

# 6th Annual StartRight!

## WOMEN'S BUSINESS PLAN COMPETITION WINNERS

# StartRight!

The StartRight! Women's Business Plan Competition, a Rockville Economic Development, Inc. (REDI) program, incents new entrepreneurs to write business plans early on and gives new businesses a boost with cash prizes and publicity, as well as the opportunity for reviews and recommendations from experienced judges. This annual competition is open to 51 percent women-owned companies in Maryland, Virginia and Washington, DC, that have been in business for two years or less. Since its inception, more than 160 entrepreneurs have participated in the program. The 2009 competition drew 40 entrants from diverse fields, including biotechnology, hospitality, IT, fashion, manufacturing, retail and business services. Fourteen first-round judges narrowed the field to eight semi-finalists, who then presented their plans before a panel of four judges.

Throughout the year, REDI holds free educational programming to support and grow new businesses, including monthly business plan writing seminars, which are open to all entrepreneurs but particularly helpful to those preparing for the competition. More information about these classes and the annual StartRight! competition can be found at [www.RockvilleREDI.org](http://www.RockvilleREDI.org).

### THE STARTRIGHT! EAGLEBANK FIRST PLACE WINNER IS...

*Jodi A. Cook, Ph.D.*

**FOUNDER AND CEO**  
**THESIA MEDICAL LLC**  
[www.thesiamedical.com](http://www.thesiamedical.com)



Thesia Medical LLC is developing a family of medical devices to improve the monitoring and care of regional and local anesthesia patients. The company's first product will provide an objective measure of the effectiveness of numbing medications, such as epidurals, without requiring patient feedback. This capability will be particularly useful for patients who cannot communicate effectively, such as infants, children, those with dementia and the unconscious.

Thesia's first product is based on a technology invented at and being licensed from Johns Hopkins University. An engineer at the Applied Physics Laboratory and a pediatric anesthesiologist collaborated on the project.

Jodi Cook was the director of the Hearing Aid program at the Mayo Clinic. She has been in senior management for two startup device companies. She is a 2008 graduate of the ACTIVATE program at the University of Maryland Baltimore County, which trains mid-career women to establish companies with technology from university labs.

The first-round judges saw a solid management team for both the scientific and business sides of the company, as well as a product that met a clear need not already addressed in the marketplace. They also liked the fact that Thesia had already addressed intellectual property issues. The second-round judges were impressed with Cook's excellent oral presentation skills and noted that she understood her market. "She made a compelling case very early in her presentation for why the product would sell [the value proposition]: the rest was elaboration."

As the first place winner, Cook receives the \$10,000 EagleBank cash award, a \$10,000 customized advertising schedule from Comcast Spotlight, one year of virtual incubator membership from the Montgomery County Department of Economic Development and nine months of a customized virtual office solution from Intelligent Office.

### THE STARTRIGHT! SHULMAN, ROGERS, GANDAL, PORDY & ECKER, P.A. SECOND PLACE WINNERS ARE...

*Jessica Hsu and Jennifer Hsu*

**CEO AND PRESIDENT**  
**CLAIRVOYANT TECHNOLOGIES, INC.**  
[www.clairvoyanttechnologies.com](http://www.clairvoyanttechnologies.com)



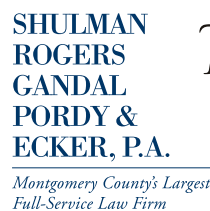
Clairvoyant Technologies delivers interactive educational content to improve the classroom performance of elementary school students. The company's first product is Pi's Kingdom, a digital game-based learning tool that is closely aligned with one of the nation's most widely used mathematics curricula.

Jessica Hsu was a principal engineer and research and development manager at BAE Systems. She has co-authored 12 IEEE research papers with her team and submitted three patent applications. Jennifer Hsu has worked as a management consultant for Accenture and as an independent IT consultant. Both sisters have degrees in both science and business.

The first-round judges say that the plan was very well-written, and they were impressed with the management team and the clear development timeline. The second-round judges say that the Hsus demonstrated extensive knowledge of the market and had a clear expansion strategy for Pi's Kingdom, both geographically and by age group. They liked that the owners understood the need for scalability.

In addition to the \$5,000 cash prize provided by Shulman, Rogers, Gandal, Pordy & Ecker, P.A. the company will also receive six months of a customized virtual office solution from Intelligent Office.

## SPONSORS



## THE STARTRIGHT! WOMEN'S BUSINESS PLAN COMPETITION THANKS ITS JUDGES:

Eileen Casey, Principal, EMC Global  
 Lynne Benzion, Associate Director, Rockville Economic Development, Inc.  
 Sharon C. Cantrell, Vice President, The Columbia Bank  
 Jonathan Chasper, President and CEO, Product Savvy  
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 Rachel Solomon, Tax Attorney, Watkins, Meegan, Drury & Company, LLC  
 Sally Sternbach, Executive Director, Rockville Economic Development, Inc.

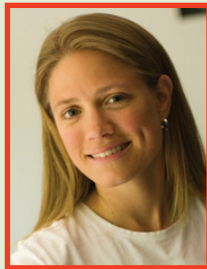
### THE STARTRIGHT! FOSTER, SOLTOFF & LOVE, LTD. THIRD PLACE WINNER IS...

*Lisa Martin*

OWNER

**WELLNESS EVOLUTION, LLC**

[www.WellnessEvolutionStudio.com](http://www.WellnessEvolutionStudio.com)



Wellness Evolution, LLC is a full-service holistic health and fitness studio that provides personalized programming and education to clients. The company incorporates fitness, nutrition, massage therapy, acupuncture, life coaching and cooking lessons into its programs, which will include an on-site café to be added in 2010.

Lisa Martin has 12 years of experience in the health and fitness industry, 10 years of business experience and a degree in dietetics. On the day of the final round of judging, Martin was trapped in an airport by a cancelled flight. She adapted to the situation by e-mailing her PowerPoint to the judges and giving her presentation by phone, with the judges changing her slides on her verbal cues.

"She did it flawlessly, staying poised and effective under stressful circumstances and giving a fabulous presentation," the judges say.

The first-round judges saw a generally well-written plan with the potential to "edge out the competition and rule." The second-round judges say the owner "took a 'me-too' business sector and managed to create something different. She found a way to personalize the gym experience and incorporate other aspects of health and wellness into a person's life. Further, this is done in a very efficient, cost-effective way. She gets maximum utilization of her space, mining the advantages of her fixed assets." They also noted that the business was set up to be scalable, and the owner is already acting on that premise.

In addition to the \$2,500 cash prize provided by Foster, Soltoff & Love, Martin will receive three months of Intelligent Office's customized virtual office solution.

"We are pleased that the StartRight! competition continues to grow over time and attracts a wide variety of stellar female entrepreneurs. We congratulate the winners of the 2009 competition, thank our loyal award sponsors and judges and encourage other early-stage women entrepreneurs to participate in our seminars and prepare for the 2010 competition."

Sally Sternbach, executive director,  
 Rockville Economic Development, Inc.

# SUCCESS

**Congratulations to our clients – named *SmartCEO* magazine's BRAVA! Women in Business Achievement Award winners.**

**Elma Levy**, Chief Management Officer, Dovel Technologies, Inc.

**Canjor Reed**, Chief Executive Officer, Nutrition, Inc.

**Lynette Spano**, Chief Executive Officer, SCI Consulting Services, Inc.

### What's behind success?

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## Rockville Economic Development, Inc Congratulates the StartRight! 2009 BUSINESS PLAN WINNERS



**The EagleBank  
 1st Place Winner is  
 Jodi A. Cook, Ph.D.  
 Founder and CEO  
 Thesia Medical LLC**

**2nd Place**  
 Jessica Hsu, CEO, and  
 Jennifer Hsu, President  
 Clairvoyant Technologies, Inc.

**3rd Place**  
 Lisa Martin, Owner  
 Wellness Evolution, LLC

Check [www.RockvilleREDI.org](http://www.RockvilleREDI.org) for 2010 Contest Details.

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