

## **NovoSense winner of Venture Cup Syd**

The company Novosense, situated at Ideon Innovation, won the prestigious business plan competition, Venture Cup Syd, with their CardioSenseSystem solution.

The 260 participating business ideas were judged on the basis of complete business plan and oral presentation for the Venture Cup jury. The jury was composed of 20 prominent representatives of south of Sweden business world. First prize of 200 000 SEK was handed out to the managing team at the annual event "Ideondagarna".

The motivation from the jury was:

"The winner of Venture Cup Syd 2004/2005 was a smart and sophisticated competition contribution with great potentials, clear customer benefit and shows a large understanding of the market. Behind the business idea is a strong team and a very reliable management"