

## Mizzou

### Implantable Nano-Biosensor Encapsulated in Red Blood Cells

Our group is developing an optical glucose nano-biosensor that is encapsulated in red blood cells. Every three months, the diabetic gives a blood sample which will be loaded with the biosensor and placed back into his/her bloodstream. Once implanted, management and continuous monitoring of blood glucose levels become easy to conduct. The diabetic wears a small watch-like device that allows him/her to easily read and save glucose concentration readings at any time and any place without drawing blood. Also the glucose readings can be transferred to physicians via cell phone from any place.

There are over 20.8 million people affected by diabetes in the USA according to the American Diabetes Association (ADA) in 2005. ADA predicts that by the year 2020, there will be 250 million people in the world suffering from diabetes.

The lacer-strip method is difficult and inconvenient for the diabetic. It requires patients to follow precise instructions for conducting the glucose test such as, testing the blood at specific times in the day, finding an appropriate spot to draw blood, cleansing that spot, drawing the appropriate amount of blood with the lacer, putting the blood on a test strip correctly, calibrating the equipment before putting the test strip in it, and finally, logging the results to share with a physician.

Our device is much more convenient for the diabetic to use. It is not only user-friendly but also gives more accurate history of the patient's blood glucose levels throughout the day.

**Majed El-Dweik**

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coalition:

**Industrial Technology, Retail and Consumer Products**

needs:

**Investors**

programs:

**Mizzou**

url:

None

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### A Simple System for Radiation Treatment Positioning Accuracy

Every year 500,000 people receive external beam cancer therapy, a procedure that requires daily treatment for ~30 days. Although the location of a tumor in the body can be initially determined within 1 mm and the ability to direct radiation to that tumor can be done with mm accuracy, it is difficult to accurately position patients for daily treatments. This results in the irradiation of healthy tissue and the potential to not treat the tumor. A simple prototype system, utilizing existing technologies, has been tested and demonstrates mm accuracy for the precise delivery of radiation therapy.

**William Miller**

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coalition:

**Industrial Technology**

needs:

**Advisors, Product Development, Market Analysis, Finance and Accounting, Mentors, Investors**

programs:

**Mizzou**

## Mizzou

url:  
None

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### Liquid refueled battery for electric vehicles

Liquid refueled battery for electric vehicles. All the required electric vehicle battery technology is readily available except for a batter that can store sufficient energy and be recharged in a short period of time. An available batter technology would eliminate the Hybrid power systems presently in vogue. This patented method of recharging an electric vehicle battery uses micro particles in an electrolyte slurry. A number of chemical couples are possible using this technology which is essentially a micro-particle-liquid fuel cell.

**William Nunnally**  
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coalition:  
**Finance and Investment**

needs:  
**Team Members, Product Development, Market Analysis, Research Partners, Investors**

programs:  
**Mizzou**

url:  
None

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### Laser deicing of aircraft

Conventional aircraft de-icing employs ethylene glycol that absorbs oxygen and is harmful to the environment and wildlife. The federal Aviation Agency heavily fines airports that fail to capture the fluids used. A long wavelength laser is heavily absorbed by water, ice, and snow and is thus a viable candidate for ethylene glycol replacement. The proposed system utilizes existing technologies and is capable of eliminating the use of ethylene glycol and certifying the icefree condition of aircraft at the entrance to the active runway.

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coalition:  
**Finance and Investment**

needs:  
**Finance and Accounting, Investors**

programs:  
**Mizzou**

url:  
[sunlase.com](http://sunlase.com)

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### Suds Solutions

A top consumer product waste concern today is the heavy plastic containers that hold liquid laundry detergent. Suds Solutions is a business concept that would help eliminate this waste by serving as depot or sorts for consumers. Consumers would come into an outlet and get their containers filled with various brands of liquid detergent. The service could also be expanded to commercial and institutional clients through a container pickup/drop off system. The retail outlet side of the business

## Mizzou

could also be expanded to service powder detergent users.

Columbia is like many university towns that have many environmentally savvy consumers and businesses. I believe a service like this could develop a following with proper marketing appeal and business development. I see one major hurdle to overcome is developing relations with manufacturers to ship detergent in liquid form, similar to how gasoline is shipped today to stores. Another barrier is storage, but I do believe the proper tank system could be developed. This business would not be solely in a retail location. The pickup/dropoff component could apply equally to business/institutional clients as it would for consumers through household deliveries. This concept, in time, could also be applied to other household items that come in heavy plastic or non-biodegradable products.

**Steve Friedman**

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coalition:

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

needs:

**Advisors, Product Development, Market Analysis, Investors, Legal Advice, Operations and Management**

programs:

**Mizzou**

url:

None

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## Restaurant Servers Palm Pilots

Sell palm pilots to restaurants where: the full menu is loaded on palm. The server takes your order at the table - you can confirm it tableside - server "sends" the order to kitchen or bar instantly. You know your order is correct - and the server doesn't have to wait in line to enter the order onto an available terminal somewhere within the restaurant. At the end of the meal, you can confirm your entire order, pay with credit or debit (sliding the card through the palm pilot) - add tip, enter pin numbers, etc., sign with a stylus, again - tableside - and paperless - and correct.

**Kim Castleman**

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coalition:

**Women Entrepreneurs**

needs:

**Team Members, Advisors, Product Development, Technology, Research Partners, Investors**

programs:

**Mizzou**

url:

None

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## renewable energy

Electricity is easy to create. Just channel steam through a turbine and that turbine turns a generator. Easy as that. We now use coal, natural gas, oil and nuclear power. The same can be done with Corn. Yes Corn. We live right in the middle of the corn belt, all we have to do is put it to work.

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Look forward to hearing from you.  
Thank you  
John Zamarripa  
573-684-2420

No need. The idea is that simple, as most great ideas are.  
I don't care to corner the market or maintain complete control.  
I just want to get this ball rolling and be involved so not just I but the whole nation can begin our energy independence.

**John Zamarripa**  
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coalition:  
**Plant and Life Science, Industrial Technology**

needs:  
**Technology, Investors**

programs:  
**Mizzou**

url:  
None

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## Size.com

Size.com is an online database of consumers' individual clothing sizes used in the advancement of online clothing purchases. Customers pay a nominal fee to be measured by qualified personnel in twenty-two different areas. These measurements are then converted into a computer generated model of the customer upon which online purchasing decisions can be made. Clothing retailers could then submit simple, numeric measurements of clothing articles for each size, and online customers could then see how specific items of clothing would look on their unique body type without entering a store.

Size.com would enable consumers to shop more effectively online. Measurements could be taken at participating retail outlets, and the measurements would be entered into a database. The measurements would be converted into a computer generated, 3-D model of the customer, thereby creating a body type that is specific to the customer. Participating retailers would then enter clothing dimensions at various sections of the clothing (some of these measurements would be conventional, such as waist and inseam, while other measurements would be unconventional, such as the diameter of the leg for a one-inch cross section six inches below the zipper). Using these precise measurements, customers could see how clothing items would look on themselves without going to a crowded store or mall. Users would have to have a password to change information, but only a user name would be required to see the customer model, so that individuals could purchase items for other customers.

**Stephan Keating**  
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coalition:  
**Information Technology, Retail and Consumer Products**

needs:  
**Product Development, Market Analysis, Technology, Investors, Legal Advice, Communication Strategy**

programs:  
**Mizzou**

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url:  
None

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### Community Center with a twist

A Small community - outside Columbia...

Looking for a place for a wedding, a place for your kids after school - a place for your kids to work, a place for a business meeting that does not cost an arm and a leg or require overnight travel, a place to go fishing, a nice park for the kids to play in?

Conveniently located, right off of I-70 - easily accessed from Columbia, Mexico, Jefferson City...St. Louis...Kansas City!!!

Come to the community of Millersburg, serenity, beauty, affordability and programs you can't pass up.

For a more complete business plan, contact Kelly Holtkamp.

This idea is for a community center that offers more than the traditional community center...and less in other areas. This offers more than just programs for kids...but a place for special occasions as well. This would require a full time director who would be responsible for the events, supervision and guidance to others. There would also need to be a full time grounds keeper/maintenance employee who could maintain the facilities and supervise those older kids who need a part time job after school and on the weekends.

I have a pretty well detailed business plan sketched out - but lack in some areas that could use some help.

**Kelly Holtkamp**

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coalition:

**Information Technology**

needs:

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

programs:

**Mizzou**

url:  
None

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### Soda Fountain Mall Kiosk

In malls throughout the country, two things are in high demand: seating and refreshment. That's why so many malls and shopping centers are investing in sitting areas and why cookie or pretzel shops make consistent money. A soda fountain with an old fashioned feel, complete with bar seating surrounding the kiosk, and specialty soda and ice cream drinks, would cater to those that want to just sit back and take a break. It would also appeal to a contemporary preference for the "good ole days." It would help transform the mall experience from tiring shopping to family-friendly.

**Carly Webster**

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coalition:

**Social Ventures, Retail and Consumer Products**

needs:

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### **Team Members, Advisors, Finance and Accounting, Communication Strategy, Operations and Management**

programs:

**Mizzou**

url:

None

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### **Dermatologically based anti-aging skin product line**

As a pre-med student hoping to specialize in dermatology, I would like to launch my own line of scientifically developed and clinically proven skin care products. The centerpiece will be a cream that combines the anti-aging and healthy skin promoting ingredients of vitamins A, C, and E as well as collagen, amino peptide complexes, and a shea butter base. This unique combination should allow maximum consumer benefit of anti-aging effects with the need for only one primary product. With the growing "cosmeceutical" market, my product would be a great starting point for others.

**Jack Short**

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coalition:

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

needs:

**Team Members, Advisors, Product Development, Communication Strategy**

programs:

**Mizzou**

url:

None

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### **H2OVER Beverage Company/ Repleo Relief Organization**

H2OVER is a eco-smart brand of water packaged in 24oz reseal-able aluminum cans. Repleo is a Non-profit organization that owns patentable filtration units that lock together two of these commercial cans. The filtration unit is a combo carbon block/silver unit allowing for the elimination of chemical and bacterial contamination below 1 micron, lasting 40 gallons. In disaster relief, utilizing readily available water sources and containers becomes paramount in the rescue operation, both logistically and operationally. Repleo provides a real solution. Whole operation to be based in Columbia.

H2OVER is a brand of water developed and rooted in education. Our mission is built on the necessity for responsibility, both of the corporation and the individuals within. America's landfills are overflowing with plastic beverage containers. With the growth of the bottled water industry, came the assalut on plastics. H2OVER seeks to Make a Difference Because We CAN!

Repleo is a non-profit organization that utilized the cans of the H2OVER brand to expand the label's viability. Repleo owns/seeking to perfect a filtration unit that will lock two commercially available cans for the purpose of filtration. In the future, Repleo will own the can designs, the filters and the fill line for these cans, including all the technology necessary to manufacture and distribute. The function of Repleo is to aid relief efforts by making the contaminated waters from a disaster a functional survival resources. Repleo needs assistance with tech transfer, product development and research.

**Julia Ames**

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## Mizzou

coalition:

**Industrial Technology, Women Entrepreneurs, Social Ventures**

needs:

**Product Development, Technology, Finance and Accounting, Mentors, Research Partners, Investors**

programs:

**Mizzou**

url:

[www.repleo.us](http://www.repleo.us)

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### **PimpMyDorm.com Revolutionizing dorm life with style.**

Pimpmydorm.com is a website created under Vergicom, LLC. [www.vergicom.com](http://www.vergicom.com). Later this month we will be launching our website with the coolest unique, and most importantly, affordable, products to make any room of style complete. It will be the one stop shop for any dorm, fraternity house, or off campus house at any one of the 900 campuses across the country. We have already contacted companies who will be providing our products. We have taken the time to search, contact, and make sound agreements with these companies. This is perfect for any investor looking for a solid gold mine.

Pimp My dorm.com has been a creation in the works for several months. This is a virtually untapped market that is going to storm the business and college world. We have been working with the Missouri Innovation Center, at the University of Missouri, Columbia, in creating the company Vergicom, LLC. Vergicom, LLC will expand rapidly in the next few years, as pimpmydorm.com will quickly become the dominating place students go to decorate their rooms. Our products will be cheaper than going to Wal-mart or Target, they will be things they can't find at these retail stores, and products will be shipped right to their dorm/house in a timely manner. Advertising will occur on many levels, such as physical on-campus, internet/search engines/affiliates, the radio/television market, and many other platforms as well. We have representatives at campuses across the country and will be launching later this month with physical advertising. The only need we have deals with investment.

**Patrick O'Brien**

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coalition:

**Retail and Consumer Products**

needs:

**Investors**

programs:

**Mizzou**

url:

[www.pimpmydorm.com](http://www.pimpmydorm.com) [www.vergicom.com](http://www.vergicom.com)

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### **Benefits for You from the Expansion of Conferences**

My presentation is to motivate the expansion of current conferences on university campuses for the opportunity of those in the technical and scientific fields (students & faculty) to showcase their ideas & innovations for those in the business world (entrepreneurs and executives) who are looking for solutions and niches in the markets or even to create new markets, which will need funding (investors). I will use my academic, conference and business experiences to explain in two minutes how everyone stated above can use this idea to initiate it and benefit from it.

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**William Danchus**

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coalition:

**Industrial Technology, Finance and Investment, Information Technology**

needs:

**Product Development, Technology, Finance and Accounting, Research Partners, Investors, Communication Strategy**

programs:

**Mizzou**

url:

None

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### Used Textbook Arbitrage - Franchising

At Wash U, I run a business - "UBooks" - using the buy low, sell high model for used textbooks. By competing directly with the bookstore's margins, this business can reliably produce a 90-100% ROI (with much room for improvement).

The complicated parts of the business - pricing, information gathering, accounting - have all been simplified using artificially intelligent scripts. UBooks is now extremely easy to run, and could be franchised to other campuses. In franchising, I can create a web of student booksellers where each franchise would help each other sell textbooks.

At the end of the semester, students have two options if they wish to sell their textbooks. They can sell it back to the bookstore for pennies on the dollar, or they can attempt to sell it themselves online or on-campus. The first category of student is much larger and that's who UBooks is targeted to. We're "by students, for students" with a mission of being better than the bookstore.

The advantage the bookstore has over UBooks is two-fold. 1) Information, 2) Size. The information gap is lessened by our data mining applications. Size is a problem because if our inventory is small, students will be less likely to find the book they need at our website. Franchising helps decrease this problem because every book acquired will virtually make each franchise appear to have more textbooks.

The bookstore will be unlikely to compete with UBooks because our volume is small compared to theirs. The return generated by competing with us on price would be outweighed by the

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coalition:

**Retail and Consumer Products**

needs:

**Team Members, Market Analysis, Mentors, Legal Advice, Communication Strategy, Operations and Management**

programs:

**Mizzou**

url:

<http://ubooks.homelinux.com/index-fs.htm>

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### Aqua IN

## Mizzou

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**

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coalition:

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

needs:

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

programs:

**Array, Array, Mizzou**

url:

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

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