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Kiger's notebook

By Jeff Kiger, Post-Bulletin business columnist

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August 27, 2007

Mayo Clinic doc = Minn. Cup finalist

It looks like Mayo Clinic's Dr. James Levine is making some progress with his anti-obesity company.

Last year he was a semi-finalist in the Minnesota Cup competition of "Minnesota's newest and most innovative business ideas."

This year his firm, Muve Inc., was named as a finalist on Friday. Here's the description from the Cup group:



Muve
Based on a groundbreaking research study on obesity from The Mayo Clinic, John Montague and Dr. James Levine of Muve, Inc. are prepared to commercialize products and services to cure the global obesity epidemic. Those products include a mobile, wearable device used to track body movement and convert the data to calories and energy burned, a software application used to synchronize body movement data with a computer and an online network focused on wellness and weight loss.

Here's how John Montague explains the project on his LinkedIn page:

Chief Executive Officer Muve, Inc. (Mayo Medical Ventures)
(Privately Held; 1-10 employees; Health, Wellness

and Fitness industry)
February 2007 – Present (7 months)
The Mayo Clinic recently concluded a comprehensive 10-year study on obesity. Muve was founded in 2007 to develop, produce and distribute weight loss/management products, services and programs that are based upon the intellectual property that resulted from this landmark study.

I did not see Michael Zumbrennen of Rochester on the finalist list. Zumbrennen and his brother have a company called **Smart Blending Technologies** that uses "chaotic advection" to interlace layers of plastics together. I still plan on checking back in with him soon to check on that company's growth.

Posted on August 27, 2007 at 04:35 AM | [Permalink](#)

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