

# Burned-calorie gauge wins innovation prize

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A company that wants to fight obesity with a wearable device that measures how many calories are burned while the body moves won the \$25,000 top prize Thursday at the third annual Minnesota Cup, a statewide contest rewarding innovation.

Muve Inc., created by John Montague and Dr. James Levine, used research from the Mayo Clinic to create a movement-measuring device, plus software and an online network devoted to weight loss and wellness.

The second place prize of \$5,000 went to It'sFresh Food Freshness Solutions, a company that makes devices to maintain food temperatures for cold foods during delivery, while the third place's \$2,500 prize was awarded to Persata, a social networking tool to build minidatabases of information on the fly using communities of users instead of individual authors.

The Minnesota Cup is sponsored by the University of Minnesota and others to find the state's most innovative business ideas. The final round in the competition was held Thursday at the McNamara Alumni Center at the university's campus in Minneapolis.

- Leslie Brooks Suzukamo

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