

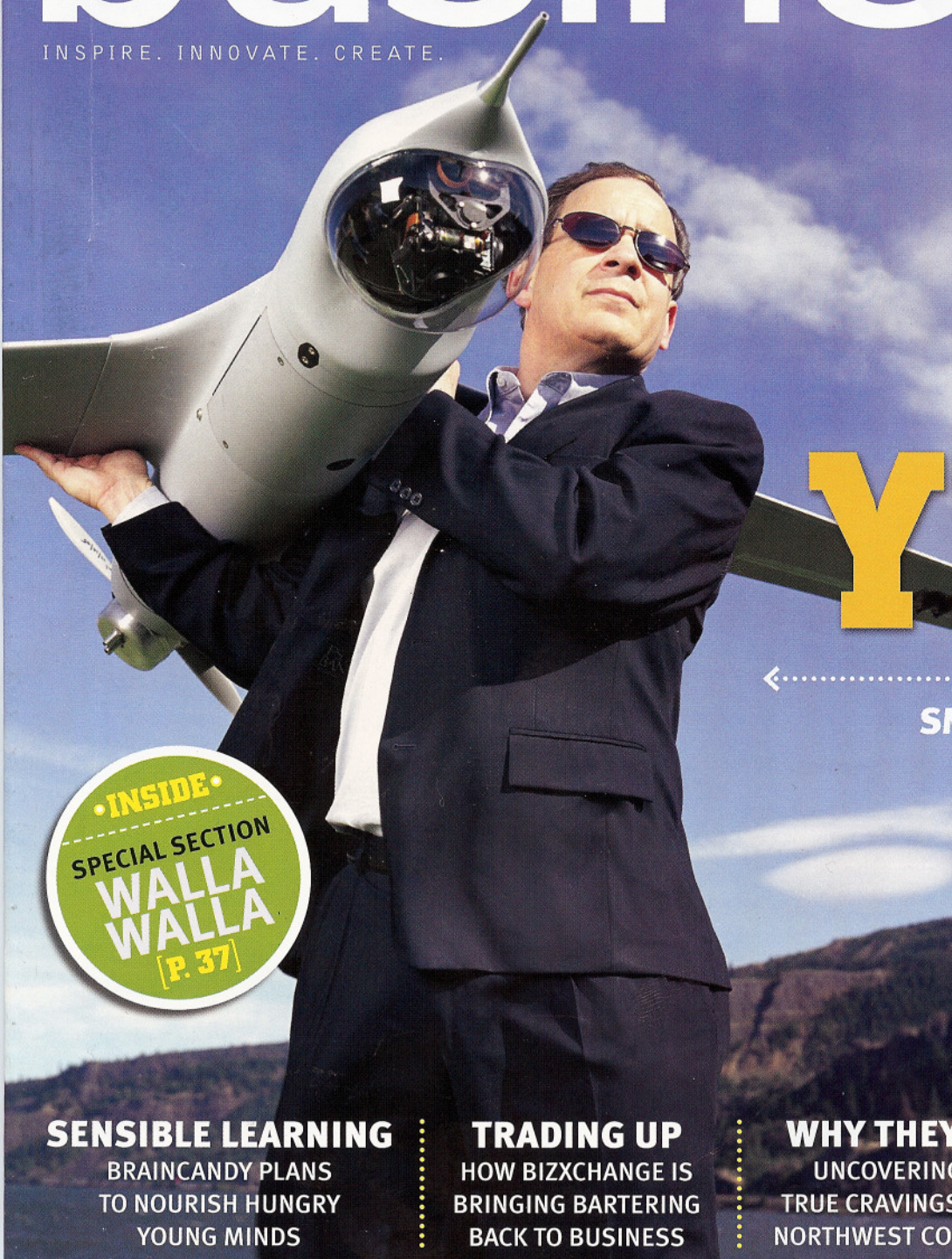
PLUS

THE BEST AND WORST OF BUSINESS

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BEST STARTUPS

FASTEST-GROWING STARTUP **ILIKE.COM**


THIS SEATTLE-BASED music recommendation site, launched by former Microsoft executive Hadi Partovi and his twin brother, Ali, in October 2006, became a phenomenon literally overnight—it just took seven months for that night to arrive. iLike suggests songs and artists, and also shares information from “buddy lists” to keep up with what iLike users’ friends are choosing. In May 2007, the brothers launched a version of iLike that can be used to personalize homepages on Facebook. Within hours, iLike signed up 25,000 new users; by October, iLike boasted more than 13 million. Backed by \$16 million in venture capital, the Partovi brothers are now working on ways to monetize their popular service via advertising. —*M.F.*

MOST PROMISING NEW BIOTECH FIRM **HEALIONICS**

ROBERT BROWN, president and CEO of Healionics Corp., calls his Redmond startup’s product the “GoreTex of biomaterials.” Healionics, which was voted Best Technology Investment Opportunity at the Zino Society’s last Zillionaire Investment Forum, has developed a line of materials known as “STAR” (an acronym for Sphere-Templated Angiogenic Regenerative 3D Scaffold). The materials, precisely engineered with uniformly sized pores to speed healing, are inserted into the body during surgery to encourage the growth of new blood vessels and tissue. The University of Washington spinoff is testing the product as a treatment for glaucoma in dogs, and is hoping to raise \$1.5 million in startup capital. —*M.F.*



For more Best Startups of 2007, check out the Web Exclusive section of seattlebusinessmonthly.com today!

 Inrix CEO Bryan Mistele shows off a map created from his traffic software, which is delivered through partners such as BlackBerry, BMW, Garmin, Sprint-Nextel and Seattle’s own Tom-Tom (seen above).

BEST TECHNOLOGY FOR COMMUTERS **INRIX**

In the congested world of traffic information devices, local startup Inrix is speeding ahead of the competition. The Kirkland-based company, launched in July 2004, is one of several firms to deliver real-time traffic information to cell phones, in-car navigation boxes and other devices. Currently, the company offers traffic information in more than 90 metropolitan areas in the United States and 12 in the United Kingdom.

Founded and managed by former Microsoft executives Bryan Mistele and Craig Chapman, Inrix was the first company spun off from Micro-

soft Research, the software maker’s semi-autonomous research lab.

Whereas some of their competitors use cell-phone network data to garner real-time traffic information, Inrix collects GPS data from fleets of taxis, delivery vans and long-haul trucks to make up what the company calls its “Smart Dust” network. The network also incorporates toll-booth data and information from the embedded wire sensors built into roads. Using predictive algorithms that can help foresee traffic tie-ups before they happen, Inrix’s network can also send out alerts and alternative route advice through various navigation devices. —*M.F.*