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## Newregen Inc. wins women's business plan competition

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of Baltimore-based Newregen Inc. Appel's company has developed an arm-training

Economic Development's Virtual Incubator program.

Now in its fourth year, the annual StartRight! Women's Business Plan Competition had its biggest field of contenders in 2007, with 40 female entrepreneurs vying for the \$10,000 first-place prize.

The contest was created by Rockville Economic Development Inc. as a way to get seed money and recognition to businesses at least 51 percent women-owned. This year's field included 40 applicants from Maryland, Washington and Virginia. The awards were handed out at the annual 2007 Women in Business Conference and Tradeshow in Rockville on Friday.

This year's winner was Kris Appel, founder and president



Above - The winners of the 2007 StartRight! Women's Business Plan Competition are, from left: Kris Appel, founder of Newregen Inc., first place; Tia Gao, co-owner of Aid Networks LLC, second place; and Cheryl Staab, of DogCentric Inc., third place.

device meant to help victims of stroke-induced paralysis regain arm function. The product is scheduled to hit the market in the last quarter of 2007.

As the top winner, Appel received a \$10,000 award from Eagle Bank and a chance to join the Montgomery County Department of Business and

Rockville-based Aid Networks LLC, and its two founders, received the competition's second-place prize for a wireless monitoring system for medical devices. Tia Gao and Cassidy Newgen received a \$5,000 check from AEPCO.

The third entrepreneur to be recognized at the conference was Cheryl Staab, owner of DogCentric Inc., a

Rockville-based dog-walking service. Staab's company offers professional dog-walking services to clients in Southern Montgomery County and Northwest Washington.