

# Five finalists named in Rochester Regional Business Plan Contest

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The list of local startup companies vying for the top award in the 2010 Rochester Regional Business Plan Contest has been narrowed to five.

The finalists came out of an original field of 25 applicants that entered the contest in February.

The finalists are Exiscan, FloodWatch, Tenrehte Technologies, Wi3 and TopDown Images.

The winner will be announced April 30 during a Celebration of Entrepreneurship lunch, to be held at noon at the Hyatt Regency Hotel Rochester.

Keynote speaker will be Mark Gentile, CEO and founder of Odyssey Software Inc., which won the first Rochester Business Plan Contest.

The winning company will receive more than \$50,000 in cash and prizes. The finalist presentations of their business plans will be from 9 to 11 a.m. April 30 at the Hyatt, with the presentations open to the public.

Tickets for the luncheon are \$45 each. To register for the lunch or to attend the finalist presentations, go to [www.htr.org](http://www.htr.org), the Web site of High Tech Rochester.

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