

Local company wins \$35,000

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It all came together for Jay McClatchey and Andy Holland Tuesday morning.

The owners of Applied Computational Technologies were given a check for \$35,000 as the winners of the Big Idea Business Plan Contest.

The check presentation was held at Windber Research Institute where the partners base their business. Ben Franklin Venture Investment Forum and Ben Franklin Technology Partners of central and northern Pennsylvania awarded the money to the local company.

McClatchey, chief executive officer of Applied Computational, said the idea for the high-tech software development company formed around its premiere product, ProACTIVE, which is radiation software designed to aid in cancer therapy. McClatchey credited the product to Holland, a renowned nuclear engineer.

"The idea is all Andy's," McClatchey said in an interview prior to the presentation. "He has all the tech skills but needed someone in business, which I brought to the company."

According to background infor-

mation supplied by the company, "ProACTIVE is a broad-based patient-pending particle transport simulation technology that is valuable in multiple markets from life sciences to nuclear power."

"AppCompTech's primary focus is developing ProACTIVE into a high-performance radiation treatment planning tool for cancer therapy. In 2006 an estimated 1.4 million Americans will be diagnosed with cancer and approximately 65 percent of those (stricken) will receive some form of radiation therapy. ProACTIVE will benefit thousands of cancer patients annually by significantly improving a radiation oncologist's planning capability, leading to better treatment outcomes and reduced side effects."

McClatchey said he submitted the application for the Ben Franklin competition a year ago. Then, in May of this year, AppCompTech was one of five finalists making presentations to a panel of judges at the Penn State Hotel and Conference Center.

"Their patent-pending technology, called ProACTIVE, provides fast and accurate dose calculations and is the breakthrough that will enable further advancements in radiation treatment planning," the panel said.

He said the award from Ben Franklin "helps us move forward in our intent to provide physicians with the ability to work in a real-time environment and have the high accuracy they need to provide their patients with the best possible treatment."

State Sen. John N. Wozniak, D-Johnstown, praised the other entrepreneurs along with the Ben Franklin Partnership for their "hard work." He said because of this work, "thousands of jobs will be created in Pennsylvania."

Presenting the check Tuesday morning was Stephen Brawley, president and chief executive officer of Ben Franklin Technology Partners, covering central and northern Pennsylvania. He said a competition like this one helps "plant the seed for business" in Pennsylvania.

Brawley said he feels the company was awarded the money because not only did they have a great idea, but they followed through with a "good, solid business plan."

He said the state, which provides funds to the Ben Franklin program, is becoming diversified in employment.

"It's critical that we continue to make efforts to diversify our business base," he said.



Photo by Sandy Wojcik

A check for \$35,000 was presented to Jay McClatchey and Andy Holland, owners of Applied Computational Technologies LLC, by Stephen Brawley, president and chief executive officer of Ben Franklin Technology Partners, and state Sen. John N. Wozniak, D-Johnstown, at the Windber Research Institute Tuesday morning. The local company received the money for winning the Big Idea Business Plan Contest, sponsored by Ben Franklin.

Jill Edwards, executive director of Ben Franklin's Venture Investment Forum, said the contest "gives entrepreneurs the impetus to finalize their business plans and receive feedback from the judges."

"We are delighted to award the \$35,000 prize to Applied Computational Technologies, which demonstrated a solid plan for commercializing their technol-

ogy," Edwards said.

Edwards added that this is the eighth time the prize has been awarded.

"Every year the contest becomes more and more competitive. This year we had 52 entrepreneurs and then we had to narrow it down to six (and) then to the winning application. It really is no easy task," she said.