

2006 Johns Hopkins University Business Plan Competition Winners

General Business Category

Tandoori to Go

Ramandh Chivukula, Whiting School of Engineering, Undergraduate
Sravisht Iyer, Whiting School of Engineering, Undergraduate

Tandoori to Go (Tandoori) brings to the American consumer a novel take on Indian cuisine. While most Indian restaurants in America currently provide customers with the traditional order-and-dine facility, Tandoori aims to blend high quality Indian cuisine with the convenience and speed of fast food and enter the rapidly expanding fast-casual dining segment. This market segment, characterized by mid-priced \$6-8 entrees and a modern decor and ambiance, is exemplified by restaurants such as Chipotle and Panera Bread. Using a Panda Express-style menu, Tandoori plans to enter a sector of the Indian cuisine market that has been ignored by restaurateurs.

Technology Category

OsteoSpine

Gaurav Gupta, Whiting School of Engineering, Undergraduate
Alexander Hui, Whiting School of Engineering, Undergraduate
Sravisht Iyer, Whiting School of Engineering, Undergraduate
Karthikeyan Ponnusamy, Whiting School of Engineering, Undergraduate
Kartik Trehan, Whiting School of Engineering, Undergraduate
Christopher Yu, Whiting School of Engineering, Undergraduate

Osteoporosis is a clinical condition marked by insufficient bone density and sponge-like compressibility of skeletal components. The low-bone density in osteoporotic patients makes implantation difficult because it increases the likelihood of screws pulling out of the bone when stressed. This makes the 10 million Americans with osteoporosis today poor candidates for pedicle-screw-assisted surgery. And the incidence is rising – it is estimated that 60 million Americans will suffer from osteoporosis in 2020. Given this problem, OsteoSpine is developing a new pedicle screw to allow fixation in osteoporotic spines by using cement to increase the strength of the vertebral body. Producing a commercially successful pedicle screw would tap a large market with unmet needs. The spinal instrument market, as of 2004 was worth \$3.5 billion, with plates rods and screws comprising about one third of this total.