

Saturday, May 19, 2007

## **Bone cancer treatment wins UCI business plan contest**

**Prizes totaling \$30,000 reward best potential fast-growth businesses.**

By JAN NORMAN  
The Orange County Register

**Bone-Rad Therapeutics**, which promises cheaper, more effective treatment for bone cancer, won the \$15,000 first prize in Friday's finals of the 2007 **Stradling Yocca Carlson & Rauth** Business Plan competition at the University of California Irvine.

Orange County Register readers also voted Bone-Rad as the people's choice, based on 30-second videos posted on ocregister.com over the past week.

Seventy-five teams started the competition in January. Forty of them submitted papers describing their concepts, and 20 teams gave oral presentations Friday. Judges evaluated the plans based on the company's potential for high growth, degree of sustainable advantage over competitors, degree to which the plan is easily understood and believability of the oral presentation.

For the first time, Register readers got to vote along with equity investors, local executives and experts in new ventures.

Runners-up in the overall competition were **Goobay**, an online textbook barter Web site, second place, \$7,500; and **Digital Effusions**, a social networking Web site based on events, third place, \$5,000. The best plan from a team of undergraduate students was **ARA/Liffy**, fast-food ordering application for cell phones. The best overall concept paper was submitted by **Innovonix LLC**.

Also, Tech Coast Angels based in Laguna Hills will allow the winners plus **Eye Delivery Systems**, painless medications in the eye, and Innovonix to make presentations to the group's equity investor-members for possible funding.

**Contact the writer:** 714-796-7927 or [jnorman@ocregister.com](mailto:jnorman@ocregister.com)