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Health data startup counts on Bellante

SPECIAL REPORT

Our annual look at 40 rising business stars in the region under the age of 40

40

under 40



Justin Bellante

Age 36
Title President, CEO and co-founder
Company BiolQ, Santa Barbara

Justin Bellante is the CEO of Santa Barbara-based health technology startup BiolQ. Using an online platform and at-home test kits, the company helps people collect health screening metrics, such as whether they are at risk for diabetes, and put together an action plan.

Employers and big health plans also use BiolQ. When a large number of employees take the screening tests, BiolQ can generate a pool of anonymous data about the health of the group. Employers can use that data to help their employees improve their health — and save money on insurance premiums when they do so.

But even though BiolQ has hundreds of big clients, from Jack in the Box to Tenet Healthcare, starting a health technology company wasn't Bellante's original plan. He was a doctoral student in the materials science program at UC Santa Barbara.

"Then a good family friend and mentor of mine had a stroke, and one of the contributing factors was that he had had a case of diabetes for a long time he didn't know about," Bellante said. "We took a step back and looked at how challenging it was to engage the health care system back in 2005

and how Netflix was displacing Blockbuster. We thought, if people can't be bothered to walk into Blockbuster and take five minutes to do something they want to do, how are they going to spend hours and hours to go to the doctor?"

Bellante speaks frequently at regional universities on the topics of entrepreneurship and health care technology. When he's not at BiolQ, he enjoys soccer, surfing or traveling to Argentina to visit his wife's family. But he engages with the Santa Barbara startup community as often as possible.

"It's a very rich environment for starting a business," he said.

- **What was your first job?**
Paper route.
- **If you weren't working in health care technology, what would you be doing?**
Solving other challenges in health care.
- **Who is your hero/inspiration?**
Giuseppe Garibaldi. *[A 19th century general and one of the fathers of modern Italy]*
- **What was the last book you read?**
"Organizational Physics: The Science of Growing a Business" by Lex Sisney.



Honoring a new class of up-and-coming leaders



HENRY DUBROFF
 Editor

I'm delighted to present the 2014 class of 40 Under 40.

From some fairly humble beginnings in 2001, 40 Under 40 has come to symbolize the new generation of dynamic, diverse and talented leaders who are rapidly taking their places among the leadership ranks of Tri-County businesses and nonprofits.

This year our total nominations again exceeded 200, making the selection process extremely difficult. Even after

consolidating multiple nominations, we had more than 100 individuals up for consideration.

Choosing this year's class was an extraordinarily difficult process as we try to achieve the right balance among our three counties, industry clusters and achieve as diverse a group as possible.

Our efforts to be rigorous in our selections are one reason why 40 Under 40 turned into the only region-wide recognition event of its kind in the Ventura, Santa Barbara and San Luis Obispo county region.

A few words about our process. We solicited nominations at our events, on our website and social media platforms, and through advertising and email announcements.

We have three mandatory requirements for to be considered for this section. You must be under 40 years of age at the time the nominations close.

You must be a resident of or a person whose business is based in the Tri-Counties. And finally, you can only be honored once.

That's the easy part. The hard part is sorting through the many worthy nominees and picking each year's winners. We consider professional accomplishments, outside recognition of those accomplishments and community involvement, among other factors. We look for people who have gone above and beyond by taking leadership roles in their organizations or starting their own companies.

We also look for geographic diversity among our region, we take into account the quality of nominations, and we take extra care when a candidate is in his or her last year of eligibility, based on age.

40 Under 40 was produced by Special Reports Editor Erika Martin with contributions from our

news team. The cover was produced by Graphic Designer Cory Pironti.

Finally, I would like to thank our gold sponsors, Wells Fargo, United Way of Santa Barbara County and CSU Channel Islands, and our silver sponsors Rabobank, CoastHills Credit Union, LightGabler, Cottage Health System, Montecito Bank & Trust, Santa Barbra Zoo and Ventura Investment Co.

We will be celebrating the 2014 class of 40 Under 40 at a very special reception and dinner at the Topa Tower Club in Oxnard on Monday, Oct. 20. Honorees can purchase a limited number of additional tickets by contacting Director of Marketing Jennifer Carusa at jcarusa@pacbiztimes.com.

• Contact editor Henry Dubroff at hdubroff@pacbiztimes.com