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Business students go for gold at Tulane

*Teams experience
real-world scenarios*

By Jen DeGregorio
Business writer

The \$20,000 prize was apparently just a small part of what drew 86 submissions from five nations to apply to Tulane Uni-

versity's 9th annual Business Plan Competition, the final round of which was held on Friday.

"The publicity is amazing," said Jordan Greer, a business student at University of Arkansas who was on one of the two winning teams. "We're really getting our name out."

Greer's group, Tears for Life, wants to commercialize a technology that can detect breast cancer in its early stages

"These competitions allow for the exposure of leading-edge technologies to investors who are interested in starting companies."

Team member TONY LONDON

by analyzing proteins found in women's tears. Like its competitors, Tears for Life has already gone far beyond the realm of ideas. The \$20,000 from Tulane will supplement start-up cash the team has already amassed from grants and other sources, including prize money from other business-plan competitions.

Tony London, whose Hydro-Coal Technologies LLC was one of two teams to face off against

Tears for Life, described Tulane as a stop on the nation's "business-plan circuit." HydroCoal, which wants to develop clean coal into a commercial fuel, just returned from the Moot Corp competition at the University of Texas at Austin. London, a part-time graduate student at Kenesaw State University in Georgia, called Moot Corp the "Superbowl of business-plan competitions."

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