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Finalists Selected in Grow Utah Ventures Northern Utah 'Concept to Company' Contest

-The contest garnered over 150 entries with eight finalists making the cut and moving one step closer to the grand-prize-

SALT LAKE CITY, July 19, 2011 – Eight Utah companies are one step closer to turning their businesses dreams into business realities.

[Grow Utah Ventures](#) and [Zions Bank](#) today announced the finalists in its [Northern Utah 'Concept to Company' Contest](#). The focus of the contest is general technology. This installment of the contest franchise marks the tenth contest and the first to focus on general technology in Northern Utah. The contest garnered 158 entries.

One grand-prize winner and two runner-up winners will be selected. Winnings for the grand-prize will be up to \$18,000 in cash and services while the runners-up will each receive up to \$8,000 in cash and services. Service prizes are being offered from Kunzler IP Law, Forthgear Marketing, Ballard Spahr Law, and Advanced CFO Solutions. The cash prize is being offered by the NorthFront Business Resource Center and SEED Weber-Davis-Morgan.

Contest Finalists:

- **Circle Five** – Active Reviews by Circle Five is a unique system to help home service companies gather real time customer reviews at the customer's home. The system improves customer service and also quickly disseminates the reviews through social media outlets to increase word of mouth marketing and sales revenue.
- **VuTherapy** – VuTherapy has developed a unique secure online system for remote psychological therapy. This allows patients to search for therapists online and receive effective therapy from their own home. Because of stigmas or geographical remoteness, several hundred thousand patients seek online therapy each month without a current solution. VuTherapy's system seeks to change that.
- **MyWeightLossTeam.com** – MyWeightLossTeam.com has developed a unique, interactive, and fun online social network system to treat obesity and Type II diabetes using cognitive behavioral therapy. The system uses a proprietary team matching algorithm to group members according to similar challenges and underlying issues. This allows users to find mutual support and accountability in an online setting. This will help prevent the Obesity and Diabetes epidemic and decrease medical costs associated with these illnesses.
- **Golf Compete** – Golf Compete is an application that connects golfers and golf courses and allows golfers to book outings with friends quickly by leveraging their social networks. It allows golfers to receive lower green fee rates according to the size of their groups and it improves revenue for golf courses by filling more tee-times. The system is also a back-end architecture for online scheduling and booking for golf courses.
- **Avenida Information Technology LLC** – AveNSight is a comprehensive solution for project engineering and management. It utilizes traditional and mobile platforms to provide accurate activity tracking, monitoring, alerting and early identification of problems threatening project success.
- **Savantis LLC** – Savantis has developed a proprietary thermal barrier coating for the interior surface of engine exhaust pipes. In testing, the coating has reduced heat penetration by 35 percent and increases fuel efficiency by 25 percent.

- **SquareServer** – SquareServer has developed a unique smartphone application that enhances calls by enabling data transfer between participants. This allows customer service centers to show callers their billing statements, account history, etc. on their phone during the call. Callers waiting in the call queue can also see their own account info and notes from previous calls.
- **Kalood** – Kalood is a "daily-deal" customer feedback system that gives retailers the ability to measure advertising efficiency before spending money. It also provides consumers discounts on products and services they actually want rather than receiving hundreds of deals they don't want.

Finalists will present their ideas to a panel of industry judges on July 20, 2011 at the NorthFront Business Resource Center located in Kaysville, Utah at 450 S. Simmons Way on the Davis Applied Technology Center campus. Following finalist presentations and panel deliberation, one grand-prize winner and two runner-up winners will be selected. The awards ceremony will take place at approximately 3 p.m. and is open to the public.

“We are impressed with the quantity of entries but it’s the quality that awed us,” [said T. Craig Bott, president and CEO of Grow Utah Ventures](#). “As these contests progress we are witnessing the evolution of the Utah entrepreneur in regards to preparedness and business savvy. It’s remarkable and speaks volumes to Utah’s entrepreneurial and innovative spirit. These finalists exemplify this ingenuity and we are confident they will become viable Utah businesses.”

The "Concept to Company" competitions are ongoing innovation contests held in various regions across the state of Utah. The main objectives of the contests are to encourage and support Utah's entrepreneurial innovators with the intent of helping them turn their concepts into a company. Each competition focuses on the unique entrepreneurial strengths of that particular region. To date, the contests have distributed more than \$430,000 in prize money/services and helped over 28 companies bring their business ideas to fruition.

Another contest, focusing on medical innovations, is scheduled to kickoff in August. For more information on this and other Concept to Company contests visit www.ConceptToCompany.org.

About Grow Utah Ventures

Grow Utah Ventures, is a privately funded not-for-profit organization dedicated to stimulate, unlock and develop the entrepreneurial talent and early stage business opportunities for value creation across Utah. Comprised of a team of successful and experienced entrepreneurs, business leaders and private investors, Grow Utah Ventures accomplishes its mission by identifying, selecting and recognizing accomplished and promising Utah entrepreneurs, Building a statewide community of outstanding entrepreneurs and those interested in promoting entrepreneurial development, Partnering with organizations, companies and investors seeking to support Utah’s best entrepreneurs, Rallying community leadership and financial resources to support entrepreneurial development. For more information about Grow Utah Ventures, visit www.growutahventures.com.

About Zions Bank

Zions Bank is Utah’s oldest financial institution, and is the only local bank with statewide distribution of branches, operating 114 full-service branches throughout Utah. Zions Bank also operates 24 full-service branches in Idaho, and nearly 200 ATMs throughout Utah and Idaho. In addition to a wide range of traditional banking services, Zions offers a comprehensive array of investment and mortgage services, and has a network of loan origination offices for small businesses nationwide. The company is also a

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leader in providing electronic banking services, including electronic municipal bond trading. Founded in 1873, Zions has been serving the communities of Utah for more than 135 years. Additional information is available at www.zionsbank.com.

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