



Digital Rochester

**For Release on May 7, 2009**

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## **FINALISTS SELECTED IN BUSINESS PLAN CONTEST**

Rochester, NY – Five startup companies have been selected as finalists in the 2009 Rochester Regional Business Plan Contest, from a field of 34 applicants that initially entered the competition in March. The finalists will compete for more than \$50,000 in cash and prizes on May 15<sup>th</sup>. The finalists are: Clinical Insight Systems, Generonix, MicroGen Systems, SweetWater Ethanol, and Tenrehte Technologies.

“The organizing committee was very impressed with the quality of companies participating in this contest,” said James Senall, president of High Tech Rochester. “Entrepreneurship is alive and well here in Rochester, and any one of these five finalists could become the next great success story of our region.”

The finalists will present their businesses to an expert panel of judges the morning of May 15<sup>th</sup>, and the winners will be announced later that same day at the First Annual Celebration of Entrepreneurship Luncheon, at the Hyatt Regency Hotel, 125 E. Main Street in downtown Rochester. Each of the five contest finalists will receive some combination of cash or services prizes, to help accelerate their growth. The first place prize includes \$25,000 cash.

Tickets for the Celebration of Entrepreneurship Luncheon are \$45 per person, and available through the High Tech Rochester website at [www.htr.org](http://www.htr.org). The finalist presentations will take place from 9:00 - 11:00 a.m. at the Hyatt., and are open to the public free of charge. RSVP to attend the finalist presentations at [info@htr.org](mailto:info@htr.org) or call 585-214-2400.

The Rochester Regional Business Plan Contest is a collaborative initiative aimed at stimulating more entrepreneurial activity in the nine-county, Greater Rochester Region. The organizing committee includes Digital Rochester, High Tech Rochester, Greater Rochester Enterprise, Nazareth College School of Management, Rochester Institute of Technology, and the University of Rochester Simon Graduate School of Business.

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**About Digital Rochester**

Digital Rochester (DR) is a community of approximately 5,000 technology professionals and entrepreneurs from across the Upstate New York region working together to strengthen and grow the tech sector. With membership drawn from IT, telecom, engineering, optics, high tech manufacturing and the life sciences, DR's events and community services include an array of networking, educational, entrepreneurial and economic development activities designed to serve a broad spectrum of participants. Digital Rochester was named New York State's 2003 Small Business Not-For-Profit Organization of the Year. For more information, go to [www.digitalrochester.com](http://www.digitalrochester.com).

**About High Tech Rochester**

High Tech Rochester (HTR) is a not-for-profit organization focused on regional economic development in the technology and high growth business sector. HTR assists the development of new and emerging businesses through its business incubators, the Lennox Tech Enterprise Center and the Rochester BioVenture Center. Through its Manufacturing Extension Partnership, one of nearly 350 MEP locations across the country, the organization improves the competitive position of small manufacturing firms.

High Tech Rochester receives significant financial support from the New York State Foundation for Science, Technology and Innovation (NYSTAR®), New York's high-technology economic development agency, and the National Institute of Standards and Technology (NIST) Manufacturing Extension Partnership (MEP). HTR serves as NYSTAR's designated Regional Technology Development Center for the Finger Lakes region. Learn more at [www.htr.org](http://www.htr.org).

**About Greater Rochester Enterprise**

Greater Rochester Enterprise (GRE) is a public-private partnership established to professionally market the Rochester metropolitan region as a competitive, high-profile place for business location and growth. Its efforts support business attraction and expansion, as well as entrepreneurship and innovation. GRE collaborates with businesses, universities, not-for-profit organizations and government leaders to ensure a unified approach to regional economic development. For more information, please go to [www.RochesterBiz.com](http://www.RochesterBiz.com).

**About Nazareth College School of Management**

The mission of the School of Management is to prepare students to become responsible leaders with the ability to contribute sustainable value for both business and society. This is accomplished through learner centered programs that are global, ethical and entrepreneurial in orientation.

Nazareth has offered management education programs for over 65 years. The Nazareth SOM offers undergraduate degree programs in accounting, business administration, business and marketing education, economics, international business and information technology. In addition, the SOM offers graduate degree programs in accounting, business education, human resource management, and management. Learn more at [www.naz.edu](http://www.naz.edu).

**About Rochester Institute of Technology**

Rochester Institute of Technology, internationally recognized as a leader in computer, engineering, imaging technology, business, fine and applied arts, and education of the deaf, is a proud sponsor of the Rochester Regional Business Plan competition and is committed to promoting entrepreneurship within the greater Rochester region. Visit [www.rit.edu](http://www.rit.edu) to learn more.

**About University of Rochester Simon Graduate School of Business**

The Simon School prides itself as the place Where Thinkers Become Leaders™ and is currently ranked among the leading graduate business schools in the world in rankings published by the popular press, including BusinessWeek, U.S. News & World Report, The Wall Street Journal, Financial Times and Forbes. For example, the Financial Times recently rated the School 2nd in the world for finance and 5th in the world for managerial economics. More information about the Simon School is available on the World Wide Web at [www.simon.rochester.edu](http://www.simon.rochester.edu).