

Company chosen



Jocelyn Cowie shows off a medical device that facilitates the diagnosis and evaluation of pain treatments. Her company, ASSESSx Technologies Ltd., will be a part of a Canadian Consulate General partnering mission to the U.S. in February. *—photo, Mona Mattei*

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A small start up company developed in Grand Forks is hitting the big time in the medical device industry.

ASSESSx Technologies Ltd., started by local massage therapist Jocelyn W. Cowie, was awarded runner up as the Best Pre-Revenue Company at the Nov. 14 Vancouver Angel Forum. The forum is a provincial event that introduces emerging companies to private equity investors. As one of the oldest and largest angel groups in Canada, its primary objective is to facilitate investment in emerging companies. Presenting companies have raised over \$24 million directly through the forum.

This honour was doubled when Cowie received word that the company was chosen as one of six participants in a Canadian Consulate General partnering mission to the U.S. One hundred and thirty companies competed to be a part of the U.S. mission.

"They're seeing something in the technology," said Cowie. "The other companies that are attending with us are such high caliber. I am very pleased to be promoted alongside of them."

Cowie's invention is a new medical device that facilitates the diagnosis and evaluation of pain treatments. It can be used to treat the pain or help provide diagnosis. The application is software controlled by a clinician.

"People are really excited by the potential for the device," said Cowie. "It combines western diagnostics with eastern healing. We are taking existing technology and putting it to work in new ways."

Cowie's company is heading to Minnesota with the consulate's trade mission Feb. 12 - 15.