

The Polsky Center congratulates the top 10 teams advancing to the final round of the 13<sup>th</sup> Annual Edward L. Kaplan New Venture Challenge (NVC).

<u>Company</u>	<u>Description</u>
<b>Auto Planet</b>	A roadside assistance company that offers 24-hour auto assistance in India. <i>(Global New Venture Challenge Winner).</i>
<b>Bump Technologies LLC</b>	Bump Technologies LLC has developed a universal interface for mobile-to-mobile communications that allows secure information exchange by simply bumping two devices together. <i>David Lieb, Jacob Mintz, Dominic Hofstetter</i>
<b>Card Tag</b>	A secondary marketplace for gift cards, moving gift cards from people who won't use them to those who will. <i>Eric Etu, Benny Joseph, Jennifer Varela, Eileen Buenviaje, Raina Bijlani</i>
<b>In Context Solutions</b>	In Context Solutions is a market research company that utilizes the latest technologies to walk consumer survey respondents through a virtual store to collect analytic data on their behavior, providing analysis to CPG manufacturers and retailers to more effectively market their products at the point of sale. <i>Bob Gillespie, Kanika Agarwal, Jeb Ory, Kristine Wexler</i>
<b>Masala Wala</b>	Masala Wala will serve fast, large portions of delicious, healthy East Indian food in a friendly "fast casual" environment. <i>Rohini Pandhi, Julian Portillo, Ravi Jolly, Aditya Gupta, David Yi</i>
<b>Nine Naturals</b>	The first certified natural hair and skin care line to address the specific health and beauty needs of expecting moms. <i>Nicole Shariatzadeh, Grace Lee, Saad Haider, Rebecca Wennngatz</i>
<b>Optometra</b>	A web-based software company that will provide medical image management technology to small and midsize healthcare providers via a software-as-a-service (SaaS) business model. <i>Greg Foster, Alex Bovee, Russell Stewart</i>
<b>Renovatio Labs</b>	A biopharmaceutical company focused on in-licensing and commercializing non-invasive treatments for unmet medical needs. Renovatio's first therapeutic is for treatment of Type 1 Neurofibromatosis (NF1) benign skin tumors through an in-licensing agreement of a therapeutic developed by Dr. Raphael Lee, Professor of Medicine at the University of Chicago. <i>Troy Baltic, Scott Giles, Sean Barnes, Anne Wong</i>

**Virtual Lab**

Virtual Lab develops solutions that help high tech product developers minimize their Test and Measurement (T&M) equipment costs. Our solution can reduce these costs by over 65% by providing access to a suite of remotely located high end T&M equipment via the Internet. *Puneet Jagralapudi, Srinivas Kodali, Kunal Nagpal*

**VitalApproach**

VitalApproach seeks to become the leading wireless medical telemetry provider in emerging markets. By providing lower acuity, wireless monitoring systems at a high value to cost ratio to medical service providers, VitalApproach helps to save lives by offering a more reliable and clinically efficient way to monitor patients' vitals. *Benjamin Cheng, James Madine, Helmuth Mayer, Ravikant Atreya*