

# THE MOST INTRIGUING NEW BUSINESSES

COMPANY NAME	LOCATION	FUNDING TO DATE	INVESTORS	WHY THEY'RE INTRIGUING
<b>Aspiring Minds</b>	Gurgaon, India	\$500,000	Ajit Khimji Group	Co-founded by an MIT grad, this Indian startup has developed computer-based testing software to help companies cheaply evaluate and train workers.
<b>BioFuelBox</b>	San Jose, Calif.	9,500,000	Draper Fisher Jurvetson	BioFuelBox converts grease and fat from food waste into biodiesel. Its first plant converts waste from potato processing facilities in Idaho.
<b>BrightSource Energy</b>	Oakland, Calif.	160,000,000	VantagePoint Venture Partners	One of the world's leading developers of solar thermal technology, BrightSource won the contract for an enormous solar project in California's Mojave desert.
<b>Bump Technologies</b>	Mountain View, Calif.	3,020,000	Y Combinator, Ron Conway, Sequoia	One of the hottest free iPhone apps, the company's software lets users share personal contact information and photos simply by bumping two phones together.
<b>China Water &amp; Energy</b>	Hong Kong	6,000,000	Family of Adrian Ho	This company is trying to use its founders' connections with Chinese officials to get a leg up in the burgeoning market for wind power on the mainland.
<b>CitySourced</b>	Los Angeles	65,000	Dale Okuno	CitySourced's iPhone application lets people snap pictures of potholes, graffiti, and other annoyances and send them directly to the right person at City Hall.
<b>Coulomb Technologies</b>	Campbell, Calif.	3,750,000	Estag Capital	Electric car drivers in San Francisco and Europe can plug in at Coulomb's charging stations, which are about the size of a parking meter.
<b>Driptech</b>	Palo Alto, Calif.	100,000	Scott Petry, Project Redwood	Driptech's low-cost irrigation technology is designed to help millions of poor farmers in the developing world struggling with water scarcity.
<b>Epizyme</b>	Cambridge, Mass.	46,000,000	Kleiner Perkins Caufield & Byers	Epizyme's drugs attack cancer-causing enzymes. The company has attracted major funding from venture firms and drugmakers Astellas and Amgen.
<b>Fitbit</b>	San Francisco	2,050,000	SoftTech VC, True Ventures	The startup sells a \$99 gizmo that tracks movement, exercise, and sleeping patterns. The data zips wirelessly to a Web site, where you can chart your progress.
<b>Freedom Meditech</b>	La Jolla, Calif.	630,000	JumpStart Ventures, Catherine Stiefel	With just one employee, Freedom Meditech is as small as can be. But CEO Craig Misrach aims to upend the \$10 billion global diabetes monitoring market.
<b>FreeWheel</b>	San Mateo, Calif.	14,750,000	Foundation Capital, Battery Ventures	Hatched by former DoubleClick execs, this new service helps big media companies such as Warner Music manage and monetize ads for online videos.
<b>Genocea Biosciences</b>	Cambridge, Mass.	23,000,000	SR One, Polaris Ventures	Using a technology developed at Harvard Medical School, Genocea can rapidly test experimental vaccines in a simulated version of the human immune system.
<b>Hunch</b>	New York	2,000,000	General Catalyst Partners, Bessemer	Launched by Flickr co-founder Caterina Fake, Hunch helps answer questions by matching responses from users who share similar preferences.
<b>Justin.tv</b>	San Francisco	6,200,000	Y Combinator, Alsop-Louie	Justin Kan launched the site as a live video "lifecast" of himself. Now it is one of the largest live video-sharing communities, with 40 million monthly visitors.
<b>Layar</b>	Amsterdam	1,000,000	Sunstone Capital	Layar has created free software that lets smartphones deliver "augmented reality"—text and images laid over scenes viewed through a device's camera.
<b>Patients Know Best</b>	Cambridge, Britain	75,000	Seedcamp	Harnessing the Web to improve health care, this service lets doctors and patients communicate online. It won a contract with Britain's National Health Service.
<b>Permuto</b>	Palo Alto	6,030,000	Onset Ventures, Rembrandt Venture	The startup aims to bring the precision targeting of search advertising to display ads, by tracking consumers' online shopping behavior.
<b>Phycal</b>	Highland Heights, Ohio	15,000,000	U.S. Defense Dept., angel investors	Is there gold in pond scum? By harvesting oil from living algae, Phycal aims to undercut diesel and jet fuel with a homegrown, eco-friendly replacement.
<b>Scribd</b>	San Francisco	12,800,000	Charles River Ventures, Redpoint	A sort of YouTube for publishing, Scribd lets 40 million users upload digital versions of reports and other printed matter and share them easily across the Web.
<b>Sense Networks</b>	New York	9,000,000	Intel Capital, Javelin Venture Partners	This technology, which crunches real-time, location-based data from wireless carriers and cars, can be used to craft next-gen marketing and ad campaigns.
<b>SolarCity</b>	Foster City, Calif.	56,000,000	First Solar, Draper Fisher Jurvetson	The largest provider of residential solar systems in California, SolarCity provides financing, installation, and monitoring services for homeowners and companies.
<b>Spotify</b>	London	82,000,000	Northzone Ventures, Li Ka Shing	A legal peer-to-peer music streaming service, Spotify serves up nearly any song you want to hear. Only available in Europe but coming to the U.S. soon.
<b>Xobni</b>	San Francisco	15,100,000	Atomico Investments, Khosla	Can't stay on top of your e-mail? Xobni overhauls Microsoft Outlook to make all that information more searchable and easy to organize.
<b>Zynga</b>	San Francisco	39,000,000	Clarium Capital, Foundry Group	Social game juggernaut Zynga is riding high on the sales of virtual goods, such as the digital crops purchased by players of the popular game FarmVille.

Data: Companies, YouNoodle