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TELUS New Ventures BC Competition

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Kamloops Firm Wins First Prize in TELUS New Ventures BC Competition

A Kamloops firm with a new, automated cargo securement system for the trucking industry is this year's winner of the \$60,000 BC Hydro first prize in the TELUS New Ventures BC technology business idea competition.

Traction Technologies' new Tie Down Safety System (patent pending) uses pressurized air to tighten tie-downs, such as straps, cables and chains, for securing various types of cargo. The system reduces the potential for cargo shifting, as well as operator injury during loading and unloading.

Inventors Andrew Ross and Casey Dundass of Traction Technologies, a Kamloops engineering firm specializing in road safety products, say their system complies with the new standards mandating automated tie-downs for specific hauling applications. The new standards come into effect in 2009.

The partners joined this year's TELUS New Ventures BC competition, one of the largest in North America, to learn more about commercializing their new product.

During the competition, competitors participated in business education seminars and attended networking events; 30 third-round competitors also received advice from industry mentors. To win, 10 finalist teams had to convince a jury of venture capitalists, financiers and angel investors that their business idea is commercially viable and that they could execute it in the marketplace.

Second-place winner of \$38,000 was ComVu Media Inc. of Vancouver, a firm with new technology for transforming a mobile phone into a live broadcasting device. Quin Media Arts and Science of Vancouver won the \$17,000 third place prize for a new imaging and design method that gives a three-dimensional appearance to textures, patterns and images. Sieber Energy Inc. of Pemberton, BC won the \$30,000 BC Hydro Sustainability prize for new technology that can transform ocean wave power into pressurized air, which is then applied to produce electricity and desalinated water.

Established by SFU Business, the annual TELUS New Ventures BC competition is operated by the non-profit BC Venture Society and made possible through the generous support of both private and public sponsors as well as more than 150 volunteer mentors judges, speakers and workshop leaders.

For more information, visit www.telusnewventuresbc.com.