

America's 20 Most Promising Young Companies

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Speed



No. 9: Yurtopia

Vertomedical.com

Founded: 2008

Headquarters: St. Louis, Mo.

Industry: Audio accessories

Number of Employees: six

2008 Revenue: none

Company Vitals: Manufactures and sells earbuds for audio headphones. Size selection based on digital photos of customers' ear canals. Will start selling through Best Buy in September 2009. Anticipated price: \$30.

Seth Burgett, Founder, 39: Helped start Stereotaxis, maker of cardio-surgical tools, went public in 2004; later joined contact lens maker Bausch and Lomb. Inspired by the chafing of his headphones while training for a triathlon. Still trains; also enjoys barefoot water skiing.

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