

## **Novuson® Surgical Wins First Prize in The 2016 1000 Plan Contest – Silicon Valley Regional Competition**

**BOTHELL, WA** (June 28, 2016) - Novuson Surgical, a Bothell, WA based medical device company, has been awarded First Prize in the prestigious 1000 Plan Startup Contest – Silicon Valley Regional Competition, hosted by SVC Venture Club. Now in its fifth year, the 1000 Plan Startup Contest brings together technology startups and U.S. - China investors to drive cross-border innovation and help startup companies enter and thrive in the Chinese market.

Novuson, a spinout from the University of Washington's highly regarded Applied Physics Laboratory's Center for Industrial and Medical Ultrasound, is developing its Direct Therapeutic Ultrasound (DTU) technology platform for cauterization and hemostatic control in surgical and trauma procedures. DTU technology enables clinicians to perform surgeries more quickly, treat tumors in situ, and to rapidly control bleeding associated with traumatic injuries.

*"Participating in the 1000 Plan Startup Contest was a fantastic experience," said Christoph Mack, President and CEO of Novuson. "We are deeply honored that Novuson was selected winner from among such an outstanding field of presenting companies. And though the recognition of our work is of course extremely gratifying, the greatest value of this contest has been in the connections, relationships, and deeper understanding of collaborative business innovation between the U.S. and China going forward."*

Backed by Oriza Holdings and co-hosted by the "1000 Talent" Venture Capital Community, the 1000 Plan Expert Association, and SVC Venture Club, the 1000 Plan Startup Contest – Silicon Valley Regional Competition selected 12 finalist teams from over 300 applicant startups from across North America operating in a wide variety of technology areas. A panel of experienced industry experts and top-tier investors from China and the U.S. judged the final contestants based on presentation of technology, market opportunity, leadership, and strategic value propositions.

*"This year's group of startup contestants were particularly strong," said John Yu, General Partner of Oriza Ventures and Board Director of SVC Venture Club. "I didn't envy the judges in having to choose a winner, but Novuson stood out as the best full-picture opportunity. Novuson has all the elements we look for – highly innovative technology, a great fit with a growing market need, and a strong team executing on a focused plan. We are thrilled to be a part of helping Novuson bring their life-saving surgical products to market here in the United States, in China, and the rest of the world."*

**About Novuson Surgical:** Novuson Surgical is a privately held company based in Bothell, WA. Novuson's patented technology delivers Direct Therapeutic Ultrasound (DTU) energy for cauterization and hemostatic control without transmission of electricity through the patient, and provides enhanced speed, safety, and precision in the most critical surgical applications. For more information, please visit [www.novuson.com](http://www.novuson.com)

**About SVC Venture Club:** Headquartered in Silicon Valley, SVC Venture Club is the world's largest U.S.-China investment network. With 200+ partners, 300+ investors and 15,000+ entrepreneurs in major global cities, SVC Venture Club provides an unprecedented global platform to connect and serve investors, entrepreneurs, business leaders and professionals. For more information, please visit [www.svcventureclub.com](http://www.svcventureclub.com)

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