



## TiECon Midwest 2010 Unveils List of Elite Entrepreneurs: TiE20 Winners

### *Winners Include 11 Michigan Firms, Will Be Showcased Oct. 29*

Farmington Hills, MI, Oct. 25, 2010: [TiECon Midwest 2010](#), Michigan's largest conference on entrepreneurship and presented by [TiE Detroit](#), today announced the winners of the TiE20 Midwest Industry Awards. Selected from more than 1,000 nominated companies, the winners represent the most enterprising startup companies in four focus segments: Internet, Media, Mobile and Software. The TiE20 winners will be honored with awards of excellence at TiECon 2010 on Fri., Oct. 29, 2010, at 7:30 p.m at The Henry in Dearborn. A full list of the TiE20 winners is available at <http://www.tieconmidwest.org/tie20-winners.html> (see list that follows).

While the TiE20 winners are diverse in terms of size, progress, maturity and location, they share a common thread of innovation, ingenuity, strong management teams and overall quality of ideas. "The Detroit chapter of TiE introduced TiE20 Midwest Industry Awards last year to great success that gave increased visibility and connectivity to our winners. Even this year, we have received an overwhelming response," says Mateen Syed and Luxmi Dutt Sharma, TiE20 Chairs.

"TiE20 is turning into a prestigious award. TiE20 winners represent the finest in entrepreneurship and serve as role models for all entrepreneurs aspiring success in this dynamic and demanding marketplace," says Tel Ganesan, [TiE Detroit](#) president. The Detroit chapter sponsors the annual conference and awards.

The TiE20 judging process was designed with meticulous planning, screening and judging by prominent entrepreneurs, venture capitalists, corporate executives and other domain experts. TiE is also pleased to acknowledge the nominee companies and those who contributed to the TiE20 selection process by publicly voting for the 40 finalists. Over 1,000 votes were cast for 40 finalists in a little over two weeks, helping to narrow the field down to the 20 winners. TiE20 winners will present their companies in a live showcase over the two days of TiECon Midwest 2010, on Oct. 28 and 29 at The Henry Dearborn. In addition to being featured at TiECon Midwest 2010, the TiE20 will also receive ongoing support and increased visibility throughout the year.

"To be nominated to the TiE20 and voted upon is a great honor. The winners brings with them quality of ideas across each vertical segment and helped to revive the entrepreneurial spirit in the region," said Tel Ganesan.

### **TiE20 Winners 2010**

#### **Internet Category**

AdaptivePortal (Minneapolis, MN)  
BodegaBid (Ann Arbor, MI)  
Ergun Technologies / OwnPos (Ann Arbor, MI)  
InXero Inc.(Austin, TX)  
Joomag (Calif.)

### Media Category

Dingora (Bloomington, IN)  
DSLMI (Ann Arbor, MI)  
Learning Interfaces (Grand Rapids, MI)  
Metro Woman (Rockwood, Mich.)  
Michigan Film Reel (Grand Rapids, MI)

### Mobile Category

App Discover (Redwood Shores, CA)  
Bipper (New Jersey & Norway)  
GoPoint Technology (Rochester Hills, MI)  
MacroView Labs (San Francisco, CA)  
Waze (Palo Alto, CA)

### Software Category

ERT Systems LLC (Ann Arbor, MI)  
Gimigo  
OntoMed LLC (Ann Arbor, MI)  
Ordered List (South Bend, IN)  
Shepherd Intelligent Systems (Ann Arbor, MI)

Online registration and more information are immediately available for TiECon Midwest 2010 at <http://www.tieconmidwest.org/> For more information about the conference, please contact Jessica Matthews, Conference Coordinator, TiE Detroit (248) 254-4013 or via e-mail at [jessica@tieconmidwest.org](mailto:jessica@tieconmidwest.org).

### About TiE20

*The TiE20 award is presented by TiE, a global, not-for-profit, non-political, and non-religious organization dedicated to fostering entrepreneurs across its international network sponsored by top venture capital firms and Fortune 500 corporations. TiE 20 is an elite group of Top 20 Early Stage Startups recognized and awarded from among hundreds of nominees at the annual TiECon Midwest, a TiE Detroit annual flagship and signature event.*

### About TiECon Midwest 2010

*TiECon Midwest is Michigan's Largest Conference on entrepreneurship, designed for the Innovative Entrepreneur who thinks creatively, innovatively and resourcefully to create their own future regardless of economic conditions and uncertainties. TiECon Midwest 2010 provides a unique opportunity to exchange ideas, explore new businesses, discuss emerging technologies, share growth strategies and obtain insight from global business leaders, community leaders and worldwide experts. For more information, visit <http://www.tieconmidwest.org/>*

### Press Contacts:

Tel K. Ganesan  
(248) 254-4013  
[tel.ganesan@detroit.tie.org](mailto:tel.ganesan@detroit.tie.org)

Sue Voyles  
Logos Communications, Inc.  
734-667-2005 / [sue@logos-communications.com](mailto:sue@logos-communications.com)