

Hatchery Fall 06

Moving Out.net (name tbd)

At the end of every school year, thousands of Wash U students move out of an apartment or dorm. These students just finished finals and the last thing on their minds is what they will do with their extra tv, microwave, fridge, mattress, etc. Every May students try to sell their barely used left overs for bargain prices. Our plan is to buy an inventory of these items and store them over the summer. We will then sell these items to incoming students for far below retail value. Our inventory will be displayed on a website, which will also have payment and delivery options.

Devin Poch

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coalition:

Retail and Consumer Products

needs:

Team Members, Market Analysis, Technology

programs:

Hatchery Fall 06

url:

None

Phase Change Materials

Solutia has access to patents on Phase Change materials. These materials start as a solid and can be tuned to absorb heat at a specified temperature. Once the ambient temperature falls below the "tuned" temperature, heat is released back into the room.

Solutia is interested in the feasibility of entering such a market.

See short description

Phase change materials have entered the market in niche applications such as Ski vests. We are interested in whether there is a market in building, construction and other consumer products.

Arthur Huggard

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coalition:

Industrial Technology

needs:

Team Members, Product Development, Market Analysis, Finance and Accounting, Research Partners, Operations and Management

programs:

Hatchery Fall 06

url:

www.solutia.com

Environment Preservation and Poverty Reduction in Madagascar

The Missouri Botanical Garden (MBG), with the support of the Skandalaris Center for Entrepreneurial Studies (SC), is seeking a Hatchery team leader and team to complete an international social entrepreneurship project. This project is ideal for MSW, MBA, BSBA, Economics, International, Political Science, or any students interested in contributing to and learning about reducing poverty

Hatchery Fall 06

in developing countries. Four villages have been selected as test areas for developing a model of conservation and entrepreneurship.

The goal is to find creative ways to help a region's population develop new sources of income (The Blessing Basket Project -- <http://www.blessingbasket.org> -- concept is one option) that align with natural habitat preservation. Mentors for the project will include senior MBG people in St. Louis and in-Madagascar MBG personnel having close relationships with village inhabitants. This project has the potential to serve as a new model that can be replicated in multiple countries.

Armand Randrianasolo

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coalition:

Social Ventures

needs:

Team Members, Advisors

programs:

Hatchery Fall 06

url:

None

Renaissance Development Constructors

With the Loft District emerging in St. Louis as a premiere location for living and night life, St. Louis is again taking a role to revitalize its city. Yet, where is someone to live if they would like to raise a family in the city?

Old North St. Louis is also going through many changes. RHCDA and other builders are regenerating this area to be one of the classiest neighborhoods in the city. Many homes are in need of renovation and can be turned into state of the art single family residences. With the help of some investors and a small work force, dreams can become a reality!

There are approximately fifteen to twenty homes in the Old North St. Louis area that can be bought from the government for next to nothing if the buyer promises to renovate the building. Because it is a national historic area, the outside faces of the buildings cannot be altered. Yet, the interior of these full brick buildings can be easily rebuilt to include some of the most modern and high tech amenities in homes today. These homes could be the perfect infusion of old world charm and modern qualities.

Currently, RHCDA and Restoration STL are working on commercial projects in the area. With the 14th Street Mall renovation project currently being undertaken, it would be advantageous for Renaissance Development to acquire homes in the area for future development and rehabilitation.

Sam Stahnke

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coalition:

Finance and Investment, Professional Services, Retail and Consumer Products

needs:

Team Members, Advisors, Mentors, Investors, Legal Advice, Operations and Management

programs:

Hatchery Fall 06

url:

None

Hatchery Fall 06

Nutritional Supplement to prevent Total Joint Loosening

Our product is a natural supplement derived from licorice that prevents periprosthetic osteolysis (PPO) after total joint replacement. PPO is loosening of the bone-implant interface, and is the most common and most serious complication after a total joint operation. Currently, there are 8-10 million people living with a total joint, and that number is predicted to double over the next 10 years as the elderly population increases.

We propose to develop a natural nutritional supplement that will help prevent bone loss. The primary indication for the supplement will be to help prevent the most common long-term complication after total joint replacement, periprosthetic osteolysis. Secondary indications for the supplement will be patients with osteoporosis, and those at risk for developing osteoporosis. To our knowledge, there is no natural supplement targeted at the prevention of this condition.

The supplement's main active ingredient will be glycyrrhizin, a natural compound that is found in licorice root. Glycyrrhizin has been shown to inhibit a critical step in bone destruction, the main etiologic factor in both periprosthetic osteolysis and osteoporosis.

The potential market size is large: 52 million people in the U.S. currently have a total joint prosthesis, osteoporosis, or are at risk for osteoporosis. With the aging of the population, that figure is expected to exceed 131 million by 2030.

Sarah Majercik
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coalition:

Plant and Life Science

needs:

Advisors, Market Analysis, Technology, Investors, Legal Advice

programs:

Hatchery Fall 06

url:

None

TechNotes - Professional Technical Writing Services

Studies have shown that science and technology companies which hire technical writers early in their product development have a greater chance of success. These companies need technical writers to articulate documents such as business plans, patent applications and other business-to-business communications. Without writers, good ideas get lost. Many of these companies cannot afford to hire a full time writer. TechNotes will provide these companies the professional services of a writer at an hourly or by-project rate, so that their writing needs can be met without exceeding their budgets.

Studies have shown that science, engineering and technology companies which employ technical writers at an early stage of product development have a greater chance of success than those that do not. Small companies which work on research and product development in these areas need technical writers to professionally articulate documents such as business plans, patent applications, and other business-to-business communications. Without professional writers, good ideas get lost because an investor could not understand the scientific language of the in-house engineer, or a government official did not think a patent application was clear enough for approval. Many of these companies, as they are in their beginning stages, cannot afford to hire a full time professional writer. TechNotes strives to provide these companies with the professional services of a technical writer at an hourly or by-project rate, so that their writing needs can be met without exceeding their budgets.

Hatchery Fall 06

Rebecca Kazzaz
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coalition:
Professional Services

needs:
Advisors, Market Analysis, Mentors, Legal Advice, Communication Strategy

programs:
Hatchery Fall 06, Olin Cup 2006

url:
None

Wyman Teen Outreach Program

Wyman Teen Outreach Program is a non-profit organization that is used by schools, communities, and other youth practitioners to empower underprivileged teens to lead successful lives. Wyman is one of the few youth development programs that has been tested for over a decade and been proven successful. This program has lowered the failure rate in school, the rate of school suspension, the rate of pregnancy, and the rate of school dropout. Wyman wants to take this social venture and bring it to the next level by launching it nationwide.

Katie Orthwein
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coalition:
Social Ventures

needs:
Advisors, Product Development, Finance and Accounting, Mentors

programs:
Hatchery Fall 06

url:
www.wymanteens.org

Essential Accessories - wristlet

Often, a young women wants to be freed from the bulk and weight of her purse but has little room to spare in her pockets. With the wristlet, all of ones essential items are accessible, convenient and secure. The product is a cuff-like accessory to be worn on the wrist, hip, arm, or ankle that holds essential items such as a cell phone, ID card, cash, a credit card, and one key.

Our specific target market is college women, ages 17-24, who regularly engage in an active nightlife. Distribution methods would be through college book stores, with a website for customized wristlets.

The wristlet is one product to be distributed under the name "Essential Accessories." We want to expand the line so as to diversify risk among each product, and also to offer a complete product line for all "essential" needs.

Although the initial target market is small, we hope to appeal to a wider range through word-of-mouth advertising and a website where those willing to spend more money can customize their items (fabric, colors, embossing, embroidering, etc.)

Since this product will go into retail stores, we are in a wholesalers position and need information on accounting and financial reporting from the wholesaler perspective. Also, since we will not be selling

Hatchery Fall 06

directly to customers at first, how do we gauge the interest of bookstores and get them to sell our product?

For all those interested, (whether it is suggestions, known competitors, or advice) please feel free to contact Lauren at KaplanL@olin.wustl.edu.

All input is greatly appreciated

Lauren Kaplan

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coalition:

Women Entrepreneurs, Retail and Consumer Products

needs:

Advisors, Market Analysis, Finance and Accounting, Mentors, Legal Advice

programs:

Hatchery Fall 06

url:

None

Beignet, Done That

Beignet, Done That will provide a destination experience for a currently unmet market in the St. Louis area. We will offer a variety of beignets as well as the famous New Orleans-style chicory coffee. Because BDT was open for two years beginning in 2001, we have been fortunate enough to gain custody of their historical data and will be able to put this to use in calculating financials and locating trends. We are currently in search of an ideal location one of St. Louis' prime locations.

Jamie Jouza

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coalition:

Women Entrepreneurs

needs:

Advisors, Mentors

programs:

Hatchery Fall 06

url:

None

NextGen Communications

As of September 2006, there are 306 cities and counties in the United States with serious plans to deploy wireless networks (MuniWireless). Other research analysts project the market size of wireless devices in the US alone to be \$3.2 billion by the year 2010 (RNCOS Research). NextGen Communications manufactures and wholesales high bandwidth outdoor radios catering to this rapidly growing market.

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Hatchery Fall 06

real throughput of our nearest competitors' products, their innovative design also allow our customers to enjoy a significant reduction in implementation cost. We are looking for industry experts in the wireless field, manufacturing, along with legal advice on how to protect our intellectual property.

Kevin Li

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coalition:

Industrial Technology, Information Technology

needs:

Advisors, Mentors, Investors, Legal Advice, Operations and Management

programs:

Hatchery Fall 06, Olin Cup 2006

url:

None

BioRankings

BioRankings offers premier Statistical Data Analysis Service to biomedical researchers who are using high throughput molecular technologies such as gene chips, proteomics, and whole genome scans to analyze diseased tissue samples. Each tissue analysis produce millions of data points – an amount of data that overwhelm the analysis capacities of most labs. As a result there is high demand for services that can efficiently analyze these data. BioRankings takes data in-house, performs automatic advanced statistical analyses of it, and returns results to researchers in an easily interpreted format.

Our featured product is an existing computer algorithm for analyzing data from CGH (comparative genomic hybridization), a new research method which allows researchers to identify genetic copy differences between disease tissue (e.g., cancer) and normal tissue. Researchers using CGH to find gene copy differences are struggling to analyze the large datasets produced for each tissue sample. Other tools on the market cannot handle the large datasets produced by CGH, and in-house analyses can take months and is rarely available due to a shortage of appropriately trained biostatisticians. BioRankings' CGH Tool offers a superior, automatic, and fast analysis that researchers need. Our analyses allow for faster and more accurate identification of genetic copy number changes that may be related to disease, which saves researchers time and money. This efficiency can reduce the time needed for preclinical research and move research results into the drug development pipeline much faster.

Bill Shannon

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coalition:

Plant and Life Science, Professional Services, Information Technology

needs:

Mentors, Research Partners, Communication Strategy

programs:

Hatchery Fall 06, Olin Cup 2006

url:

None
