



## Cincinnati Innovates competition launches May 1

Four-month online contest is aimed at inspiring entrepreneurship

*Eight prizes awarded worth \$50,000; top prize is \$20,000*

Cincinnati is one of the most innovative cities in the world. It boasts one of the highest rates of patent applications per capita in the country. Did you know the Uno card game, the Swiffer, the Heimlich maneuver, Benadryl, the oral polio vaccine, the iron lung, the first ambulance service, Ivory Soap, Pringles, the gas mask, and the 3-light traffic signal were all invented in Cincinnati?

**Cincinnati Innovates is a regional innovation competition** aimed at channeling this innovative spirit into creating companies, connecting inventors and investors and inspiring entrepreneurship.

"The best innovations come from the most unexpected places," says Elizabeth Edwards, a venture capital investor at Neyer Holdings, which is launching the competition with partners Taft Stettinius & Hollister law firm and CincyTech. "The challenge, then, is finding those great ideas.

"As investors, we are constantly seeking out the next big thing – the cool new product, the breakthrough processes. Cincinnati Innovates is a chance to bring those ideas out of the labs, garages and offices all over the city and connect inventors with the resources to turn those ideas into realities."

The competition is open to anyone with an idea or an invention who has a connection to the 15-county Greater Cincinnati MSA.

To enter, a participant should visit [www.cincinnatiinnovates.com](http://www.cincinnatiinnovates.com) and:

1. **Enter** a short description of their innovation – product, business, idea – and upload pictures, video, sketches, or other media to help explain and showcase it.
2. **Tell their friends** about it. The Community Choice Award is driven by online votes.

### Details:

- The competition is open online at [www.cincinnatiinnovates.com](http://www.cincinnatiinnovates.com) from **May 1-Sept. 1, 2009**.

- **Anyone can enter** – any age, background, level of expertise.
- **Any type of innovation** is welcome – product, device, business process, etc.

### Awards

#### Commercialization awards sponsored by CincyTech

\$20,000, \$10,000, and \$5,000

#### Patent Awards sponsored by Taft Stettinius & Hollister

\$10,000, \$2,500, and \$1,000  
(in-kind pro-bono legal services\*)

**HYPE! Community Choice Award:** \$2,000

**Student Innovator Award:** \$1,000

#### What's next:

Judges, including investors and experts from all industry backgrounds, will select the best innovations of 2009 for the top awards.

Awards will be announced at a ceremony on **Sept. 18** at the Contemporary Arts Center in downtown Cincinnati.

#### A word about our sponsors:

Our sponsors are committed to driving the long-term economic growth of Cincinnati through innovation. To find out more about how they are helping create new technologies, fund start-up companies, and create lasting change in the region, visit [www.cincinnatiinnovates.com](http://www.cincinnatiinnovates.com) and click on sponsor details.

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*\*Pro-bono legal services applied toward patent applications and prosecution; subject to Ohio legal ethics rules and other terms and conditions. See official contest rules for details.*