

LOS ANGELES, Oct. 25, 2013 /PRNewswire/ -- [Post-op](#) Top took top honors Tuesday night at the Marconi Automotive Museum in Get Started OC (#GetStartedOC), Cox Business and Inc. Magazine's third pitch contest this year designed to support local entrepreneurship and product innovation. Earning top marks for originality, ease of implementation and benefit to the community, Post-op Top received a \$10,000 Cox Business technology makeover.

"Get Started OC was an incredibly beneficial event on a number of levels," said Lesa Behrens, CEO and co-founder, Post-op Top. "Networking with other local entrepreneurs was inspiring, while the \$10,000 technology makeover will undoubtedly help our company grow to the next level. In addition, the one-on-one advice from industry veterans was invaluable."

Nearly 60 business ideas were submitted for Get Started OC. Five finalists were selected to pitch for the live event and the winner was determined by an expert panel that included [Dave Berkus](#), speaker, author and angel investor, [Mari Smith](#), one of the world's leading social media strategists, Megan Duckett, founder of [Sew What?](#) and Lindsay Blakely, senior editor of Inc.

"Congratulations to Post-op top and the other finalists, who brought their unique and viable concepts to Get Started OC and proved that the entrepreneurial spirit is alive and well in Orange County

, " said

Tim Hinson

, vice president of Cox Business in

Orange County

. "Our goal was to provide local entrepreneurs and start-ups with a forum to learn from the experts, have an opportunity to win cash and technology that will move their businesses forward and reinforce that OC is a great place to do business."

Post-op Top's mission is to provide comfortable, fashionable and affordable clothing for women to wear after surgery for a breast cancer or breast augmentation procedure. After founder Lesa Behrens

was diagnosed with Stage III breast cancer, she was unable to move her arms after her double mastectomy surgery. Because of the discomfort, Lesa had to wear her hospital gown home from the hospital. She vowed then to create a comfortable and stylish alternative for women in her situation. Lesa and her sister,

Cristi Roberts

, run Post-op Top today and have plans to expand the business over the next few years.

While the expert panel determined Post-op Top as the winner, the audience had an opportunity to vote on their favorite in a people's choice contest. [Boda Borg](#), a real-world gaming provider, won as the crowd favorite and took home a trophy.

Cox Business plans to bring Get Started OC back in 2014 and is planning other events across the country.

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