

# INTEL GLOBAL CHALLENGE AT UC BERKELEY (IGC 2010)

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On November 18, 2010, Intel announced the winners of the 6th Annual Intel Global Challenge at the Haas School of Business, at the University of California in Berkeley, CA. This year 27 finalist teams from 19 countries teams presented business plans that reflect groundbreaking work in such fields as healthcare, technology, environment and education. These plans include solutions for alternative energy, waste management, early detection of breast cancer, food-borne diseases, online education and human computer interaction technology.

## **First-Place Winner: OsComp Systems (Dominican Republic)**

OsComp Systems (OCS) has invented a breakthrough, patent-pending technology that reduces operating and capital costs for natural gas compression by over 30%. Compression costs affect the entire natural gas supply chain from wellheads all the way to the end user. Worldwide, natural gas compressors consume more than USD200 billion in fuel/electricity and generate more than 340 million tons of CO2 each year. Sales of natural gas compressors is a USD7.2 billion per year market (2010) and is expected to grow more than 8.7% per year for the next decade. OCS makes marginal gas wells profitable once again, and increases the margins from already profitable ones. Compression is needed at the wellhead to enhance production, among other uses. OCS has confirmed that packagers and leasing fleet operators are willing to adopt our technology after successful field trials and long-term durability projections.

<http://www.oscomp-systems.com/>



## **Second-Place Winner: Magoosh (United States)**

Magoosh is disrupting the three billion dollar test preparation market with personalized test preparation delivered through videos on any device. Magoosh is different in its mode of teaching: students learn through short-form videos that deliver content according to each student's strengths and weaknesses. The key benefits to the student are effectiveness (the personalized videos create an experience that is like having a personal tutor on demand), convenience (since the student can learn anywhere, anytime, on any device), and affordability (since Magoosh costs a fraction of the thousand dollars or more that is normally spent on a class). Magoosh product sales have exceeded ten thousand dollars in each month over



September and October of 2010. Students from over one hundred and fifty countries have learned with Magoosh products.

[www.magoosh.com](http://www.magoosh.com)

### **Third-Place Winner: ADTELLIGENCE**

ADTELLIGENCE provides the leading advertising targeting platform for the social web. Social networks, Web 2.0 sites, and social web providers can monetize their platforms more effectively by using their members' real interests, demographics, and geographic information - matching them with the most relevant ads - all within a fully automated closed-loop marketing process for advertisers. We unify self-service ad-booking, ultra-precise user profile targeting based on real data, payment, monitoring, analytics, and market intelligence into a fully automated SaaS solution that runs on cloud computing. Our superior targeting technology enables advertisers to precisely target their advertising and increase online shop revenues using real data from social network users or single sign-on services like Facebook, Connect, and Open Social.

<http://www.adtelligence.de/>

