

## 2007 Johns Hopkins University Business Plan Competition Winners

### General Business Category

#### Campus Shirts

Andrew Levy, Whiting School of Engineering, Undergraduate

Campus Shirts aims to ease the traditional pains associated with designing and ordering custom t-shirts. The company will accomplish this through advanced web-based tools that allow a greater depth of customization than its competitors. Campus Shirts intends to revolutionize the extremely stagnated college silk-screen industry through BetaColor's superior sublimation printing technology, providing a much higher quality product at competitive prices.

### Technology Category

#### cVision Medical Solutions

Jason Chiang, Whiting School of Engineering, Undergraduate  
Wai Yim Lam, Krieger School of Arts and Sciences, Undergraduate

Central venous pressure (CVP) is critical to the diagnosis of heart failure, kidney failure, and internal trauma. Measuring CVP as early as possible dramatically improves the effectiveness of treatment for millions suffering from these conditions. The current method involves surgically threading a catheter through a major vein, which is costly and can lead to infections. Because of the inconvenience and the risks of this method, CVP is currently only monitored for critical cases. cVein is a novel noninvasive pressure instrument that, when coupled with an ultrasound machine, can safely and quickly estimate a patient's CVP. Clinicians will greatly benefit from a simple and safe way to measure a patient's CVP.