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Daren Cotter, founder and CEO, CotterWeb Enterprises, 27

Daren Cotter has always had a passion for technology and entrepreneurship, so it wasn't surprising when the Minnesota State University college freshman thought he could develop a better online rewards program than the one he was using. So at 19 he founded CotterWeb Enterprises, an online loyalty marketing services firm, in his dorm room. The company rewards members with cash instead of points or prizes for online activities such as trying advertisers' products and completing marketing research surveys.

Cotter Web's properties, InboxDollars.com and SendEarnings.com, already have 6 million registered members, and the company has grown from \$2 million in 2004 annual revenues to \$12.4 million in 2007.

While Cotter has gotten plenty of press for his accomplishments so far — including being named to Inc.'s annual list of the 5,000 fastest-growing private companies in the West, as well as being profiled in a slew of



Minnesota-based publications — he also enjoys giving back to the local community. Since 2005, CotterWeb has partnered with a local nonprofit organization, Lifeworks, which pairs people with disabilities to a job in the community, including at CotterWeb.

In his spare time — if there is any left — Cotter enjoys watching hockey and playing golf.