

2017 Young Entrepreneur of the Year



William Cross, a type 1 diabetic since age 13, has never been your typical student. At age 17, William won Carroll EMC's research grant making him the only person without a Master's degree to ever do so. At age 19, while also a student at UWG, William landed a job working for DSGM Systems doing R&D and testing the world's first non-invasive glucose monitor to measure the body's response to changing glucose levels.

Also, at age 19, William started to develop diabetic neuropathy, a condition that causes searing pain in the hands and feet, blindness, kidney failure, and amputation. However, William was not willing to accept this fate, and devoted his life to researching this condition.

Over the next 4 years he developed a treatment for his condition, which he nicknamed NeuropAWAY. After six months of testing, William decided to share this discovery with the world. NeuropAWAY went on sale in April 2015 and is now in nearly 200 pharmacies, and will be in nearly 6,000 pharmacies by April 2017.