



BRANDON VICK, UNIVERSITY COMMUNICATIONS

Undergrads Benjamin Brown '11 (left) and Scott Strenger '12 (right) designed their own interdepartmental major in entrepreneurship.

COVER STORY

Rochester students design entrepreneurship major

The University of Rochester recognizes that students do their best when doing what they love. To put this philosophy into practice, the College encourages undergraduates to build their own curriculum based on their personal interests if the 65-plus majors offered do not suit them. Between 20 and 30 students each year graduate from a program of their own creation.

While more and more disciplines are integrating entrepreneurial ideas into their curricula, Rochester does not formally offer an undergraduate program in entrepreneurship. Capitalizing on the policy of academic freedom, Carlin Gettliffe '09, Benjamin Brown '11, and Scott Strenger '12 decided to design their own.

Gettliffe set a precedent in 2009 when he became the first University of Rochester student to graduate with an entrepreneurship major. He said he followed the "straightforward process the school has for designing interdepartmental majors." The procedure consists of putting together a list of courses in consultation with two advisors and writing several essays to defend the proposal. It also requires the approval of the College's Committee on Individualized Interdepartmental Programs.

"In designing my list of courses, I tried to create a balance between depth and breadth, so I included some very practical courses as well as more theoretical ones," said Gettliffe.

In addition to his studies, Gettliffe actively participated in entrepreneurship events and programs while at Rochester. He and James Casuto '08, won first place and \$10,000 in the 2008 Mark Ain Business Model Competition for their concept, Thermal Ventures, triumphing over four other finalist teams of graduate and doctoral students. He also

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Duncan T. Moore
Vice Provost
for Entrepreneurship

Get involved in Global Entrepreneurship Week

Welcome to the technical entrepreneurship and management (TEAM) class of 2011, hailing from six countries, including Pakistan, China, and Sudan. The students have kicked off the year with activities inside the classroom and out—evaluating the commercialization of technologies under the guidance of alumni entrepreneurs acting as executive coaches and through experiences such as the Pre-Seed Workshop supported by High Tech Rochester.

Last spring, the Simon Graduate School of Business established the James N. Doyle Professorship in Entrepreneurship—its first professorship in entrepreneurship for a tenured faculty member. The professorship was made possible through a \$1.5 million gift from Doyle's son, James N. Doyle Jr., executive director of ProVenture, Ltd., to honor his father's commitment to entrepreneurship education at the Simon School.

Once again, the University is preparing for its celebration of Global Entrepreneurship Week (GEW) in November, now in its third year. View the University's events on the calendar on page 5 or check www.unleashingideas.org/events-list for GEW events near you.

The Global Innovation Tournament (GIT) recently released a list of 108 semifinalists (out of more than 1,000 submissions in the competition). I would like to extend my congratulations to Derek Crowe '10 and Luke Shaw '10, who were named semifinalists in last year's competition.

While the Global Innovation Tournament will not take place in 2010, another GEW contest, the Startup Open, has been launched. I am rooting for the Rochester-connected startups that entered. During the week of November 15, judges will announce the 50 most promising concepts, and one founder will win a trip to the private island of Richard Branson, founder of the Virgin Group, to network with famous entrepreneurs—quite a prize!

Two courses encourage innovation in medicine

The University of Rochester has long prided itself on innovative thinking within its clinical and translational research. Unique course offerings that integrate entrepreneurship and medical education prepare Rochester graduates to think outside the box as a health care provider or businessperson in the field.

Denham Ward, MD, associate dean for faculty development, chair and professor of anesthesiology, and professor of biomedical engineering, launched Process of Discovery, a required course for medical students, in 2004. Ward created the course with the goal that students develop an understanding of how new discoveries and innovations can change clinical practices.

"Students have a view of medical science, medical education, and clinical care that is very static, without an opportunity to reflect and think about both how it got here and how it should change," said Ward. He argues that this course shows students that they need to consider how to improve care.

Robert Gross, MD, professor of neurology and pharmacology and physiology, now directs the course. He taught a class of nearly 100 students last spring. While he maintains a scientific view in his teachings, he also presents the idea that translational research can be brought to the bedside and the community.

Falan Mouton, a first-year anesthesia resident, said the course helped her think about



Ray Dorsey, MD (from left to right), Simon School Professor Avi Seidmann, and Denham Ward, MD, developed courses that merge entrepreneurial thinking with medical education.

the future of medicine. "Doctors aren't just clinicians; their role is also to develop the future of the field," she said.

Avi Seidmann, Xerox Professor of Computers and Information Systems and Operations Management at the Simon Graduate School of Business; and Ray Dorsey, former professor of neurology at the School of Medicine and Dentistry, jointly designed a new course, Medical Entrepreneurship, offered last spring. According to Professor Seidmann, the course taught 21 business and medical students how to identify and transform ideas from health care into a viable business or practice.

"After the class learns about medical entrepreneurship and how to assess market opportunity, the students are challenged to fig-

ure out where a need is and create a product to address that need," said Jason Reminick, a student in the joint MD/MBA program and course teaching assistant. Reminick says that understanding both the medical and business side of health care is becoming more and more important. The class is designed around teams of students with differing backgrounds to help foster the innovation process.

"Medical students have the health care background, exposure, and experience to understand some of these problems, and business school students have the skill set to solve them," said Dorsey. "By bringing them together we hoped to develop creative and innovative solutions to address large unmet needs in health care."

UNIVERSITY-WIDE

Cornell, Syracuse, Rochester share entrepreneurial research

More than 30 faculty and doctoral students from Cornell University, Syracuse University, and the University of Rochester gathered in Geneva, N.Y. this October for a one-day conference on entrepreneurial research.

The conference, an effort spearheaded by Professor George Burman, department chair of the Entrepreneurship and Emerging Enterprises program at Syracuse's Whitman School of Management, was designed to foster research collaboration and create a forum for peer institution feedback and a networking opportunity for faculty and doctoral candidates in the region. "It was a place to share our common interests," said Burman.

Four faculty from the University of Rochester presented at the event. Sally Ellis Fletcher '10N (PhD), associate professor at the School of Nursing, presented her research on an instru-

ment she developed to assess behavioral intentions toward entrepreneurship in nursing. Development of this instrument was part of her doctoral dissertation, with funding from the George Spencer Terry, Jr. '49 Endowed Fund in Nursing. Representing the Simon Graduate School of Business, entrepreneur Mark Wilson spoke about his work, "Idea Thickening: How to Pick Winning Ideas When Most of the Information Is Missing."

Dean Raffaella Borasi of the Warner Graduate School of Education discussed a five-year research project focusing on the in-depth case studies of eight entrepreneurial educators, which received funding from Rochester's Kauffman Foundation grant and involved a team of six faculty and 12 doctoral students. Andrew Wall, assistant professor at the Warner School, gave a separate talk on "The

Emergence of the Entrepreneurial University and the Restructuring of the Academy."

"In the time I had, I focused on the conceptual level related to perceived tensions, and emerging possibilities, as institutions move from the 'massification' into the 'entrepreneurial' era of higher education," said Wall.

Cornell gave four presentations on topics such as African Americans and high technology entrepreneurship while Syracuse gave five talks, ranging from business incubators and investments to entrepreneurship in the wine and food industry.

This conference follows the "Work/Play/Stay" charrette, where a dozen students from each college tackled the issue of "brain drain" in upstate New York, as the second annual event resulting from a collaboration among the entrepreneurship centers at the three schools.

Omniar selected for TechStars program

Cofounders of Omniar, Inc., CEO Carlin Gettliffe '09, and Tech Leads Zach Kozick '09 and Jordan Parker '09, have hit the ground running in the launch of their company, spending three months in a startup accelerator program called TechStars.

A mentorship-driven, early stage investment program, TechStars in Boulder, Colo., selected Omniar as one of ten companies to be accepted out of more than 600 applicants. Through the program, the Rochester trio received thousands of dollars in funding, advice from 50 renowned mentors, once-in-a-lifetime networking opportunities, and the chance to pitch to a panel of investors on "Demo Day" at the end of the summer.

"TechStars is an opportunity to get exposure, gain investor awareness, and create relationships," says Gettliffe. "Our network has absolutely exploded."

Gettliffe, Kozick, and Parker have discussed their product with representatives from Google, Microsoft, Yahoo!, and others. The company has evolved from augmented reality—blending a user's view of the real world with computer graphics to bring digital content to life—to a visual search platform that lets people easily access content with their smartphones.

Omniar's proprietary software ties online information to real-world objects. The individual shapes of products, buildings, art, and places become a unique visual fingerprint that a smartphone can instantly recognize, delivering relevant information to a user. The software is offered as a toolset to retailers, real estate agents, game publishers, brand marketers, and museums, allowing them to build their own branded apps. The company plans to generate revenue through monthly licensing fees and contextual advertising.

The team launched its closed beta at the end of October and is currently seeking initial development partnerships. "Our aim is to partner with companies that are already developing great mobile applications in our targeted areas," says Gettliffe.

Omniar also has its sights set on fundraising. The team initially amassed \$130,000 from various sources, including angel investors, family, and friends. They hope to raise another \$400,000 by the release of their application in early 2011.

Learn more at www.omniar.com.

Warner School professor teaches sustainability locally and in Uganda

David Hursh, associate professor at the Warner Graduate School of Education, with help from Ben Ebenhack, a former faculty member at the Edmund A. Hajim School of Engineering and Applied Sciences, has taken initiative in providing resource sustainability locally and across the world.

Hursh has been working with the Harley School in Brighton, N.Y., and the Circle of Peace School in Makindye, Uganda, to educate and lead communities toward a more sustainable future by teaching about the science, maintenance, and use of energy technologies. Research on curriculum, learning, and assessment, conducted by faculty and students from the University of Rochester, will help students at both schools understand renewable energy and teach them how to operate the technologies installed at their schools. The curriculum also encourages students to ask questions to gain a better understanding of the topics.

Hursh believes that education should encompass experience in real-world problem-solving and should engage students in activities where they learn to add value to their communities. The Warner School will assist the Harley School in developing and assessing its curriculum while the Harley School will partner with the Circle of Peace School by sharing curriculum ideas and videoconferencing with students and teachers in Africa.

Resource sustainability has already become a focus at the Harley School, leading to the creation of an on-site organic garden and a new energy-efficient facility on campus. The Circle of Peace School has also taken a lead in resource sustainability with the help of AHEAD Energy, a not-for-profit founded by Ebenhack at the Frederick Douglass Institute for African and African-American Studies in 1988. AHEAD is currently working with schools and medical facilities in Uganda and Kenya. The organization has installed efficient institutional cook stoves, solar photovoltaic panels, and energy-efficient lighting.

Hursh recently traveled to the Circle of Peace School in Uganda with several goals in mind. He hoped to transform the school into a community resource on energy and sustainability, and also to deepen the partnership between the Circle of Peace School in Africa and the Harley School in upstate New York. Once there, Hursh played the dual role of engineer and professional educator. He successfully



PHOTO COURTESY OF DAVID HURSH

Professor David Hursh of the Warner School oversaw the design and installation of a rainwater harvesting system in Uganda.

installed a rainwater harvesting system and taught the students how the system works. He also developed lessons for them on energy: the energy cycle, watts, and kilowatt hours.

After spending three weeks in Uganda, Hursh traveled to Istanbul to present two papers at the World Council of Comparative Education Societies Conference. One paper covered globalization, neoliberalism, and inequality; the other outlined his work connecting two schools across the Atlantic. "People were very interested in the idea of using education to build a sustainable future," he said.

Hursh not only plans to return to Uganda, he also intends to expand his outreach to other locations and venture into topics other than energy. While he will continue to work within this specific curriculum, including the engineering aspect of his teachings, he also intends to explore health care. He believes an interdisciplinary curricula design can seamlessly integrate health promotion and disease prevention in developing nations.

This fall, Hursh presented his work to student, faculty, and alumni audiences at the Medical Center and River Campus. He aims to create an interdisciplinary team of students and faculty from the College, the Warner School, medicine, and engineering to further his work across the globe.

Rochester team awarded \$3 million to improve two monitoring devices

Supported by a \$3 million grant from the Eunice Kennedy Shriver National Institute of Child Health and Human Development, a University of Rochester interdisciplinary team is perfecting a portable EKG monitor and a separate voice analysis system that could help move psychology and medical research out of the lab and into people's daily lives. The team is led by psychologist Melissa Sturge-Apple and includes fellow psychologist Patrick Davies; electrical and computer engineers Mark Bocko, Wendi Heinzelman, and Zeljko Ignjatovic; and cardiologist Spencer Rosero, MD.

Youth at Industry learn entrepreneurial skills

Following dialogues with the Houston-based Prison Entrepreneurship Program and community members, Bob Tobin, lecturer at the Simon School, taught an entrepreneurship class to seven Industry School students this summer. The Industry School is a juvenile re-entry initiative that aims to curtail repeat offenses. "While many programs teach youth how to conduct a job search and interview effectively, Bob's program taught the youth to look through a new lens—that of the employer," said Nyla Gaylord, director of counseling and employment services at Rochester Rehabilitation. Through a contract with RochesterWorks!, Rochester Rehabilitation provided employment experiences, wages, and programming to youth working in the Industry School's on-campus Summer Youth Employment Program.

New entrepreneurship course for undergraduates

The University is offering a new undergraduate course in entrepreneurship in the spring semester. ENT 227, Entrepreneurship in the Not-for-Profit Environment, will teach students that not-for-profit organizations are more than mere causes—they are also businesses. The course will examine how successful not-for-profits utilize best practices from the for-profit business world. This hands-on, dynamic course encourages research and development of detailed plans that can be used to create successful new social enterprises or improve existing ones. Students can contact Professor Bob Tobin at the Center for Entrepreneurship for more information.

New fund launched to aid technology commercialization

The University has unveiled a new program to foster the continued development of promising new technologies. The Technology Development Fund will award grants to scientists in an effort to help advance a technology closer to the stage where it can be transferred to the market. The fund will solicit proposals twice a year. Qualified applicants include University of Rochester faculty, students, or staff who have submitted an invention disclosure to one of the University's Offices of Technology Transfer. A screening committee of external professionals will review the proposals, and awards will range from \$40,000 to \$100,000. For more information on the program, visit www.rochester.edu/TechnologyDevelopment.

1964 Robert Pieters (S, BS), president and founder of Heritage Christian Services, was recognized as Executive of the Year during the 2010 Greater Rochester Awards for his track record of innovative leadership in delivering services with a measurable positive impact.

1973 Cambridge, Mass.-based Verenum Corporation, a pioneer in the development and commercialization of high-performance industrial enzyme solutions, announced the appointment of Kevin Bracken (MS) to the position of vice president of manufacturing.

1995 IEC Electronics Corp., based in Newark, N.Y., and a provider of electronic manufacturing services to advanced technology companies, has named Susan E. Topel-Samek (S, MBA) vice president and chief financial officer.

1996 Allison (Parket) Berman (BA), founder of www.WithLoveAliB.com, writes a weekly column called "BlackBerry Mom," about trying to run a successful business and a happy household. The column appears Sundays in the *Times Herald-Record*. A mother of two, she creates hand-painted custom home accessories for interior designers and private customers. See her past columns and collection of home accessories at www.WithLoveAliB.com.

2002 LightPath Technologies, Inc., a manufacturer, distributor, and integrator of patented optical components and assemblies based in Orlando, Fla., announced the management appointment of Brian Soller (PhD), a former Luna Innovations executive, to the newly created position of vice president of corporate development and sales.

2003 Jean-Philippe Couderc, MD (S, MBA), chief technology officer at iCardiac Technologies, Inc., recently announced the company was selected as the preferred vendor of three top 20 pharmaceutical companies. The company, a provider of next generation cardiac safety core lab services, utilizes the COMPAS technology platform, which was originally developed and validated at the University of Rochester's Heart Research Follow Up Program.

2010 Derek Crowe (BS) is working with Foodlink through the Rochester Youth Year fellowship, a program that places talented, recent graduates of Rochester-area colleges in youth-based community organizations for one year to create or expand initiatives that address the various challenges facing youth and families in Rochester.

Key to School Abbreviations

- E** Eastman School of Music
- M** School of Medicine and Dentistry
- N** School of Nursing
- S** Simon Graduate School of Business
- W** Warner Graduate School of Education

SEND US CLASS NOTES If you have an announcement you'd like to share with your fellow alumni, please submit your professional news to Innovations at 1-211 Carol Simon Hall, P.O. Box 270360, Rochester, NY 14627-0360 or e-mail cfe@rochester.edu.

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- Hajim School of Engineering and Applied Sciences
- School of Arts and Sciences
- School of Medicine and Dentistry
- School of Nursing
- Center for Nursing Entrepreneurship
- Simon Graduate School of Business Administration
- Warner Graduate School of Education and Human Development

Are you an entrepreneur?

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Design own major

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cofounded ArtAwake, a music and arts festival held in a transformed urban space. Today Gettliffe, along with Zach Kozick '09 and Jordan Parker '09, is working on smartphone technology as the founder and CEO of Omniar, Inc. (See "Profile" article on page 3.)

Brown and Strenger have paved their own way in deciding on entrepreneurship as their focal point. Brown has a keen interest in how society and social networks impact the business world. Pairing an entrepreneurship major with a music minor, he already sees a need for his studies in society.

"In the music industry, revenues are dropping, and record labels don't know what to do. The answer is probably more entrepreneurial than anything else," he said.

Brown believes his music background and the completion of numerous entrepreneurship, or Kauffman-designated, courses have prepared him to address a market need in the music industry. He will be graduating in May, and plans to find a job in the arts.

Strenger, Students' Association President and Rochester Early Business Scholar (REBS), has put a lot of effort into his path at college. After several proposals and lots of research, he realized entrepreneurship combined everything that he was looking for in a major.

"I went from socioeconomics to economics in society to innovation in culture. . . . Entrepreneurship is my intellectual pursuit at this university," he said.

Strenger is interested in understanding how people interact, how those interactions shape the economy, and how the economy shapes society. "It's about me taking what I've learned from a course in psychology and a course in economics and in my head, relating how those things go together. I think that's going to help me become a successful entrepreneur."

Strenger is planning to write an honors thesis about his studies and research done throughout his undergraduate experience. He also hopes other students follow in his footsteps, and that the University considers launching a formal undergraduate program in entrepreneurship.

"Ben and Scott are smart, motivated students with significant entrepreneurial potential," said David Primo, associate professor of political science, who advised the pair in creating their own major. "The mix of courses they have selected . . . will provide them with a strong foundation for understanding the phenomenon of entrepreneurship and undertaking their own entrepreneurial endeavors."

CALENDAR

Entrepreneurship Events for Fall 2010

Sign up to receive event notifications via e-mail at www.rochester.edu/entrepreneurship/signup. Register for select events online at www.rochester.edu/entrepreneurship/registration.

MONDAY, NOVEMBER 1

Kauffman Entrepreneurial Year (KEY)

Applications Due*: 4 p.m.; Lattimore 312; (See Web site to download KEY application)

MONDAY, NOVEMBER 8

TEAM Master's Degree Information

Session*: 5–6 p.m.; Center for Entrepreneurship, 1-211 Carol Simon Hall; RSVP to (585) 276-3500 or andrea.galati@rochester.edu or register online

TUESDAY, NOVEMBER 9

Simon Public Forum "Entrepreneurship":

Panelists include Dennis Kessler, the Edward J. and Agnes V. Ackley Executive Professor of Entrepreneurship and Co-owner of Kessler Restaurants, LLC; Duncan Moore, Vice Provost for Entrepreneurship and the Rudolf and Hilda Kingslake Professor of Optical Engineering; and Bela Musits, Founding Managing Director, High Peaks Venture Partners; 5:30–7:30 p.m.; Alumni and Advancement Center, 300 East River Road, Auditorium; Free and open to the public; No registration required

WEDNESDAY, NOVEMBER 10

Simon School Kalmbach Leadership

Lecture Series*: Charles Kummeth,

Managing Director of UK/Ireland, 3M; 4:40–5:20 p.m.; Schlegel 102; RSVP to nathan.kadar@simon.rochester.edu

Ten9Eight Shoot for the Moon*: A

documentary that chronicles at-risk youth striving to become entrepreneurs; 6:30–8 p.m.; The Little Theatre, 240 East Avenue, Rochester; Free and open to the public; Learn more at www.ten9eight.com

THURSDAY, NOVEMBER 11

F.I.R.E. Lecture Series*: Bruce Pratt, Vice

President for Science Development, Genzyme Corp.; 9–10 a.m.; Whipple Auditorium (2-6424), Medical Center; RSVP to david_englert@urmc.rochester.edu

Virtual Enterprises Business Plan

Judging*: A collaboration among Virtual Enterprises, Nazareth College, and the University of Rochester; 6:30–8:30 p.m.; Schlegel 407; RSVP to (585) 276-3500 or cfe@rochester.edu or register online

TUESDAY, DECEMBER 14

Venture Capitalist-in-Residence Office

Hours*: Bela Musits of High Peaks Venture Partners; 10 a.m.–1 p.m.; Schedule an appointment by calling (585) 273-2486 or e-mailing isheldon@ott.rochester.edu

2010 Global Entrepreneurship Week

NOVEMBER 15–19

What is Entrepreneurship at Eastman?*

Share thoughts in a video interview. Winners and video segments posted to www.esm.rochester.edu/iml/entrepreneurship on November 19.

MONDAY, NOVEMBER 15

Center for Entrepreneurship Lecture

Series*: Daniel Lazarek '91S, Chief Financial Officer and Owner, Access Insurance Holdings, Inc.; 4:30–6 p.m.; Gleason 318/418; Free and open to the public; RSVP to (585) 276-3500 or register online

WEDNESDAY, NOVEMBER 17

Warner Lunch Hour Discussion

on "Educational Innovations as Entrepreneurship: Reconstructing the

Creation of the 'Horizons at Warner' Summer Program*: Raffaella Borasi,

Dean of the Warner Graduate School of Education; Noon–1 p.m.; Dewey B-315

THURSDAY, NOVEMBER 18

Pathways to Entrepreneurial Success*:

Keynote speaker: Suzanne Clarridge, Founder of My Brands, Inc.; 7:30 a.m.–4 p.m.; Monroe Community College; Open to the public; Preregistration and a \$15 fee, \$10 for students, (includes box lunch) required at entrepreneurshipforum.org

Eastman Class Invitation: Career Skills

for the 21st Century: "Entrepreneurial

Thinking*": Jim Doser, Music Department Chair, Penfield Central Schools; 7–9 p.m.; Eastman School, Miller Center, Room 320

* Check www.rochester.edu/entrepreneurship/events for the latest information.

Center for Entrepreneurship

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Change Service Requested**SPOTLIGHT**

Simon alumni plan to create solar energy plant in India

In the near future, Simon Graduate School of Business alumni Rajinder Grewal '10S, Siddharth Ladsariya '10S, and Apurav Mahajan '10S will have created a solar power plant in their home country of India. The trio met as first-year MBA students and began seriously discussing the idea to build a plant in fall 2009, shortly after government officials in India announced the National Solar Mission, an initiative to install 20,000 megawatts of solar power capacity by 2022.

The team has found sources that predict all the coal in India will deplete in five to ten years, forcing the country to import coal at a high price.

"It's in the government's best interest to set up renewable energy source plants," said Grewal. "This is something that can really solve India's power shortages."

The three alumni plan to build a one-megawatt plant in the northwestern desert region of India. The plant will cost more than \$4 million to build and will provide electricity to at least two rural villages. Seventy percent of the project will be funded by debt as the Indian government has offered subsidized loans with attractive incentives to the builders of such plants. Each partner will take on 10 percent of the remaining costs.

Grewal, Ladsariya, and Mahajan enrolled in New Venture Management and Entrepreneurship, taught by Dennis Kessler, the Edward J. and Agnes V. Ackley Executive Professor of Entrepreneurship and co-owner of Kessler Restaurants, LLC, to write a formal business plan. Long before joining the course, the trio came up with their company name, *Meliora Vision*, a tribute to the University's motto, *Meliora*, signifying "ever better."

Ladsariya said the team had to undertake additional research outside of class to progress their plan. They also sought contacts from Simon School Dean Mark Zupan and technological advice from Duncan Moore, vice provost for entrepreneurship and the Rudolf and Hilda Kingslake Professor of Optical Engineering.

Since the team has a background in banking and investment management, Mahajan said one of the largest obstacles has been trying to understand the ever-changing technology. They are currently looking at plots of land for sale, carefully taking size, solar radiation, and moisture levels into account—since these all affect the type of technology the plant will utilize. The team has also started negotiating terms with manufacturing plants in China to secure the necessary components for the build.

"Sometimes buying in China is cheaper than buying anywhere else in the world," said Grewal. "At this stage, cutting costs is really important."

While the process to create a solar power plant in India is very transparent, the team believes entry barriers are extremely high, citing the large



Rajinder Grewal '10S (from left to right), Siddharth Ladsariya '10S, and Apurav Mahajan '10S are working to meet India's growing energy needs by creating a solar power plant in their home country.

amounts of startup capital required and the risks associated with relying on government policies that tend to change every few years. Aspects of the project are currently awaiting government approval. If they are successful, they forecast a conservative return on investment of 35 percent.

However, the rewards are not purely monetary for the founders. As soon as the solar power plant is in place, the company plans to set up free educational services for the children in the villages that are receiving the electricity.

"One of the precise reasons we returned to India is to make life better here," said Mahajan.