

Hatchery Spring 07

Center for Character and Citizenship

UMSL has recently established the Center for Character and Citizenship (www.characterandcitizenship.org). The CCC takes many existing elements and a core of 9 faculty experts to promote the character and citizenship development of (mainly) K-12 students. The challenge is how to take the previously mainly pro bono services of the CCC (consulting, workshops, evaluation services, writing, etc.) and use them to continue to serve the common good but also to generate revenue for the growth of the CCC.

UMSL has recently established the Center for Character and Citizenship (www.characterandcitizenship.org) co-directed by endowed professors Marvin Berkowitz and Wolfgang Althof. The CCC takes many existing elements and a core of 9 faculty experts (along with other colleagues and graduate students) to promote the character and citizenship development of (mainly) K-12 students. It houses the Citizenship Education Clearing House, Leadership Academy in Character Education, Journal of Research in Character Education, etc. The challenge is how to take the previously mainly pro bono services of the CCC (consulting, workshops, evaluation services, writing, etc.) and use them to continue to serve the common good but also to generate revenue for the sustenance of the CCC. We are not entrepreneurs and have little expertise in finance, marketing, sales, etc. We need help building an entrepreneurial aspect to the CCC. Skandalaris can help.

Marvin Berkowitz
berkowitz@umsl.edu

coalition:

Social Ventures

needs:

Advisors, Product Development, Market Analysis, Finance and Accounting, Investors, Communication Strategy

programs:

Hatchery Spring 07 , SEIC 2007

url:

www.characterandcitizenship.org

Communicating Anytime/Anywhere

MESSAGEbuzz is a mobile communications solution that enables businesses, agencies, and organizations to benefit from the power of text messaging. MESSAGEbuzz is an easy to use web-based system providing a fast way to get a message out to the right people at the right time. Large universities, major national retailers, hotel chains, utility firms, and many small business owners are among MESSAGEbuzz's clientele. Headquartered in St. Louis, MO, MESSAGEbuzz.com has an office in Madison, WI and regional sales representatives throughout the United States.

Customers worldwide benefit by communicating with their prospects, clients and employees on an anytime/anywhere basis. Text messaging with MESSAGEbuzz enables them to do that.

We have been certified by all the major U.S. mobile phone carriers and we adhere to the strict standards set by the Mobile Marketing Association. Our application has been developed to meet the Federal Communications Commission's CAN-SPAM act, the Federal Trade Commission Act and the Mobile Marketing Association's Code of Conduct, and to a degree protect you from haphazard mistakes.

MESSAGEbuzz maintains a professional approach and will do everything to manage expectations and achieve the results you expect. The company is dedicated to delivering the right mobile experience for both you and your customers, and linking them to your brand, products and services.

Hatchery Spring 07

The following are just a few of our clients: National Association of Flight Attendants, University of Southern California and Moosejaw.com.

Steven Kelley

skelley@messagebuzz.com

coalition:

Professional Services, Information Technology

needs:

Advisors, Market Analysis, Investors

programs:

Hatchery Spring 07

url:

<http://www.messagebuzz.com/>

Mas o Manos - The WaiterWand

The WaiterWand is a handheld order entry device for waiters that has the potential to change the way they work and greatly improve efficiency and service. Our competitors are doing little to address the market's needs. With the WaiterWand's intuitive design and our high-touch training and implementation, we are well poised to capture a substantial share of the market.

A manager of technology and operations of a chain of 8 local restaurants deemed its design innovative and price extremely competitive. The concept ranked 2nd best investment by the Fall Intro. to Entrepreneurship students.

Have you noticed that technology has done little to improve service and efficiency for waiters in a huge industry where service is critical? I would like to introduce Mas o Manos and the WaiterWand, a hand-held order entry device for waiters.

Just like when walkie-talkies were introduced to the construction site, wireless waiter technology has the potential to change the way waiters work and greatly improve efficiency and service. Because of its benefits we feel this technology will be pervasive in the next five years and currently competitors are doing little to address the market's needs. With the combination of the WaiterWand's innovative design and Mas o Manos' high-touch training and implementation, we are well poised to capture a substantial share of the market.

The WaiterWand has compelling value which translates into great returns. We need investors, a patent, and an engineering, finance, programming, and sales team to really take this to the next level.

Ryan Buchner

buchnerr@olin.wustl.edu

coalition:

Industrial Technology, Information Technology

needs:

Team Members, Advisors, Technology, Mentors, Investors, Legal Advice

programs:

Hatchery Spring 07

url:

None

Growing Transitions

Hatchery Spring 07

The Information Technology staff at Boys & Girls Town of Missouri have decided to use their talent and skill to help other nonprofits grow their organization. The services we have decided to promote are Graphic Design, Logo Design, DVD Authoring/Video Production, Information Technology Solutions, and hosting/development of FAMCare - a client management solution that can be customized to meet a wide range of needs. We've taken the beginning steps to establish our "company" but would enjoy some guidance and participation on creating our business plan and 5 year business model.

Tammy Millikin

tammy.millikin@bgtm.org

coalition:

Information Technology

needs:

Advisors, Market Analysis, Mentors, Legal Advice, Communication Strategy, Operations and Management

programs:

Hatchery Spring 07

url:

<http://www.growingtransitions.com>

QuickJets

QuickJets is committed to establishing itself as the revolutionary private charter service in a high growth potential market utilizing new and innovative aircraft.

QuickJets is committed to establishing itself as the revolutionary private charter service in a high growth potential market utilizing new and innovative aircraft.

QuickJets aspires to provide a world class flying experience to its patrons at an unmatched price and quality; a combination of both modern aviation technology and superior human effort. We seek to open a vista for people who believe in flying-"flying the right way". We will capitalize on the gradual evolution of air travel to a more efficient and personalized journey in the sky.

The key success factors in our venture include:

- i) Visionary product offering
- ii) Pioneering the capture of a new market segment
- iii) Efficient and dedicated operations management
- iv) Adaptability to customers' ever-changing needs

In essence, QuickJets is not merely a product, it is a customer-focused service derived from human thought, ambition, and the drive to excel.

QuickJets, defining the way people move.

Adam Glassberg

glassberg@wustl.edu

coalition:

Retail and Consumer Products

needs:

Advisors, Mentors, Research Partners, Investors, Legal Advice

programs:

Hatchery Spring 07

Hatchery Spring 07

url:
None

Missouri Financial Literacy Services

The State of Missouri recently passed legislation requiring high schools to provide a curriculum of financial literacy to all students by the year 2010. High schools will require a curriculum, books, training and support as they work to implement these new classes. Missouri Financial Literacy Services is a not for profit organization that works to provide schools within St. Louis with the tutoring services that they will need to insure that students are financially literate upon graduation. In utilizing Washington University students, MFLS will provide low cost additional assistance to student

The State of Missouri recently passed legislation requiring high schools to provide a curriculum of financial literacy to all students by the year 2010. High schools will require a curriculum, books, training and support as they work to implement these new classes. Missouri Financial Literacy Services is a not for profit organization that works to provide schools within St. Louis with the tutoring services that they will need to insure that students are financially literate upon graduation. In utilizing Washington University students, MFLS will provide low cost additional assistance to students in the St. Louis area.

Gaston DeVigne
devigne@wustl.edu

coalition:
Social Ventures

needs:
Market Analysis

programs:
Hatchery Spring 07

url:
None
