

For Immediate Release
November 2, 2011

CONTACT:

MTEC SmartZone
600 E. Lakeshore Drive
Houghton, MI 49931
Phone: (906) 487-7000

MEDIA & PHOTO CONTACT:**Karyn Olsson**

Marketing Department, Inc.
616 Shelden Avenue, Suite 207
Houghton, MI 49931
Phone: (906) 483-2000
karyno@marketingdepartmentinc.com
www.marketingdepartmentinc.com

ABOUT MTEC SMARTZONE

The mission of MTEC SmartZone is to provide technology-based facilities, resources and programs to high-growth entrepreneurs and companies that increase employment, income, wealth and recognition in the U.P. communities where we serve. Our vision is having integrated economic development of the region that includes a vibrant technology sector, driving Michigan's technological leadership and economic growth with sustainable opportunities for companies and their employees to prosper. More information is available at www.mtecsz.com

ABOUT THE MEDC

The Michigan Economic Development Corporation (MEDC) is the State of Michigan's one-stop resource for businesses seeking to grow in Michigan. Whether it's an expansion, a relocation, or even a concern with another agency of state government, the MEDC can help. From site location assistance to job training grants, from help with permits to tax abatements, we're the state's economic development corporation. More information is available at www.themedc.org.

SmartZone is a service mark of Michigan Economic Development Corporation.

Michigan Tech Students Advance to Accelerate Michigan Competition

HOUGHTON, Michigan (November 2, 2011) – Michigan Technological University students Travis Beaulieu and Joel Florek are semi-finalists in the Accelerate Michigan Innovation Competition. Beaulieu and Florek will compete in Ypsilanti, Michigan, beginning November 16 for the \$25,000 grand prize. The team will present with their business idea, AsfalMed.

Accelerate Michigan Innovation Competition is a business plan competition for companies and students designed to highlight Michigan as a great state for innovation-based business growth. The pair will create a three-minute video for their business plan to be sent before November 7 and judged in advance. Starting on November 16, the final round of competition will involve an eight-minute PowerPoint presentation.

Jim Baker, Executive Director of Innovation and Industry Engagement at Michigan Tech, states, "In addition to the prospect for winning prize money, participating in competitions such as Accelerate Michigan Innovation provides valuable networking and mentoring opportunities to early stage companies. Even the companies that don't win will be much more likely to succeed as a result of the experience and exposure they receive through participating."

AsfalMed uses encrypted Quick Response (QR) codes strategically placed on ID cards, to instantly allow medical personnel and first responders access to someone's pertinent medical information. The technology requires a smartphone and mobile application. The team is utilizing resources and support from MTEC SmartZone's Entrepreneur Support Center (ESC) to develop their company.



For Immediate Release
November 2, 2011

Beaulieu is also an employee of ESC, serving as technology assistant. “I decided to enter the competition after viewing an Accelerate Michigan Innovation Competition information flier shared by Jim Baker. He forwards many announcements for entrepreneurial competitions; they seem to be one of the best ways to get students to step out of their comfort zone and jump into the idea of creating their own start-up.”

The team is also networking with fellow ESC student-company Clever Cloud Computing, for assistance creating the software necessary for their mobile app.

Beaulieu is an applied physics major with a concentration in entrepreneurship and a minor in mathematics. Florek is a first-year engineering major and a member of the Pavlis Institute for Global Leadership.

A single team representing Michigan Tech will compete in the Accelerate Michigan Innovation Competition on November 16.

For more information about Entrepreneur Support Center, please visit: www.escenter.biz
For more information about Accelerate Michigan Innovation Competition, please visit:
www.acceleratemichigan.org

