Engineering '12), Nick Wilcox*

**ASK Interfaces** - ASK Interfaces aims to expand the mobile revolution to individuals with fine motor control disabilities, empowering them with the ability to interface with touch screen technology. We provide not only a communication portal, but an entire user interface that enables the world of mobile devices and applications for our customers, including them in our advancing technological society. *Ginny Liu (BS Neuroscience '12), Christopher McMeeking (BSE Computer Science Engineering '12), Jackson Buell (MBA '12), Jeffrey Miller*

**AutoBike** - AutoBike LLC wants to bring back the fond memories of simply getting on a bicycle and enjoying the riding experience. We are building an automatic shifting bicycle that combines all the benefits of a multi-gear bike without the accompanying learning curve associated with shifting into the correct gear at the right time. Join us and together we can evolve the bike! *Sean Simpson (MBA '13), John Czojkowski (MS Energy Systems '13), Mark Simpson, Kevin Smith*

**Converge Medical Technologies** - Converge Medical Technologies is a medical device company that develops patient brain function monitoring solutions through principles of neuroscience. Our lead product, the Connect Monitor, employs a novel method to provide physicians with improved evaluation of patient awareness for anesthesia in surgery and sedation in critical care. A spin-out of the University of Michigan, Converge is positioned to improve patient health through innovative brain monitoring. *Mike Johnson (MD/MBA, MIC Fellow '12), Jay Johnson (MSE, MIC Fellow '12), Anna Ng (MHA, MIC Fellow '12), Anthony Tsai ( MD, MIC Fellow '12), George Mashour*

**Fashion Forward Maternity** - Based on the idea that all women should feel POWERFUL- BEAUTIFUL- COMFORTABLE- and CONFIDENT during pregnancy, Fashion Forward Maternity is a socially responsible online boutique where savvy professional women can borrow high quality and designer maternity and nursing fashions at a fraction of the price of new. We then “pass it forward” by donating all gently used clothes that can no longer be rented to women’s organizations around the country. *Erin Lewis (EMBA '12), Judy Skiles Lavers, Sannie Sapier*

**StrideSports** - StrideSports is a designer and manufacturer of fitness and exercise equipment with a mission to create fun, exciting, innovative products that inspire people to live healthier lives. StrideSports has created a product portfolio around its two patent pending technologies, and will launch its business in 2012 with the introduction of the StrideRide, an ergonomically correct outdoor cardio machine that provides a true full body workout. *Brian Beard (MBA '12), Grant Weber (MBA '11)*

**Surf-face** - Surf-face rethinks online dating as it is. We want to help people connect, form, and build meaningful relationships online. We believe that the future of online dating is mobile and many possibilities for mobile dating remain to be explored. Surf-face is a mobile dating application that leverages Facebook to connect you with the opposite sex without you having to muster the courage to make the first move. Nor need you face the fear of rejection. *Shijing Lin (MBA '12), Hiroshi Kitami (MBA '12), Ellie Chang (MBA '12)*

**Thru.im** - Thru.im is a mobile website that lets you transact with any business via free text messaging. The site solves a problem for the growing generation of consumers who want to communicate with businesses and friends the same way - through text conversation. The team is lead by undergraduate BBAs and CSE students who will launch a scaled beta in March 2012. *David Spiro (BBA '12), Chad Stark (BBA '11), Calvin Gee (BS Informatics '12), Cheng Cheng (BS Computer Science Engineering '12)*

**The following teams are finalists for the MBC Erb Award for Environmental and Social Sustainability. They will be presenting their businesses before a separate panel of Erb judges on the morning of Friday, February 17.**

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**Anden Biosystems** - Anden Biosystems designs, manufactures and markets point of use bioreactor systems capable of producing microbial biopesticides and biofertilizers for direct field application, eliminating the need to concentrate and shelf stabilize. Without these non-value added processing steps, substantial biopesticide cost reductions are achievable, enhancing access to safe, effective, and environmentally sustainable crop management products for farmers, particularly organic produce growers. *Matthew Robinson (MSE Chemical Engineering '11), Laura Haselhuhn*

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