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**CONTACT: Paul Ahlstrom**  
**+51-81-8000-7332 (Mexico)**  
**(801) 949-5572 (US)**



## **Top Entrepreneurs in Mexico Recognized in New E|100 Program**

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**Monterrey, Mexico – April 20, 2010** – In partnership, the Monterrey Venture Capital Conference and the Alta Innovation Institute, the top 100 entrepreneurs of the Northeast Region of Mexico were recognized at an event the evening of April 20, 2010 at the Hotel Quinta Real in Monterrey Mexico.

The E|100 is an entrepreneurial support program that provides recognition and resources for the region's top entrepreneurs. The members of the E|100 are selected by their peers in response to the question, "Who are the entrepreneurs most likely to build a successful company in the next 2 or 3 years?" People were encourage to vote for candidates with ties to the Northeast Region, but not required to be local residents of Nuevo Leon, Coahuila or Tamaulipas. This E|100 network provides access to new resources, mentors, capital, and partners which become a support network for the entrepreneurs.

The E|100 recipients were identified through a crowd-sourcing methodology which included a multi-stage voting process. First, a survey was sent to thousands of businesses, entrepreneurs, accountants, attorneys and universities. Each was asked to nominate up to 20 entrepreneurs who were "on their way" to creating a successful company. As a result, 815 nominations were received. The next stage of voting included a peer to peer voting mechanism where these nominated entrepreneurs were asked to vote for up to 10 of their peers. On a peer to peer basis more than 300 of the nominated entrepreneurs cast approximately 2000 votes for other entrepreneurs. "It is this peer voting process, or entrepreneur to entrepreneur recognition which makes the E|100 such a meaningful award." said Paul Ahlstrom, Co-founder of the Alta Innovation Institute. E|100 members are encouraged to collaborate with their peers and expand their trusted networks.

For more information about the E|100 see [www.mvcc.mx](http://www.mvcc.mx) The MVCC held April 20-22, 2010 is hosted by Alta Ventures Mexico, the Tecnologico de Monterrey, and the U.S. Consulate in Monterrey. The MVCC conference will be held at **EGADE** (Escuela de Graduados en Administracion De Empresas) Ave. Eugenio Garza Lagueria y Rufino Tamayo, Col. Valle Oriente Garza García, NL 66269 Mexico. +52 (81) 8625.6000

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