

## UT Dallas Teams Take 1<sup>st</sup> and 3<sup>rd</sup> Places in CEDIC New Venture Championship

March 27, 2008

Two teams sponsored by The Institute for Innovation and Entrepreneurship at UT Dallas finished “in the money” at the CEDIC New Venture Championship competition held in Arlington, Texas on March 26<sup>th</sup> and 27<sup>th</sup>. The competition, held in connection with the World’s Best Technology Showcase, was sponsored by the Center for Economic Development, Innovation and Commercialization, a cooperative initiative of the twelve universities making up the Big 12 Conference.

First place and a \$10,000 prize went to a medical device company, MicroTransponder, Inc., headed by Will Rosellini. Rosellini received his MBA from the School of Management at UT Dallas in 2003 and is currently enrolled as a Ph.D. candidate in the School of Behavioral and Brain Sciences.

MicroTransponder is commercializing a revolutionary wireless neurostimulation device for the treatment of peripheral nerve pain, based on UT Dallas technology originally developed by Dr. Larry Cauller, an Associate Professor in the School of Brain Sciences. With the first place finish, MicroTransponder also received an invitation to compete in the prestigious 2008 Global Moot Corp Competition sponsored by UT Austin. Dr. Joseph Picken was the faculty advisor.

Third place and a \$2,000 prize went to Pungo, Inc., developers of “Ref for the Deaf”. Winning the top prize in last Fall’s UT Dallas Business Idea Competition, Ref for the Deaf was represented in the CEDIC competition by MBA students Tim Gutschlag and Jonathon Hoak.

Pungo is developing a patented, portable, wearable vibrating device to alert deaf participants in sporting events to the referee’s whistle, buzzer or other signal used to signal a stoppage in play. The device is based on patented technology originally conceived by Celia Beron, currently an 8<sup>th</sup> grade student in the Richardson school system. Celia is the daughter of Kurt Beron, a Professor in the School of Economics, Political and Policy Sciences. Robert Robb was the faculty advisor.

UT Dallas was also represented in the competition by GreenGrid, an electricity brokerage company which offers metering devices to enable the two-way exchange of power between electric vehicles and the power grid. GreenGrid was the winner of the undergraduate division in last fall’s UT Dallas Business Idea Competition. Stephen Dunlap, Ben Morrow and Jackie Timte, all School of Management undergraduates, represented GreenGrid in the competition. Dr. David Deeds was the faculty advisor.

Teams from UT Austin, Texas A&M, Baylor, Oklahoma State, New Mexico, Missouri, and Texas Tech were also represented in the competition.



### ***About The Institute for Innovation and Entrepreneurship at UT Dallas***

The Institute for Innovation & Entrepreneurship at UTD is a collaborative initiative of the schools of Arts and Humanities, Behavioral and Brain Sciences, Engineering and Computer Sciences, Management, Natural Sciences and Mathematics, and Economic, Political and Policy Sciences. The institute supports and complements the traditional roles of the university, with a specific focus on facilitating creativity, innovation and entrepreneurial activity through programs and activities provided both internally and to the external community. The Institute's role is that of a facilitator, catalyst and program sponsor – *leveraging the power of ideas and technology to create new ventures and add economic, social and cultural value to our community.*

For more information on the Institute, please visit its website at <http://innovation.utdallas.edu>.