

FINANCE AND COMMERCE

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Packet Power a finalist in Minnesota Cup race

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Packet Power got a publicity boost last week when the tech startup was selected as one of six division winners in the Minnesota Cup, an annual statewide entrepreneurs' contest.

The contest, which began with more than 1,000 applicants this year, is designed to seek out, support, celebrate and promote Minnesota's newest and most innovative business ideas. Packet Power won in the "Clean and Green" category.

Other 2009 division winners are:

General division: Drazil Juice, which has created a drink for kids that blends 100 percent fruit juice with caffeine herbal tea, a natural source of antioxidants.

High Tech division: Alvenda, which has created a commerce-enabled advertising network.

BioScience division: Pursuit Vascular, Inc., which is developing a disposable device to reduce hemodialysis catheter-related infections.

Student division: ManCave Worldwide, which provides products ranging from bottle openers to beer mugs to grilling instructions.

Social Entrepreneur division: Rural Renewable Energy Alliance, whose goals include helping low-income families save money while also reducing carbon and other greenhouse gas emissions.

"The 2009 Minnesota Cup has generated some of the most inventive new business ideas in the contest's history," Scott Litman, Minnesota Cup co-chairman, said in a statement.

The six division winners will compete for the grand prize Thursday, at the McNamara Alumni Center on the University of Minnesota's Minneapolis campus. The event is scheduled to start at 5 p.m. Winners of this year's competition will receive more than \$130,000 in prizes, as well as consulting services from leaders in finance, accounting, legal and management-support services.

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