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## Brigham Young University team wins U of O business plan contest

by The Oregonian  
Monday April 13, 2009, 11:13 AM

KT Tape from Brigham Young University won the 2009 New Venture Championship, a business plan competition held by the Charles H. Lundquist Center for Entrepreneurship of the University of Oregon, and was awarded \$50,000.

Twenty teams of graduate students from universities around the world, including China and Thailand, competed in Portland in the three-day competition, which ended Saturday. This is the 18th annual New Venture Championship

KT Tape's business plan is to bring kinesiology tape to the consumer market through preexisting retailer relationships and a business-to-business distribution model.

Winning the New Venture Championship means entry in the 2009 Moot Corp Competition, a business-plan contest held at The University of Texas at Austin. However, since KT Tape already qualified for Moot Corp by winning the Venture Challenge contest at San Diego State University, the Moot Corp entry will instead go to the second place team, Gyan from Northwestern University. That team also gets \$10,000.

Third place finisher, Integrated Diagnostics from the University of California, Berkeley, receives \$5,000, and two runner-up teams, Castor & Pollux of Chulalongkorn University in Thailand and Gold Plus from Thammasat University in Thailand, each receive \$2,500.

necoPlastics from University of Louisville won \$1,000 for first place in the Tektronix Trade Show Award and \$1,000 for first place in the Tektronix Elevator Pitch Award.

In the Oregon Entrepreneurs Network Lightning Round, Focal Pop from University of Texas at Austin won \$1,500, GeneWeave from Cornell University won \$1,500, GroundUp Biosolutions from University of Arkansas won \$1,500, Interactive Fan from University of Oregon won \$1,500 and necoPlastics won \$1,500. All other teams competing were awarded \$750 as runners-up.

For more information on the New Venture Championship go to [www.oregonnvc.com](http://www.oregonnvc.com).

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