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## E-commerce startup Alvenda wins MN Cup

Minneapolis / St. Paul Business Journal - by [Kathy Grayson](#), Staff Writer

**Alvenda Inc.**, a tech startup that helps companies open e-commerce stores at multiple locations across the Web, has been named winner of the Minnesota Cup competition.

Minneapolis-based Alvenda will receive a total of \$40,000 in seed capital, as well as free legal, management consulting and financial services support.

The Minnesota Cup is a competition that awards “breakthrough” business ideas.

Alvenda is led by Wade Gerten, a former executive at Retek Inc. Its executive team also includes Brian Howe, who was a former marketing chief at Target.com. The firm’s technology allows companies to offer e-commerce services on social networking sites, providing an alternative to simply posting ads that link back to one e-commerce site.

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