

Intro to Entrepreneurship SP07

The Great Outdoors

I propose forming a company that puts people in touch with nature and helps them to see the importance of being environmentally responsible. The company has two focuses, education and "eco-tourism." The education focus of the company is to attract customers to partake in activities such as bird watching, hiking, biking, camping, plant identification, and even fishing. The second focus is "eco-tourism." The concept allows organizations to participate in outdoor activities and to understand the importance being good stewards of our natural resources.

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coalition:

Plant and Life Science, Professional Services, Social Ventures

needs:

Team Members, Advisors, Market Analysis, Investors, Legal Advice, Communication Strategy

programs:

Intro to Entre SP07 class - MGT 521

url:

None

Football Tracking

When referees spot a ball in football, they can at best provide an estimate of where the ball was. Sometimes, bad spots can result in a victory or loss that should not have occurred. By creating a tracking system for football, this issue can be resolved. Furthermore, the technology could be used in other sports such as baseball or tennis to better judge and watch these sports.

When referees spot a ball in football, they can at best provide an estimate of where the ball was. Sometimes, bad spots can result in a victory or loss that should not have occurred. By creating a tracking system for football, this issue can be resolved. Furthermore, the technology could be used in other sports such as baseball or tennis to better judge and watch these sports.

Brian Stowe

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coalition:

Professional Services

needs:

Team Members, Advisors, Product Development, Technology

programs:

Intro to Entre SP07 class - MGT 521

url:

None

Human Equity Co.

Currently, companies have 2 major sources of securing financing for projects- Debt or Equity. Many companies have a mix of both and the right mix contributes greatly to the health of the company. Presently, human beings do not have this flexibility of options. Human beings can only raise money in the form of debt and without incorporating a certain company, cannot take on equity. This means

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that very worthwhile ventures like education can only be funded by taking on significant debt. My idea is to create an equity market for education.

Tosin Adekoya

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coalition:

Finance and Investment, Social Ventures, Minority Entrepreneurs

needs:

Team Members, Advisors, Market Analysis, Mentors, Communication Strategy

programs:

Intro to Entre SP07 class - MGT 521

url:

None

Zikh Health & Entertainment Resort

Our business "Zikh Health & Entertainment Resort" will deliver resort with recreational and health treatment capacities to community living in Zikh area situated in Azerbaijan - the meeting point of Europe and Asia. Foreign visitors can enjoy the services of the Resort that will enable them to benefit from two types of natural muds, minerals, salt available around "Duzlu Gol" – translated as "Salty Lake". The muds and minerals have positive effect on the health and skin of people and increase immunity. Our business will help employment.

Our business "Zikh Health & Entertainment Resort" will deliver resort with recreational and health treatment capacities to community living in Zikh area (translated as "mud"), suburb of Baku - Azerbaijan's capital and visitors coming from other parts of the country. The Resort will enable them to benefit from two types of natural muds, minerals and salt available in the area of around Duzlu Gol" – translated as "Salty Lake". The muds and minerals have positive effect on the health and skin of people, increase immunity from diseases, improve the skin, help with treatment of skin diseases, cellulites and stretches and other problems. The uniqueness of this business is that it service and products will be natural and useful for health of people. With attractions of necessary investments, technology and involving community, bringing experts the resort can become new industry that will impact health, contribute to community building in the area, etc.

Zhala Mammadova

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coalition:

Professional Services, Women Entrepreneurs, Social Ventures

needs:

Team Members, Advisors, Product Development, Market Analysis, Research Partners, Investors

programs:

Intro to Entre SP07 class - MGT 521

url:

None

WiMAX technology

This idea is about implementation of the WiMAX technology, which is a promising new technology to provide wireless internet.

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I. WiMAX (Worldwide Interoperability for Microwave Access) was founded to offer a wireless solution to high speed Internet access, especially in places where physical infrastructure is infeasible (like in rural areas and third world countries). WiMAX will provide wireless broadband connectivity without the need for direct communication to a base station. It will cover an area with a radius of 3 km inside the city and 50 km radius from one base station to another, and offering a speed up from 15–70 Mbps (mega bit per second) accordingly. It is expected that WiMAX technology will allow urban areas and cities to become “metro zones” for portable outdoor broadband wireless access. (See better explanation in the uploaded file)

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coalition:

Information Technology

needs:

Team Members, Advisors, Market Analysis, Finance and Accounting, Investors, Operations and Management

programs:

Intro to Entre SP07 class - MGT 521

url:

None

Seeding Organic Real Estate Development

My business reintroduces urban patterns into existing neighborhoods through an innovative, collaborative process that seeds and promotes organic growth. Using a simple, focused plan, we will purchase and sequentially develop a small number of key buildings using a collaborative process. The project generates three different revenue streams throughout its duration, becoming self-sustaining after the initial investment. This business creates sustainable community-based organic growth that encourages economic development, decreases dependence on automobiles, and helps arrest urban sprawl.

Jack Senneff
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coalition:

Finance and Investment, Social Ventures, Retail and Consumer Products

needs:

Team Members, Legal Advice

programs:

Intro to Entre SP07 class - MGT 521

url:

None

Urban Property Development

Most efforts to combat inner city issues today are aimed at treating “symptoms”, and not root causes.

This concept, with dual monetary/social goals, takes traditionally undesirable lots and turns them into multi-use properties with low-rent housing options. The subsidization funds would come not from the government, but from private investors and corporations, who are investing in success of people.

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Potential creation of investor incentive is currently being examined from multiple theories, including non-market, "tipping point", micro-financing, etc.

Andy Nichols

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coalition:

Finance and Investment, Social Ventures

needs:

Team Members, Advisors, Market Analysis, Finance and Accounting, Research Partners

programs:

Intro to Entre SP07 class - MGT 521

url:

None

HoopCity

The proposed venture is a specialized type of recreation center designed specifically for basketball, consisting of 6-10 courts and a weightlifting/cardio facility. The concept has already been implemented successfully on the east coast (Basketball City, Run 'N Shoot); I propose to expand the concept into major cities in the Midwest & South, where such facilities are virtually non-existent. There is currently a great opportunity to be the first mover in the remaining untapped markets. Each city can only support one such facility, creating a natural barrier to entry for the first mover.

The idea for this venture sprouted from my own frustration with lack of quality basketball facilities in St. Louis. I have been to several of the east coast facilities and can greatly appreciate the value proposition. The target market is basketball players, but more specifically, it is the young/middle-aged male demographic. The competitive advantage over other recreation centers stems from the fact that this concept caters to the target market, particularly in terms of availability. The facility would most likely be open 24 hours. Run 'N Shoot has had success with such hours, and it has become increasingly popular for other health clubs in recent years (24 Hour Fitness, Anytime Fitness, etc.). For this venture, this is even more important because it relates to the availability concept. It's almost a psychological strategy. People need to feel like, regardless of the day, time, weather, or anything else, they can always go to this place and play basketball.

Lucas Poelker

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coalition:

Retail and Consumer Products

needs:

Team Members, Advisors, Mentors, Investors, Communication Strategy, Operations and Management

programs:

Intro to Entre SP07 class - MGT 521

url:

None

Codename: Project Knight Rider

I'd like to build and sell cars. Cool, fast, upscale sports cars. The kind that will really grab your attention and make you stop and stare. The kind that you get excited about driving. The kind that's so fast it almost flies.

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I think there's a market for it, and I have a lot of ideas about how to do it. But I need your help in developing these ideas and coming up with new ones. I'm looking for some ambitious and creative people to work with me on this exciting project.

Reggie Emeran

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coalition:

Industrial Technology, Retail and Consumer Products, Minority Entrepreneurs

needs:

Team Members, Advisors, Product Development, Market Analysis, Mentors, Operations and Management

programs:

Intro to Entre SP07 class - MGT 521

url:

None

Remotes without batteries

RFID transmitters are currently used for simple tasks such as tracking packages and alerting security systems of items being removed from stores. Most of the uses are passive in the sense that all the device does is let a sensor know of its presence. I plan to change that. By modifying the circuitry of the RFID tag, it is possible to send a signal that causes the receiving device to perform as preprogrammed task. The idea is to create remote controls that never require a battery or light switches that you can move anywhere in the room.

Current methods of controls have two major design problems: batteries and wires. Three aspects of wired control panels make them inconvenient from the installer's and the consumer's point of view. Wires are expensive to install, the cost of the raw material (copper) is increasing, and if a switch is put in one location, it is usually a permanent location that cannot be changed to suit the consumer's needs. The market for such a device is huge; almost every household in America and many around the world have remote controls for electronic equipment.

I have the ideas, but I am lacking some of the technical know-how to get it done. I went to school for electronics and I have studied some physics as well, but I need more knowledge. I need to partner with someone who already has the technical training and someone that is interested in manufacturing.

Benjamin Sakrisson

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coalition:

Retail and Consumer Products

needs:

Team Members, Product Development, Technology, Research Partners, Investors, Legal Advice

programs:

Intro to Entre SP07 class - MGT 521

url:

None

Farm Consulting Agency

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This concept is a farm consulting agency whose purpose is to bring technology to the American farmer, allowing them to run more efficient operations. Services offered would include: commodity marketing advice, technology integration, and comprehensive decision analysis software. The idea came from my dad, a farmer himself. He claims that no active consultant is available in his area to provide him ways to utilize the technology available in today's world. He wants a way to make business decisions based on something more than gut instinct. This service would provide exactly this.

In an industry of increasing world competition and slimmer margins, farmers must take every advantage they can to reduce costs. They are at the mercy of everything else. And when one bad year can put a farm under, hedging risks is even more important.

My vision is a sort of "Edward Jones" model, where branches would be located in rural areas. Farmer customers would be encouraged to drop in on the way to work, have some coffee, and obtain knowledge on the latest market trends, hedging, and technology integration. The branches would also install technology equipment and teach the farmers how to use it.

Technology training on the personal level has largely been ignored in this segment. This service could be a central place where farmers could learn to use technology available today and provide them with more efficient, next generation, farm operations.

Drew Wethington

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coalition:

Industrial Technology, Professional Services, Information Technology

needs:

Team Members, Advisors, Product Development, Technology, Investors

programs:

Intro to Entre SP07 class - MGT 521

url:

None

Front Porch Living - Residential Real Estate Development

I would like to form a residential real estate development company focusing on developing new "old" homes throughout historic neighborhoods of St. Louis. Currently, throughout many of these classic, charming neighborhoods there are non-descript homes being built on "tear-down" lots which destroy the wonderful character and feel of these tree-lined streets. I believe there is a natural demand throughout these areas for more traditional home design that has real curb appeal, fits in with the surrounding area and shares the architectural details - right down to the wrap-around front porch.

I would like to form a residential real estate development company focusing on developing new "old" homes throughout historic neighborhoods of St. Louis. Currently, throughout many of these classic, charming neighborhoods there are large, relatively non-descript homes being built on "tear-down" lots which destroy the wonderful character and feel of these tree-lined streets. I believe there is a natural demand throughout these areas for more traditional home design that has real curb appeal. Depending on the location, these new homes would be designed to fit in with the surrounding areas and share the architectural details, right down to the wrap-around front porch.

Initially, I plan to operate the company locally, but will consider expanding geographically into profitable areas. I am seeking team members to help conduct market research and site selections, identify potential partners in design and construction and ultimately invest in and manage these projects.

Eric Kalinowski

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Intro to Entrepreneurship SP07

coalition:

Finance and Investment

needs:

Team Members, Advisors, Market Analysis, Investors, Communication Strategy, Operations and Management

programs:

Intro to Entre SP07 class - MGT 521

url:

None

Automatic Advice

Our vision is to use a website to allow people of similar tastes to instantly share their opinions and recommendations with one another. Log in and rate products/services you're familiar with (movies, books, games, etc.), then the site identifies users of similar tastes and uses trends to make product recommendations – suggesting a movie you're likely to enjoy, based on like-minded users who have already seen it and rated it highly, and so forth. The site also provides forums for users to write formal reviews and engage in discussion. Revenue comes from advertising deals with online retailer

Other services include group recommendations, which allow multiple users to find something they are all likely to enjoy, "anti-recommendations" which give an entertaining list of products to stay away from, and blogging, and messaging capabilities.

User accounts are free; revenue comes from advertising deals. A product or service's information page includes links to online retailers for appropriate related products, in exchange for pay-per-click payments or compensation if an ad click leads to a sale. Many sites (Amazon, etc.) already offer such automated programs.

The growth potential is tremendous. The site can be expanded far beyond the realm of entertainment, to include things like restaurants and local attractions. Since users get more out of the site if their friends join, viral expansion via word of mouth can be huge. The more users that join, the more advertisements are displayed, and the more revenue grows – with the only additional cost being server and bandwidth

Richard Feldman

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coalition:

Information Technology

needs:

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

programs:

Intro to Entre SP07 class - MGT 521

url:

None

FOCL - Free Online Conact List management software

Who you know can be incredibly valuable in many situations - looking for investors, finding a job, etc. As one meets more and more people, the problem of keeping track of these people becomes increasingly difficult.

This online solution would present a pain-free, easily accessible way to manage one's contacts. Users could upload a digital picture of a business card and copy its text contents to their list rather than typing in data manually. Users could be notified of a contact changing jobs if that contact is in the system and also keep track of people not in the system.

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Current software solutions lack a number of key features needed in managing ones contacts.

Outlook lacks the ability to see updates in others' information. Additionally, no one likes to spend time typing in address, phone numbers, etc.

Social networking sites such as Facebook and LinkedIn do not allow people to keep track of others who do not use the system.

Our solution addresses all of these issues while presenting a clean, easy, quick way to manage contacts.

Ray Thomas

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coalition:

Information Technology

needs:

Team Members, Advisors, Product Development, Technology, Finance and Accounting, Communication Strategy

programs:

Intro to Entre SP07 class - MGT 521

url:

None

Rugby Popularzation in the United States

My idea involves the launching of rugby popularity in the United States. The prospect of rugby as a sport is so perfectly matched with American culture that is shocking that rugby has not taken off like wild fire. The sport combines the hitting/tackling of football with the constant movement of soccer and hockey.

I am looking for members of a team to help design a reality show based around rugby. Follow the team through an international tournament and familiarize Americans with the game. I need help connecting in the media industry and enthusiasm involved with starting a sports venture.

Kyle Manley

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coalition:

Retail and Consumer Products

needs:

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

programs:

Intro to Entre SP07 class - MGT 521

url:

None

"The GOOD Life" : Lifestyle Brand

The business is to create a lifestyle brand that fulfills the demand of the huge 'health-conscious, environmentally-concerned and socially-responsible' market group. I want to create a business where we make being social responsibility trendy! Through redesigning and repackaging,

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community made products can be given aesthetic functionality. We will market our products through our website that will act as a information hub for charitable causes AND latest trends and fashion as well as the communication tool to connect customers to the communities where their purchases are going to.

A life style brand is essentially a brand that carries all the products that your life needs from clothes, accessories, food, beauty care, etc... With this model, as we expand our consumer base, we can work with more communities that have different specializations. In our initial stage, we will work with the communities of Northern or Southern Thailand.

We will also work closely with researchers and product designers so that our products remain on the cutting edge of innovation and is always trendy.

Our concept is to attract customers that are hip, affluent and that possess a sense of altruism. Our brand will let our customers live a more 'fulfilling' "GOOD Life" because they are doing GOOD for others just by buying the kind of 'trendy' products they already love to buy and seeing that money go in to creating jobs, schooling children, improving health care and many other social and economical benefits for the communities in which the products came from.

Karavikar Svetasreni

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coalition:

Women Entrepreneurs, Social Ventures, Retail and Consumer Products

needs:

Team Members, Advisors, Product Development, Technology, Finance and Accounting, Investors

programs:

Intro to Entre SP07 class - MGT 521

url:

None

Virtual Art Gallery

The concept is an online art gallery. The idea is to provide a channel by which consumers can browse and ultimately purchase a variety of artwork, primarily provided by amateur or up-and-coming artists.

Currently, consumers have two main options when shopping for artwork: mass merchant retailers or higher end art galleries. Mass retail offers a limited selection of low quality prints and art gallery prices are beyond the budget of many consumers.

On the supply side, many amateur or up-and-coming artists would welcome the opportunity to have artwork seen, purchased and enjoyed by others.

A particularly strong segment of new artists is surfacing in the realm of digital photography. Advances in digital photography equipment and software have significantly blurred the distinction between "amateurs" and professionals.

A well-designed online gallery would provide a bridge between these two groups.

Jason Emde

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coalition:

Information Technology, Retail and Consumer Products

needs:

Team Members, Advisors, Market Analysis, Technology, Finance and Accounting, Mentors

Intro to Entrepreneurship SP07

programs:

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url:

None

Stolen Vehicle Recovery via RFID

In Saint Louis, a car is stolen every 2 ½ hours on average. I am proposing the development of a RFID tagging and cataloging system accessible to local and state authorities who will have the ability to scan traffic real-time for reported vehicles. This system not only has the potential to quickly identify stolen vehicles, but also assist with APBs for wanted persons, AMBER alerts, and other vehicle related crimes. Beyond registered vehicles, the database could catalog items including but not limited to wearable children's identification.

This concept revolves around registering RFID tags and maintaining a database that can be continuously polled and updated by computers and RFID readers located in highway patrol and/or local police vehicles.

Ideally, annual vehicle registration stickers will be embedded with catalogued RFID tags. The database will be updated with current information upon renewal. Utilizing the database, embedded RFID tags can then be scanned real time allowing authorities to automatically screen every passing vehicle. This will reduce the response times to such issues as stolen vehicles, Amber Alerts, wanted persons, etc.

The system could also be expanded to register children's clothing to deter kidnapping. Other potential benefits could be services related to real time monitoring and reporting of traffic patterns and issues, lowering the cost to toll providers and fleet management systems employing RFID. This is an extremely scalable system that could be implemented everywhere.

Chad Runzi

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coalition:

Industrial Technology

needs:

Team Members, Advisors, Product Development, Technology, Mentors, Research Partners

programs:

Intro to Entre SP07 class - MGT 521

url:

None

www.we_trade.com

Web 2.0 is the second generation internet platform that takes advantage of community information/collaboration and user contributed content. With low overhead and low exit barriers, we_trade.com will distill user defined current and complex investment/financial information to be shared among its non-sophisticated users. It is one thing to have money and the willingness to spend it; it is quite another to understand how, where and when to spend it. This website provides that information by online platform for investing/money management through simulation in an entertaining and responsible way.

Web 2.0 is the second generation internet platform that takes advantage of community information/collaboration and user contributed content. With low overhead and low exit barriers, we_trade.com will distill user defined current and complex investment/financial information to be shared among its non-sophisticated users. Parents strongly desire to prepare their children for

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adulthood or at least for self-sufficiency. Today's typical young consumers have several sources of funds, can spend their money on objects of their choice and are encouraged by their parents to become economically responsible as soon as possible. Individuals in the group must have knowledge and understanding of the marketplace. It is one thing to have money and the willingness to spend it; it is quite another to understand how, where and when to spend it and what to spend it on. This website provides that information by online platform for investing/money management in an entertaining and socially responsible way

Peter Braxton

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coalition:

Information Technology

needs:

Team Members, Advisors, Product Development, Technology, Research Partners, Communication Strategy

programs:

Intro to Entre SP07 class - MGT 521

url:

None

Integrative Physician Solutions

IPS will consult and give Internists, GPs and Pediatricians the tools to detect and prevent advanced disease by offering the following services: opps planning; administrative services; training and outsourcing. IT infrastructure and support will include: digital records and; a data network that feeds information to Physicians; personal Physician terminals that allow them to enter and receive information in the treatment rooms; lifecycle based testing recommendations. This component should give doctors instant suggestions based on symptoms, histories, meds and demographic medical statistics.

Currently 70%-80% of the resources attributed to healthcare are for the treatment of advanced disease. IPS will give Physicians the tools to detect and prevent disease. IPS will offer the following services to multi Physician offices: strategy and operations planning; administrative services; staff training and outsourcing; strategic sourcing. IT infrastructure and support will include: digital records and x-rays, a data network that feeds information to Physicians and staff; personal Physician terminals or handheld devices that allow them to enter and receive information in the treatment room; lifecycle based testing recommendations. This component should give doctors instant suggestions based on symptoms, histories, medication, and demographic medical statistics. The ultimate goal of the services that IPS will provide is to increase the patient's visits to their Physicians and decrease their visits to the hospital.

Aron Greenburg

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coalition:

Plant and Life Science, Information Technology

needs:

Team Members, Technology, Research Partners, Investors, Legal Advice

programs:

Intro to Entre SP07 class - MGT 521

url:

None

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NerdHerd: an online marketplace for computer experts

NerdHerd is an online marketplace that matches computer users in need of technical support to local computer experts, or more simply, "eBay meets Geek Squad". Computer "experts" of all ages and types from high school computer hobbyists to retired IT consultants will be able to list their capabilities, prices, experience and location information online. Users in need of computer help could then search this database for experts in their area providing desired services at the most affordable price to them.

NerdHerd is an online marketplace that matches computer users in need of technical support to local computer experts, or more simply, "eBay meets Geek Squad". Computer "experts" of all ages and types from high school computer hobbyists to retired IT consultants will be able to list their capabilities, prices, experience and location information online. Users in need of computer help could then search this database for experts in their area providing desired services at the most affordable price.

For example, a suburban Father might want to set up a wireless network in his house but lack the technical know-how. Through our website, he could find someone in his neighborhood willing to help him for the price he's most willing to pay. Additionally, a small family-owned business might not have the resources to hire a full time IT staff but may find services such as data backup and recovery, software installation, or virus removal incredibly valuable from thei

Ray Thomas

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coalition:

Information Technology

needs:

Advisors, Finance and Accounting, Mentors, Investors, Legal Advice, Coffee with the Experts

programs:

Intro to Entre SP07 class - MGT 521, Student IdeaBounce 04.19.07

url:

None

Street Hope

The goal of the Street Hope project is to get children off the streets, their only source of income. The idea is innovative by combining flexible school schedules with child shelters for street children in Tajikistan.

In the first phase of the project, children aged 13-17 will be taught marketable technical skills and trades including: sewing, carpentry, pottery, cooking, singing, and drawing. The products will be marketed through local and international businesses with generated income returning to the children themselves. It will allow kids to both support their family and get an education.

The first phase of the project will be mostly financed by donor funding. Initial investment is required to buy training equipment. Meanwhile, children will be recruited from the street to participate in the classes and learn the skills of their choice. At the same time, shelter will be provided for those who are homeless.

In the second phase, the products produced by the children will be ready for market. While some of the returns generated from product sales will go to fund the children's shelter and food, most will be given to children. The income will allow children to support themselves and/or their families, instead of being forced to work in the unsafe environment of the streets. The earnings will also motivate children to devote more time to school where they receive simultaneously education and financial rewards

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coalition:

Professional Services, Social Ventures, Retail and Consumer Products

needs:

Product Development, Market Analysis, Finance and Accounting, Mentors, Investors, Coffee with the Experts

programs:

Intro to Entre SP07 class - MGT 521, Social Change IdeaBounce 10.26.06, Student IdeaBounce 04.19.07

url:

None
