

## Hatchery Spring 06

### Sunflower Consulting

What do companies like Dell, Starbucks, and IBM all have in common? They publish Corporate Social Responsibility (CSR) reports. Today investors are demanding to be made aware of the social impact of the businesses in which they invest. However, currently only large corporations have had the resources, particularly the necessary knowledge, to produce them. Meanwhile many small and mid size companies wish to study and report on their own CSR and sustainability issues. Sunflower Consulting will study a business' operations and publish CSR reports for them.

Simply put, Sunflower Consultants will be experts in the fields of CSR and corporate sustainability. They will assist small and mid sized corporations interested in publishing CSR reports that do not have the resources to devote full time staff to the effort.

**Jeff Lippert**

[lippertj@wustl.edu](mailto:lippertj@wustl.edu)

coalition:

**Finance and Investment, Social Ventures**

needs:

**Team Members, Advisors, Mentors**

programs:

**Hatchery Spring 06**

url:

None

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### Argive Consulting

Argive Consulting is a new and innovative take on organizational consulting. Traditionally, a consulting firm sends business-trained associates to survey employees. Unfortunately, many employees are unwilling to fully disclose their attitudes and opinions for fear of retribution. In other situations, consultants fail to properly diagnose the company ethos.

Argive seeks to solve this problem by employing psychiatrists and psychologists to perform diagnoses and make preliminary suggestions, with numerous benefits to firms and employees.

Please contact me for further information.

**Clint Mudrick**

[MUDRICKC@olin.wustl.edu](mailto:MUDRICKC@olin.wustl.edu)

coalition:

**Professional Services, Information Technology**

needs:

**Team Members, Advisors, Market Analysis, Mentors, Legal Advice**

programs:

**Hatchery Spring 06**

url:

None

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### Topical Cream Skin Care Product(s)

We are exploring how to bring three new topical ointments to market. These ointments are used to treat various strains of rash including diaper rash, adult incontinence, athlete's foot, and poison ivy itch, which comprise a estimate aggregate market size of over \$750 million. The breakthrough is that they are the first of their kind to combine a drying agent with a corticosteroid, helping cure

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rashes faster and more effectively. We are seeking funds and strategic partners to help move this venture forward.

We are exploring how to bring three new topical ointments to market. They comprise an estimated market size of over \$750 million. The breakthrough in these products is that they are the first of their kind to combine a drying agent with a corticosteroid, helping cure rashes faster and more effectively. Two of the three products are already protected by patents and one of them is currently pending issuance. The creams have been produced in a lab and undergone some initial testing, but further work has to be done to obtain FDA approval. The founder has expressed a preference towards licensing this technology to a major pharmaceutical company for large-scale production and distribution, however, our team will also explore the risks and rewards associated with other available methods of capitalizing on this innovation. We are currently seeking funds and strategic partners to help move this venture forward.

**Samuel Jacobs**

[jacobssa@wustl.edu](mailto:jacobssa@wustl.edu)

coalition:

**Plant and Life Science, Retail and Consumer Products**

needs:

**Advisors, Product Development, Market Analysis, Research Partners, Investors, Legal Advice**

programs:

**Hatchery Spring 06**

url:

None

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## E-Units

E-Units is a real estate development company committed to using environmentally sustainable building technologies to rehabilitate homes, and entire disinvested communities in St. Louis. E-Units is comprised of two primary divisions, product development and brokerage/lending.

**Kyle Walton**

[waltonk@wustl.edu](mailto:waltonk@wustl.edu)

coalition:

**Finance and Investment, Social Ventures, Minority Entrepreneurs**

needs:

**Advisors, Market Analysis, Technology, Finance and Accounting, Investors, Legal Advice**

programs:

**Hatchery Spring 06**

url:

None

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## Rock Creek Condominiums

The Rock Creek Condominium concept is a real estate development project consisting of 36 upscale condominiums located on Lake Taneycomo in Branson, Missouri. Our offering will provide an inviting, quiet and scenic environment for quality conscious customers seeking an upscale lifestyle during their retirement years. The Rock Creek development team is in a unique position to capitalize on the positive externalities created by the Branson Landing Development, a new \$450 million multi

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use development offering shopping, dining, a convention center, and hotel. The senior management team (Keyes

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**Chris Keyes**  
[chris\\_keyes@go.com](mailto:chris_keyes@go.com)

coalition:  
**Finance and Investment**

needs:  
**Advisors, Mentors**

programs:  
**Hatchery Spring 06**

url:  
None

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## Monkey Bar Gym

The Monkey Bar Gym's mission is to change the way people look at health and fitness by opening people's minds to experiencing how their bodies and minds truly work. It moves away from the means of fitness training that isolates one's muscles from the mind and moves towards a positive collective means of exercise that engages the entire body and mind simultaneously. The Monkey Bar Gym builds usable strength as well as lasting physical and social confidence, bringing people back to the feelings that they had when they were kids on a playground.

With a single profitable location in Madison, Wisconsin, the Monkey Bar Gym has already proven that members of traditional health clubs are looking for something different. Clearly, this is about more than fitness. The focus on alternative training methods and intra-gym relationships has built in advantages for both clients and investors.

To clients, the Monkey Bar Gym is about lifestyle and sense of community. It's about having an intimate and unintimidating fitness environment. And it's about focusing on all aspects of self-improvement.

To investors, it's about low capital costs and short times to breakeven. It's about devoted clients and premium pricing models. And it's about taking a proven concept to market, being the first major mover in the next major fitness trend.

The Monkey Bar Gym is a concept whose time is now.

**Dave Gimpel**  
[gimpeld@wustl.edu](mailto:gimpeld@wustl.edu)

coalition:  
**Retail and Consumer Products**

needs:  
**Advisors, Mentors, Operations and Management**

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programs:

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url:

<http://monkeybargym.com/>

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### **SMS Restaurant Waitlist System**

Waiting for a table is frustrating, & while pagers that let customers know when a table is ready are helpful, they can't wander as they lose range. Why can't firms use cell phones to eliminate this? Why shouldn't customers leisurely roam the mall as they wait?

Its easy to use computer programs to send a message to a phone when table is almost ready.

It reduces costs to the firm (Eliminates costly systems that only work for a limited area), stores gain from foot traffic and might help subsidize the cost.

Problems are making sure that customers don't leave and that they accept SMS.

**Asher Schlusberg**

[aeschlus@wustl.edu](mailto:aeschlus@wustl.edu)

coalition:

**Professional Services, Retail and Consumer Products**

needs:

**Advisors, Product Development, Mentors**

programs:

**Hatchery Spring 06, Hatchery Spring 06**

url:

None

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### **Tan-To-Go**

Exclusive Sunless Tanning.

No one has a product like this. The Tanning solutions is absorbed into a sponge. The sponge is wiped on the skin where a tan is desired. The solution dries quickly, no streaking and has a refreshing fragrance. Exfoliation takes place as the sponge is wiped on the skin. It's fast and convenient. Dries so quickly that you can get dressed and go on with your schedule, or you can go to sleep without ruining your linens, no waiting for 30 minutes and not touching anything because it can be ruined, no spray in the air or damage in area which the spray is used.

I have developed a product called Tan-To-Go which is a sunless tanning product, I have a patent pending and will apply in May for US patent. Our first product is a sunless tanning sponge which no one has on the market at this time. The sponge is sauerated with tanning solution and sealed in a poly foil pouch. To use the product simply open the pouch and wipe over the skin areas you which to tan. The Product dries so quickly the you can get dressed immediately or go to bed without damaging the linens. The sponge shape and size prevent streaking, it has a refresing fragrance, no streaking, convenient, exfoliates as tanning solution is applied. At this time no one has a product that works this well. 5-pouches and a bottle of barrier cream comes in a zipper bag that can be reused. Instructions is on each pouch, a 4-color card is inserted in the front of the zipper bag and an additional set of tanning tips from the president is included.

**evelyn nahorski**

[etchalupny@charter.net](mailto:etchalupny@charter.net)

## Hatchery Spring 06

coalition:

**Finance and Investment, Women Entrepreneurs, Retail and Consumer Products**

needs:

**Advisors, Product Development, Market Analysis, Mentors, Investors, Communication Strategy**

programs:

**Hatchery Spring 06**

url:

[www.Tan-To-Go.com](http://www.Tan-To-Go.com)

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### Aqua IN

Aqua In your skin! Our company specializes in skin care products which are formulated based on a patented complex with delivers moisture to the skin in a way that has never been done before. Essentially, the product will remove water out of the air (or will absorb it when placed on the skin) and constantly rehydrate your skin throughout the day without reapplication of the skin cream. The exciting part about this project is that we are sponsoring an extreme athlete who is running across the Sahara desert wearing only our cream. This expedition is going to be documented by Project Greenlight.

Aqua In is a start-up company that is far ahead of the game in terms of sponsorship and media exposure.

The product is based on the patented Moisture-In technology which basically creates an equilibrium on the skin and rehydrates your skin throughout the day without reapplication of the skin cream. There is both a sports line and a cosmetic skin care line.

We are sponsoring extreme athletes that are crossing the Sahara Desert for a documentary which is to be filmed by Project Greenlight. The purpose of this expedition is to cure the water problem in Africa. The only skin care these athletes will be using in this three month expedition is our products. The athletes have already been featured in major magazines talking about this expedition. We want fresh young minds to help create a marketing plan, strategize product placement and advertising that incorporates our media exposure and turn it into sales.

**Marie Spaccarotella**

[info@aquain.net](mailto:info@aquain.net)

coalition:

**Women Entrepreneurs, Retail and Consumer Products, Minority Entrepreneurs**

needs:

**Team Members, Product Development, Market Analysis, Communication Strategy**

programs:

**Hatchery Spring 06, Hatchery Spring 06, Mizzou**

url:

[www.aquain.net](http://www.aquain.net)

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### Natural Capital

We believe a cityscape comprised of green, zero net energy use homes and buildings are key to providing healthy, operationally efficient, and attractive home ownership opportunities; opportunities essential to rebuilding St. Louis' urban core.

Natural Capital's zero net energy homes (\$0 net annual energy bill) are a composite of the latest in cutting edge environmentally sustainable technology, superior architecture design, and common

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sense, and will work to provide the healthiest, most comfortable, and operationally affordable homes ever experienced in St. Louis.

**Stephen Westbrook**

[westbrookss@olin.wustl.edu](mailto:westbrookss@olin.wustl.edu)

coalition:

**Finance and Investment, Social Ventures, Minority Entrepreneurs**

needs:

**Investors, Legal Advice**

programs:

**Hatchery Spring 06, Olin Cup 2006**

url:

None

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