



UT Dallas Team Wins Four Awards at Rice Business Plan Competition

April 7, 2008

MicroTransponder, Inc., a team sponsored by The Institute for Innovation and Entrepreneurship at UT Dallas, achieved significant recognition at the April 3-5 Rice Business Plan Competition, walking away with four separate awards.

The competition, hosted by the Rice Alliance, is the largest and richest intercollegiate graduate-level business plan competition in the world, attracting 224 entries from MBA programs around the world. Thirty-six teams were invited to Houston to compete for \$675,000 in prizes. Seven teams, including MicroTransponder, advanced to the final round on Saturday afternoon.

In the finals, MicroTransponder competed against teams from Brigham Young University, Carnegie Mellon University, Harvard University, the University of Chicago, the University of Illinois at Chicago and the University of Texas at Austin. Against this outstanding competition, MicroTransponder was recognized by the Houston Private Equity Association for the Best Written Business Plan and by Fairway Technologies as the Best Medical Device Company. The team finished fourth in both the Elevator Pitch and the overall competitions, bringing home \$10,750 in cash prizes.

MicroTransponder is headed by Will Rosellini, currently enrolled as a Ph.D. candidate in the School of Behavioral and Brain Sciences. Rosellini received an MBA and an MS in Accounting from the School of Management at UT Dallas in 2003. The team also included Ali Abassi and Charles Lusk, both MBA students at Rice. Dr. Joseph Picken, Executive Director of the Institute for Innovation and Entrepreneurship at UT Dallas was the faculty advisor.

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 Behavioral and Brain Sciences.

Last week, MicroTransponder won the Big 12 CEDIC Business Plan Competition and received an invitation to compete in the prestigious 2008 Global Moot Corp Competition sponsored by UT Austin on May 1-3.

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>.