TEA names finalists for 2013 Business Plan Competition

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Tulane startups in nutrition, medical technology and public health will compete for $50,000 next month in the Tulane Entrepreneurs Association's (TEA) 13th annual Tulane Business Plan Competition.



> The 13th annual Tulane Business Plan Competition will take place on Friday, April 19, 2013, at the A. B. Freeman School of Business.

TEA announced finalists for the business plan competition, which is open to student innovators from around the world, as well as the Domain Companies New Orleans Entrepreneur Challenge, which awards $20,000 to the best plan for New Orleans-

based venture with strong growth potential and positive local impact.

Tulane Business Plan Competition finalists include: Be Well Nutrition, a nutritional beverage startup; Humanure Power, which aims to provide sustainable sanitation and electricity to rural India; and TRUE-See Systems, a healthcare venture that has a new high-resolution digital system for diagnostic imaging. While 51 companies from 21 universities and four countries entered the contest, this is the first year that all finalists are from Tulane.

Finalists for the Domain Companies Challenge include Be Well Nutrition, TRUE-SEE Systems and Haystack EDU, an online platform to help connect schools and teachers.

Both contests focus on ventures committed to conscience capitalism, which is based on the belief that a business can benefit both the community and major stakeholders.

“In today’s world, young business leaders are looking for ways to do business better, while making a bigger, sustainable impact. That is why our competition awards those with the best plans to achieve all around conscious capitalism – maintaining high standards and integrity, while serving itself, its employees, investors, the community and the entire world,” said TEA President Callan Maumus. “The companies chosen as finalists represent the value of conscious capitalism and know that the pursuit of a higher purpose is mandatory in doing business in today’s global marketplace.”

All finalists will present their plans to judges in a live event starting at 8:30 a.m., Friday, April 19, at the A. B. Freeman School of Business. The event is free and open to the public. For more information, visit www.tea.tulane.edu.