

Olin Cup 2005

The Pup Tub

The Pup Tub is a self contained dog wash. No need to use your bathtub any longer! No more hair in your drains! Perfect for use in small areas: small baths, apartments, inside or outside, anywhere there is a faucet! The unit is collapsible for easy storage. Comes complete all you add is the dog and the water!

Sheryl O'Toole

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coalition:

Women Entrepreneurs, Retail and Consumer Products

needs:

Team Members, Advisors, Product Development, Market Analysis, Investors, Legal Advice

programs:

Olin Cup 2005

url:

None

Recombinant protein production by plants

Recombinant proteins are used in almost all facets of science and medicine today. However, conventional protein production methods are costly and time intensive, with the additional disadvantages of harmful contaminants as well as the lack of proper processing required by human proteins.

This idea involves the use of plants in recombinant protein production via the secretion of reasonably pure proteins from the roots of plants. Proteins are secreted directly into the nutrient solution the plants are grown in (hydroponics) to allow for inexpensive protein production and purification.

Parie Garg

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coalition:

Plant and Life Science, Women Entrepreneurs

needs:

Team Members, Advisors, Mentors, Research Partners, Legal Advice

programs:

Olin Cup 2005

url:

None

VERTICIL Communications

VERTICIL™ Communications (VERTICIL™) has developed and patented a unique new networking technology called Private Shared Resources Networking (PSRN™). PSRN™ represents a major breakthrough in the quest for high-speed, highly secure networking. It is available in two distinct configurations, as a private, high-speed IP backbone, and as an Internet-based configuration. The private backbone configuration provides a true point-to-point secure networking proposition, currently available only by use of dedicated, high-cost, private lines.

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Key factors that differentiate the PSRN™ from all others technologies:

- a)it provides high-speed transmission, offering bandwidth available on demand, as required by the User with a unique, low, 'pay-as-you-use' revenue charging model
- b)there are no network servers or third party software
- c)the User has complete control and configuration authority
- d)it provides tight, multi-layered control of access to the Network providing a level of traffic security that is simply without parallel
- e)it offers unprecedented linear scalability - many Users to many millions of Users

PSRN™ has created a truly new benchmark for a secure, managed communication network service. It strips away the layers of computer hardware and software required by other networks, dramatically reducing up-front capital expenditure and removing the onerous ongoing burden of hardware and software.

Charles Hawkins

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coalition:

Information Technology

needs:

Team Members, Advisors, Mentors, Research Partners, Investors, Communication Strategy

programs:

Olin Cup 2005

url:

<http://www.verticil.net>

21 Century Website, L.L.C.

Any restaurant in the St. Louis area can feature their photo, menu and coupon on my website, www.stl-eat.com for only one dollar per day. Each restaurant will be categorized by cuisine, name and location 24/7/365 days a year.

Current advertising costs are outrageous. A two by four inch, black and white ad in the St. Louis Post-Dispatch costs nearly one thousand dollars for a single day's run. A one-year lease on [stl-eat](http://www.stl-eat.com) costs only three hundred and sixty five dollars and is showcased in full-color.

I need salespeople to bring these options to the owners and managers. There are over 300 eateries on the site but only 1 is paying. Most don't know they're on. I need the sales people to tell the owners I'll add 20 items from their menu and a coupon of their choice to their site for \$365. Otherwise I'll be forced to remove them.

Barry Horwitz

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coalition:

Retail and Consumer Products

needs:

Investors, Legal Advice, Communication Strategy

programs:

Olin Cup 2005

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url:

www.stl-eat.com

Internet Video Productions by TygerEye

TygerEye produces digital videos for internet and local market broadcast. In business two years, our clients include Build A Bear, Pasta House, St Louis CVC, and Fed. Highway Dept(tourism). Our unique method of producing videos eliminates high cost hurdles and lengthy production timelines. Our proprietary method, being codified for reproduction in similar shops across the region, and eventually across the nation, provides, for the first time, national quality internet and broadcast ads to local businesses for a fraction of their current cost and many times their current quality.

Our goal is to provide affordable, high quality commercials to clients nationwide. Uses include internet advertising, in-store video monitors (to drive point of purchase sales); lobby monitors to upsell customers and build brand awareness and image, and local market television advertising.

Our model involves developing a network of talented, entrepreneurial video artists to whom we will provide training, marketing, and a standardized business support system for out-of-the-box profitability. Our proprietary training methods will insure a product of craftsman-like quality at affordable prices. The support system we will offer to video-entrepreneurs who join our system of shops will include a vast and growing library of copyright protected video clips of everything from sunsets and local nightlife to arial views of cityscapes and rivers and wetlands. Our business support will all necessary equipment, software, hardware, training and online accounting and customer contact support.

michele Morgan

michelemorgan@sbcglobal.net

coalition:

Women Entrepreneurs, Information Technology

needs:

Team Members, Market Analysis, Technology, Mentors, Legal Advice, Operations and Management

programs:

Olin Cup 2005

url:

www.TygerEye.com

The Digital Search Agent

The advent of the web sparked a dramatic change in the way people communicate with each other. Sadly, this comes with a price - the tide of useless junk that conceals good information. Search directories are inundated with irrelevant and disreputable sites. E-mail systems are overwhelmed with spam. In short, we need help. My idea is for a "personal search agent" - a machine that can sift through the digital muck to find what you need. Not only would it retrieve information, but book travel, do the shopping, and more.

The advent of the web sparked a dramatic change in the way people communicate with each other and ushered in a new era - the Information Age. Never before has such a wealth of information been available to the entire world.

Sadly, this comes with a price - the tide of useless junk that conceals good information. Search directories are inundated with irrelevant and disreputable sites. E-mail systems are overwhelmed with spam. In short, we need help.

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My idea is for a "personal search agent" - a machine that can sift through the digital muck to find what you need. Not only would it retrieve information, but book travel, do the shopping, and more. Your agent would take voice commands, but you could also call or even e-mail your next assignment.

The search agent will be proactive as well- it finds not only what you need, but learns your habits to know what you "might like to try."

Daniel Koboldt

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coalition:

Industrial Technology, Information Technology

needs:

Team Members, Advisors, Product Development, Technology, Investors, Communication Strategy

programs:

Olin Cup 2005

url:

None

Fashion accessories for women from vintage neckties

Idea: Start a business designing fashion accessories for women & pets created from men's vintage neckties. Vintage clothing is hip and the retro look will make for interesting/unique fashions for years to come. It's easy to access resources to make these items. Supplies are inexpensive. For example, one can purchase retro ties in bulk from ebay & estate sales. The belt buckles, buttons & fabric to complete the accessories can also be purchased in the same way. The sky is the upside. You can charge \$35 for a belt which cost \$5 to make.

The current idea is a single person operation. I need long-term advice to make the idea a sustainable, profitable business. I also need a website and the proper production resources. My specialty is marketing and public relations. PR is an excellent strategy to create awareness without spending a lot. The talk value that comes from a media splash can go a long way for sales. Crafting the right media pitch is the trick and I am confident I can develop something creative and engaging.

Suzanne Shenkman

shenkman@olin.wustl.edu

coalition:

Women Entrepreneurs

needs:

Team Members, Advisors, Finance and Accounting, Communication Strategy

programs:

Olin Cup 2005

url:

None

Non-Profit "Troubleshooters"

My idea is simple - a think tank (incorporated as a 501c3) that would serve multiple purposes:

1) a "matchmaker" between non-profits and for-profit/corporate entities;

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- 2) a "troubleshooter" for non-profits in trouble;
- 3) consultants for existing non-profits (strategic planning, development, etc)

This is an attempt to help facilitate both non-profit development as well as for-profit engagement in community-oriented affairs. My idea is simple: a "troubleshooting" group of experts (e.g., arts, social services) that would serve to work with existing non-profit and for-profits in order to help both entities build capacity. This is to create and strengthen current ties, and facilitate more effective partnerships.

Gordon Dymowski

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coalition:

Finance and Investment, Professional Services, Social Ventures

needs:

Team Members, Advisors, Mentors, Research Partners, Communication Strategy

programs:

Olin Cup 2005

url:

None

Mini Blind Cord Keeper

According to the insurance statistics, 359 children were strangled by window covering cords from 1981 to 1995, which is equivalent to one strangulation every 2 weeks. Nearly half go unreported. I Have any idea of a cord keeper, this device attaches to existing mini blind cords and wraps the cord around the device with a cranking motion out of the way of children and raises and lowers the blinds easily and evenly, this device also attaches to existing window frames.

The Cord Keeper is a new and unique design in cord management devices. The Cord Keeper takes new or existing blind cords and places them into an easy to use, inexpensive device. Cord Keeper will also make any home or business safer, as dangling blind cords prove to be a hazard for small children. The Cord Keeper is a new way to tuck those cords away, thus providing a safer home. Simply attach the Cord Keeper to the desired height on the window frame or wall. After attaching, simply set the blinds to the desired height, run the blind cords into the center of the device and crank the cords around the Cord Keeper. Now your cords are neatly stored within the device and you can operate the blinds by a simple cranking action. The Cord Keeper can be produced using standard composite plastics, and manufactured in a wide variety of colors to match any decor.

Gary Edwards

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coalition:

Finance and Investment, Professional Services, Retail and Consumer Products

needs:

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

programs:

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url:

None

Socks made from mystery fiber - occurring naturally.

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Thank you for your service. We have a patented technological process pending for manufacturing all kinds of hosiery from bamboo fiber. Bamboo fiber is pesticide and chemical free, thinner than human hair and has a higher tensile strength. It is a natural, eco-friendly and biodegradable fiber. Bamboo fiber possesses natural anti-bacterial and deodorization qualities and provides wearers greater moisture absorption, ventilation, breathability, and coolness. As a result of our manufacturing processes, our hosiery is colorfast and will maintain its luxurious, shiny appearance wash after wash.

Steve Sood

intl_raven@yahoo.com

coalition:

Plant and Life Science, Retail and Consumer Products, Minority Entrepreneurs

needs:

Advisors, Product Development, Mentors, Legal Advice, Communication Strategy

programs:

Olin Cup 2005

url:

None

Home Theatre Accessories

I have designed a line of accessories for improving the atmosphere and function of a home TV or theater room. The line includes unique pillows, throws, appliances, wall decor, storage pieces, organizers, and even poster holders. Some of the items could be made collectable with licensed characters and movies.

Dee Carrick

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coalition:

Women Entrepreneurs, Retail and Consumer Products

needs:

Product Development, Mentors, Investors, Legal Advice

programs:

Olin Cup 2005

url:

rcarrick@charter.net

mmmelon!

mmmelon, LLC, is a fresh new venture with a bright future. As the creators of the original sparkling melon juice, we provide your inner genius with a deliciously healthy alternative to soda. Each unique medley of mmmelon sparkling juice is hand-crafted from a secret recipe using only nature's finest ingredients. Our premium fruit juices contain no additives or additional sugars and are not from concentrate. Treat yourself to something fresh...mmmelon.

Check back soon for a product launch and free samples near you!

Ari Roisman

mr.roisman@gmail.com

coalition:

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Retail and Consumer Products

needs:

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

programs:

Olin Cup 2005

url:

None

iMirage Studios -Personalized Event Portraits

iMirage Studios™-a retail patent-pending photography process that provides 'green screen personalize' portrait quality event photos via mobile studios in 10 mins or less. Portraits are personalized with unique 'mirages' - green screen backgrounds. When a photo is complete it is printed and digitally uploaded to the iMirage web site. Clients then: log-in to the web site, select their 'green' portrait, choose a new mirage, add text and borders or frames, and create a unique new photo. New photos are printed then shipped to client - providing a unique 2nd, 3rd or 4th selling.

iMirage Studios™-a retail patent-pending photography process that provides 'green screen personalized' portrait quality event photos via mobile studios in 10 mins or less. Each portrait is personalized with unique 'mirages' (green screen enabled backgrounds). When a portrait is complete it is printed in less than 10 minutes and digitally uploaded to the iMirage web site.

When the client gets home they can log-in to the web site, select their 'green' portrait. They can then choose a new mirage, add text and borders or frames, and create a unique new photo. New photos are printed then shipped to client - This provides a unique 2nd, 3rd or 4th selling opportunity.

J. Peter Meng

pmeng@trellium.com

coalition:

Retail and Consumer Products

needs:

Market Analysis, Investors, Legal Advice

programs:

Olin Cup 2005

url:

www.imiragestudios.com

St. Louis Blues & Rock Museum

The St. Louis Blues & Rock Museum is conceptually a museum, school, restaurant, and entertainment center celebrating the Blues and Rock history of the St. Louis region. Blues and Rock Music are arguably two of the handful of cultural creations America has to call its own. Blues and Rock started in slavery in the Deep South, but became part of American Cultural History as the musical traditions of Mississippi traveled up the river to the North. This Museum will be the story of how blues and rock music got to St. Louis, and how St. Louis helped shape Blues and Rock.

The St. Louis Blues & Rock Museum is conceptually a museum, school, restaurant, and entertainment center celebrating music history of the St. Louis region. Blues and Rock Music are arguably two of the handful of cultural creations America has to call its own. Blues and Rock have a strong heritage in the St. Louis region, including rock legends like Chuck Berry, Tina Turner, and Michael McDonald. The St. Louis Blues & Rock Museum will be the epicenter of St. Louis' musical

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heritage celebration. This museum will be a one stop shop for music entertainment, education, and history in the St. Louis Region; featuring a museum, hall-of-fame, music venue, rock camp and restaurant venue. Blues and Rock started in slavery in the Deep South, but became part of American Cultural History as the musical traditions of Mississippi traveled up the river to the North. This Museum will be the story of how blues and rock music got to St. Louis, and how St. Louis helped shape Blues and Rock.

Kevin O'Sullivan

osullivank@wustl.edu

coalition:

Social Ventures, Retail and Consumer Products

needs:

Team Members, Advisors, Mentors, Investors

programs:

Olin Cup 2005 , Olin Cup 2005

url:

None

Tire and Oil Recycling Center

The technology for the plant is the AA wasteOil, tire and Plastic Technology patented in November 2000. the system uses well-known cracking technology along with key horizontal distillation that controls the boiling point of fuel along with vapor pressure of the fuel. The technology produces a diesel product, and rubber/asphalt material that are in demand. The generic plant capacity will be 1 million tires, 8,750 tons of plastic, and 2.5 million gallons of waste oil per year producing 1.12 million gallons of diesel fuel per year, .9 million gallons of base oils, and 378,000...

...equity investment of \$5.5 million in exchange for a 5 year period for \$12 million , generating a better than 40% annualized return on investment...

Joseph Donohue

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coalition:

Finance and Investment

needs:

Investors, Legal Advice

programs:

Olin Cup 2005

url:

None

Home E-volutions

Home E-Volutions is a technological research and development startup. Our focus will be on developing Zero Energy Home ("ZEH") technologies. The goal is to further the growth of the ZEH market, develop and improve ZEH technology, patent those innovations and finally, license the technology to manufacturers. The energy demands of our economy, as well as governmental initiatives, will cause a tremendous shift in new building design and construction over the next few decades, resulting in the majority of new construction being of the zero energy class. Email me for a more complete description.

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This company will be primarily research and development oriented. However it will also operate partly as a think tank, lobbying organization, and real estate developer. The company's initial growth will take place in two primary stages. Stage One will involve the construction of a ZEH community, as well as commencing political lobbying for greater tax incentives for ZEH developers and purchasers. The operations of Stage One are critical. Aside from generating capital, the construction of a ZEH community will provide us with a living laboratory as well as word of mouth advertising. Political lobbying for greater tax incentives will help speed up the growth of the ZEH market. The capital gains from Stage One will fund, in part, the operations of Stage Two. Stage Two will continue the operations of Stage One and will commence the development and licensing of ZEH technology. Notwithstanding the peripheral operations, this company will ultimately be focused on developing ZEH technology.

Brian Kudowitz

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coalition:

Industrial Technology, Retail and Consumer Products

needs:

Team Members, Market Analysis, Technology, Finance and Accounting, Investors, Legal Advice

programs:

Olin Cup 2005

url:

None

Ad School

Working with Moosylvania Marketing, a quickly growing marketing and promotions firm, the team will help create a business plan for a graduate school geared toward the advertising industry. The team will need to study the few current examples of ad schools and base the business plan off its findings. The project will involve the renovation of an old school in Maplewood, running pro forma statements and overall market analysis.

The team will need to be skilled at market research, business analysis, financial valuation and pro forma production and business plan writing. The project is in its first stage of infancy. This is truly open to a variety of possible directions.

Jeff Stettner

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coalition:

Finance and Investment, Professional Services

needs:

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

programs:

Olin Cup 2005

url:

www.moosylvania.com

Complete Corporate Wellness Programs: Software & Consult

Olin Cup 2005

Champion4Fitness, LLC is a professional services firm focusing on fitness, nutrition, and overall wellness. Our internet-based software application, containing patent-pending features along with our proprietary methodology, is an overall solution to the challenges corporations are facing today regarding the continually increasing insurance and medical costs. The combination of our software and program methodology addresses the incentives needed for high levels of long term employee participation with improved results. We teach employees that "It's not a program, its a lifestyle!"

Margaret May
mjmay@c4flc.com

coalition:

Professional Services, Women Entrepreneurs, Information Technology

needs:

Investors

programs:

Olin Cup 2005

url:

www.c4flc.com

LocalUsedFurniture.com

LocalUsedFurniture.com's mission is to dramatically change the market place for used furniture. Its market space lies between the classifieds and Ebay. An ad in the paper poorly serves the used furniture sellers' and buyers' needs. One doesn't get a picture, detailed description, or sufficient time to sell something that is unique. The success of the internet underscore the point that pictures sell. But, used furniture doesn't sell well on Ebay due to the the complexity and cost of shipping. This website creates an internet forum for the local market.

LocalUsedFurniture.com's mission is to dramatically change the market place for used furniture. Embracing the idea that used furniture is a local business and that pictures say a thousand words, this internet site aims to create value for sellers and buyers alike through a focused forum that is local, yet leverageable to any zip code in the US. Goodbye useless newspaper classified ads, hello LocalUsedFurniture.com!

LocalUsedFurniture.com will provide ad space that includes multiple pictures, detailed descriptions, maps to the seller's house, and "stores" for multiple items from one seller. The aim is to allow sellers to better showcase the items and attract informed buyers that won't waste the seller's or buyer's time on fruitless visits. Additional revenue and site traffic can be generated through partnering with new furniture stores, van rental companies and college campuses. Exit strategies include partnering with or selling the site to major newspapers or Ebay.

Nackey Piedrahita
quechua@hotmail.com

coalition:

Women Entrepreneurs, Information Technology, Retail and Consumer Products

needs:

Team Members, Product Development, Market Analysis, Technology, Mentors, Investors

programs:

Olin Cup 2005

url:

None

US SourceLink

Olin Cup 2005

USSourceLink's mission is to help small businesses in small, medium and large metropolitan regions grow and succeed.

USSourceLink connects a network of resource providers in metropolitan regions that offer business-building products and services for small businesses. USSourceLink facilitates the linking of these resource partners to one another and to the small and emerging business owner.

Our resource partners provide a wide range of business-related services.

USSourceLink's mission is to help small businesses in small, medium and large metropolitan areas grow and succeed.

USSourceLink connects a network of resource providers in the metropolitan region that offer business-building products and services for small businesses. USSourceLink facilitates the linking of these resource partners to one another and to the small and emerging business owner.

Our nonprofit resource partners provide a wide range of business-related services, including:

Marketing Operations
Sales Financial Planning
Technical Product development
Contracting Loans
Business Plan And more!

USSourceLink wants to help you succeed!

USSourceLink:
Gathers information about your business and needs
Guides you to the business resources you need
Follows up to assure service and satisfaction
Understands small business
Provides resource referral services at no cost

Barbara Wilhelm
biotechoutreach@yahoo.com

coalition:
Professional Services, Women Entrepreneurs, Minority Entrepreneurs

needs:
Team Members, Market Analysis, Mentors, Research Partners, Communication Strategy, Operations and Management

programs:
Olin Cup 2005

url:
www.kcsourcelink.com

CancerCare

As a daughter of two cancer survivors, I have experienced firsthand the pain and confusion of cancer diagnosis. Newly diagnosed cancer patients and their families become quickly overwhelmed by a flood of complex information, and most significantly, their feelings of helplessness as they look to an uncertain future. In partnership with my mother, who has served as both cancer patient and caregiver through my father's treatment, we conceptualized a solution that enables patients to restore a sense of control over their health care by providing high quality tools and services.

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Megan Denell

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coalition:

Women Entrepreneurs, Social Ventures, Retail and Consumer Products

needs:

Advisors, Mentors, Investors, Legal Advice

programs:

Olin Cup 2005

url:

None

Hospital To Go

Development of portable hospital units consisting of 4 to 5 inpatient beds and a nursing station within a tractor trailer, mobile home or shipping container style unit. They would include a generator and cellular communications. These units would be rented, leased or purchased by Hospitals with temporary inpatient bed shortages or by Federal or State governments in the event of a natural disaster. They would be staffed by Nurses through an agency contract. It would also be possible to develop Intensive care units that are in the same model. The company would manufacture, lease and sell.

It is apparent to anyone who has entered a hospital through the Emergency Department that there is a large inpatient bed shortage at nearly every hospital and capital improvements take 2 years at best.

This idea involves developing, manufacturing and marketing portable hospital inpatient units complete with communications, nursing staff, electrical service, and plumbing. This units could be transported on short notice to either a hospital or the site of a natural disaster and function as an expansion of the existing capacity. they would be either rented, leased, or sold to hospital systems or governments and a management company would be formed to handle the distribution.

Chris Richter

richter302@sbcglobal.net

coalition:

Industrial Technology, Professional Services, Retail and Consumer Products

needs:

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

programs:

Olin Cup 2005

url:

None

DVcue (www.dvcue.com)

DVcue is a video production company committed to creating high quality digital video content for local St. Louis businesses and entertainers. We are starting a video podcast (video blog) dedicated to promoting local St. Louis restaurants. The site will feature virtual tours, interviews with chefs and images of signature dishes. We have been creating virtual tours of real estate and streaming the video on the web so that people can tour properties without having to leave the comfort of their home or office. You can learn more about us at www.dvcue.com and lofstl.com.

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We have created www.illusionjunkie.com as a forum for promoting people and ideas in the St. Louis area. If you would be interested in being featured on our site, please contact me at ed@dvcue.com.

Ed Fehlig

ed@dvcue.com

coalition:

Professional Services

needs:

Advisors, Mentors, Research Partners, Investors, Legal Advice, Communication Strategy

programs:

Olin Cup 2005

url:

None

CSI : St. Louis

Integrity Detection Systems is a forensic narcotics service. We feature the DrugWipe biosensor, a pen-sized device that detects the invisible residue of illegal narcotics deposited by drug users and traffickers on the surfaces they touch. It simultaneously tests for cocaine, cannabis, opiates, and amphetamines (including Meth). Results are legally defensible and available in less than 5 minutes. Previously exclusive to law enforcement, the technology is now available for use in businesses, homes, and schools by trained technicians.

Integrity Detection Systems is a forensic narcotics service. We feature the DrugWipe biosensor, a pen-sized device that detects the invisible residue of illegal narcotics deposited by drug users and traffickers on the surfaces they touch. It simultaneously tests for cocaine, cannabis, opiates, and amphetamines (including Meth). Results are legally defensible and available in less than 5 minutes. Previously exclusive to law enforcement, the technology is now available for use in businesses, homes, and schools by trained technicians.

Integrity Detection Systems also offers a device called PreScreen, similar to DrugWipe, that is used to screen individuals for drug use by sampling sweat from the forehead and/or hands.

Adam Kreitman

adam@integritydetection.com

coalition:

Professional Services

needs:

Team Members, Advisors, Mentors, Legal Advice, Communication Strategy

programs:

Olin Cup 2005

url:

<http://www.integritydetection.com>

HealthCare Rankings

We have developed revolutionary software IP for the public to find high-quality/low-cost medical care, employers to identify health benefit cost saving options, and hospitals and insurance companies to identify preferred providers and direct quality improvement activities.

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Prototype software is being written and tested. Washington University's Office of Technology Management is licensing the IP to William D. Shannon Consulting, LLC, and is filing a provisional patent application.

We are looking for corporate strategic partners and venture capitalists for initial round funding.

Health care costs threaten to undermine the US economy. In 2003 health care expenditures totaled \$1.7 trillion. In response to this explosive growth has been an investment in quality improvement and risk adjustment within hospitals, insurance companies, and regulatory agencies. For example, New York provides risk adjusted 'report cards' on health care services.

Our software has significant competitive edges over competitors. Ours uses appropriate observational data analysis methods while competitors have accepted a less satisfactory tool (regression) and attempt to sell this as valid. Ours is cost effective and runs entirely on data available to the analyst (e.g., insurance company, hospital) while competitors are continually purchasing hospital discharge data for their 'standard comparison' group and passing these charges on to customers. Ours is flexible and can use any type of medical data while competitors' software is restrictive and works with usually administrative data.

William Shannon

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coalition:

Plant and Life Science, Professional Services, Information Technology

needs:

Advisors, Research Partners, Investors

programs:

Olin Cup 2005 , Olin Cup 2006

url:

None

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

coalition:

Professional Services, Retail and Consumer Products

needs:

Advisors, Product Development, Mentors

programs:

Olin Cup 2005 , Olin Cup 2005

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url:
None

Cloud9Fitness.com

Cloud9Fitness was created by a group of WashU Medical Students who wanted to help their patients before they ever arrived in the hospital. By improving St. Louis residents' eating and exercise habits, we knew that we could help keep them out of the hospital. We decided to create a company to promote healthy living in St. Louis. We constructed simple algorithms to determine a fitness and diet regimen that optimizes individual results. Our program works because it is personalized to an individual's interests and is based on the current research in medical and exercise physiology.

Cloud9Fitness has partnered with the city of St. Louis, the American Stroke Association, and many local gyms and trainers to bring a community-based program to St. Louis. Our fitness regimes are geared towards exercises that an individual would enjoy – from walking laps around Forest Park to playing with one's grandchildren. Our e-magazine will point out new activities to try around the community - from local boxing gyms to excellent bike trails. It will also include weekly diet plans and healthy recipes to teach clients how to modify their diets while still enjoying their meals.

Cloud9Fitness is more than just a monthly fitness magazine, however. We are creating a community of fitness-conscious individuals who will support and encourage each other in their healthy lifestyles. We have already begun a program of community outreach, heading to malls and wellness fairs to teach people about improving their health. Our goal is to improve the health of the entire community.

Brian Miller
brian.miller@wustl.edu

coalition:
Social Ventures, Minority Entrepreneurs

needs:
Advisors, Market Analysis, Technology, Finance and Accounting, Mentors, Communication Strategy

programs:
Olin Cup 2005 , Olin Cup 2006

url:
www.cloud9fitness.com

This Week in Medical School - Podcast

"This Week in Medical School" is the first podcast focusing on medicine, medical school and medical students. The show is produced weekly by current medical students, and is accessed through iTunes or the web. A typical show contains medical news, interviews with researchers, physicians or medical students, and a creative piece by a student or doctor. The show concludes with a medical case study. The answer to each case study is revealed on "Meducast", a subsidiary podcast for students to study on-the-go. "Premed Focus" is a spin-off podcast.

Ryan Luginbuhl
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coalition:
Plant and Life Science, Finance and Investment, Information Technology

needs:
Team Members, Market Analysis, Technology, Investors, Legal Advice, Operations and Management

Olin Cup 2005

programs:
Olin Cup 2005

url:
www.thisweekinmedicalschoo.com

Senetric

Senetric develops software to reduce the cost of configuring and managing RFID (Radio-frequency identification) sensor networks. Our software is specifically targeted to the Small and Medium Business Market as this market cannot afford dedicated RFID/IT staffs or expensive consultants. The initial target customer is system integrators implementing solutions for the SMB market. We are looking for angel investors who share our vision that RFID/wireless sensors will reshape the supply-chain and for strategic partnerships with companies that wish to use this technology to get ahead.

Senetric develops software to reduce the cost of configuring and managing RFID (Radio-frequency identification) sensor networks. Our software is specifically targeted to the Small and Medium Business Market as this market cannot afford dedicated RFID/IT staffs or expensive consultants with customized solutions. The initial target customer is system integrators implementing solutions for the SMB market. Our initial software tool enables a non-programmer to configure all of the sensors necessary to quickly set up a conveyer line to meet the various RFID mandates. The tool also enables users to monitor and diagnose reader problems during integration. Our work on this tool came directly out of our own experience implementing a solution for a Wal-mart mandated company. We are looking for angel investors who share our vision that RFID/wireless sensors will reshape the supply-chain and for strategic partnerships with companies that wish to use this technology to get ahead.

Peter Egan
peter.egan@senetric.com

coalition:
Industrial Technology, Information Technology, Minority Entrepreneurs

needs:
Advisors, Mentors, Investors

programs:
Olin Cup 2005 , Olin Cup 2006

url:
<http://www.senetric.com>

a new hybrid automobile or any other form of transportation

We all know what a windmill is right? Well what if you were to use that same technology with a car, plane, train, ect. If you know of the Subaru WRX then imagine the hood scoop on front of the vehicle. What if the air that passes thru the hood scoop would spin a "windmill" and that windmill would turn a generator, thus creating energy. Eventually at highway speeds the vehicle would save dramatic amounts of gasoline. Plus adding a turbo charger and an intercooler to condense the air even more, thus creating more force on the blades of the "windmill."

I need someone with engineering expertise and someone with automobile experience. I am looking for a team of dedicated people that share the same goals as I do. If your smart, hard-working, and want to become filthy rich, please contact me soon.

harry fung
hfung86@yahoo.com

Olin Cup 2005

coalition:

Industrial Technology, Retail and Consumer Products

needs:

Team Members, Technology, Finance and Accounting, Research Partners, Investors, Legal Advice

programs:

Olin Cup 2005

url:

None

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

coalition:

Women Entrepreneurs, Retail and Consumer Products, Minority Entrepreneurs

needs:

Team Members, Product Development, Market Analysis, Communication Strategy

programs:

Olin Cup 2005 , Olin Cup 2005 , Mizzou

url:

www.aquain.net

Smart DNA Solutions - Affordable Genetic Testing

It is our goal to provide cost effective DNA diagnostics directly to the consumer. The future of medicine is the development of treatment plans uniquely tailored to each individual. This goal can be recognized by offering genetic testing directly to the consumer. Laboratories currently conducting testing are burdened with regulatory and labor costs. It is our goal to provide affordable genetic testing directly to the consumer. We have created a business model which decreases labor, regulatory and other fixed costs and still meets quality assurance standards.

Olin Cup 2005

The future of medicine is the development of treatment plans uniquely tailored to each individual. This goal can be recognized by offering a variety of genetic testing directly to the consumer. Currently, the paradigm of how genetic testing is accomplished is such that greater than 70% of people with a genetic condition do not receive diagnostic testing. Additionally, there is a tremendous lag between the identification of disease associated genes and the availability of a genetic test. Physicians and hospital labs are not equipped to provide the wide Olin Cup 2005 of testing. The laboratories currently conducting testing do not offer a comprehensive Olin Cup 2005 of tests and are burdened with regulatory and labor costs. We have developed a business plan which significantly decreases labor, regulatory and other fixed costs and still meets quality assurance standards allowing us to provide affordable genetic testing directly to the consumer.

Maulik Shah
shahmr@slu.edu

coalition:
Plant and Life Science

needs:
Team Members, Advisors, Mentors, Investors, Legal Advice

programs:
Olin Cup 2005 , Olin Cup 2006

url:
None

HDkaraoke = "iPod + iTunes" in Karaoke Field

HDkaraoke is a family karaoke production company that provides the latest Hard Disk Karaoke Players while establishing itself as an online karaoke music distributor. Already armed with measurable success in selling Players, we are developing an online karaoke music store which will allow karaoke lovers to download karaoke music/videos and upload them into our machines(iPod+iTunes).

Karaoke is the dominant entertainment business in Asia and has hit the US. We have received support from Chinese government and need knowledgeable partners to join us in expanding both the US and Chinese markets.

HDkaraoke is a family karaoke production company that devotes itself to providing the latest Hard Disk Karaoke Players while establishing itself as an online karaoke music downloading distributor. Already armed with measurable success in selling HD Karaoke Players, we are currently developing an online music store dedicated to karaoke. The website, which is under extensive testing, will allow karaoke lovers to download karaoke music and music videos and upload them into our HD Karaoke Player, similar to the framework of iPod+iTunes.

Karaoke is the dominant nightlife entertainment business in most of Asia and has already hit the United States. We have already contacted the Chinese government regarding music rights and received its avid support. We need passionate and knowledgeable partners, and web developers to join us in expanding both the US and Chinese karaoke markets.

Preview our under-construction karaoke music store page (Chinese version):
<http://www.hotonpc.com/0/idkt>.

Meng Guo
guo.m@wustl.edu

coalition:
Information Technology, Retail and Consumer Products

needs:
Team Members, Advisors, Product Development, Technology, Investors, Legal Advice

Olin Cup 2005

programs:

Olin Cup 2005 , Olin Cup 2005

url:

None

All-in-one wedding and reception hall facility

This venture will provide brides and grooms with a single facility capable of hosting both wedding ceremonies and receptions.

Brad Grounds

brad.grounds@law.duke.edu

coalition:

Professional Services, Social Ventures

needs:

Advisors, Investors, Communication Strategy

programs:

Olin Cup 2005

url:

None

NeuroLife

NeuroLife's breakthrough medical device technology solves a high cost problem for physicians, hospitals, and insurers. Intracranial Pressure (ICP) is a critical metric by which neurosurgeons and other physicians treat patients at risk for brain damage and death. Current standards-of-care require surgery to measure ICP, placing patients at risk for infection, bleeding, and brain damage. NeuroLife's technology exploits the close anatomic relationship between the eye and the brain to measure ICP non-invasively, providing a faster, safer easy-to-use ICP product.

Each year, 1.5 million U. S. patients suffer from brain trauma. An additional 10.8 million patients per year suffer from conditions that lead to elevated ICP, placing them at risk for brain damage and death. These patients represent an untapped ICP measurement market. The invasive nature of today's standard of care prevents millions of needed ICP measurements per year from being made. NeuroLife's noninvasive ICP measurement product, the iSCANTM, addresses this need, providing a fast, safe, easy-to-use ICP measurement and a new standard-of-care, appropriate for use by community hospitals, first responders and combat medics. NeuroLife will market using a proven medical device strategy. By targeting key academic thought leaders within the fields of neurosurgery, anesthesiology, emergency medicine, and intensive care, NeuroLife will gain respected industry referrals. These influencers will push their hospital purchasing agents to obtain NeuroLife products for use in their facilities.

Peter Braxton

braxtonp@wustl.edu

coalition:

Plant and Life Science, Minority Entrepreneurs

needs:

Advisors, Product Development, Mentors, Research Partners, Investors, Legal Advice

programs:

Olin Cup 2005 , Olin Cup 2006

Olin Cup 2005

url:

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

Invention Ridge

Industrial R&D needs new business models. With global competition forcing down prices, businesses often abandon long-term research in favor of short-term cost cutting, ignoring the risk of future non-competitiveness. Realization of this mistake occurs suddenly and results in near panic when competitors introduce new concepts. Invention Ridge invokes new models for R&D to provide Invention-on-Demand services to businesses needing rapid focused innovation. The models are based on WU doctoral research that explored novel methods for synthesizing wireless systems.

New business models are needed for industrial Research and Development (R&D). With global competition relentlessly forcing price reductions, businesses too often abandon long-term research in favor of short-term cost cutting. They consider R&D an unaffordable luxury due to its perceived high cost and uncertain returns, ignoring the risk of future non-competitiveness. Realization of this mistake typically occurs sharply and unexpectedly, resulting in near panic when competitors introduce new concepts into the market. Invention Ridge invokes new models for R&D to provide Invention-on-Demand services to businesses with a need for rapid, focused, economical innovation. The models are based on doctoral research at WU that investigated novel methods for synthesizing wireless systems. Invention Ridge generalized these techniques for application to other systems and industries.

Jim Bornholdt

jimbornholdt@charter.net

coalition:

Industrial Technology, Professional Services, Information Technology

needs:

Team Members, Product Development, Market Analysis, Finance and Accounting, Communication Strategy, Operations and Management

programs:

Olin Cup 2005

url:

inventionridge.com

New Desktop/Internet Environment

We have developed a technology that makes a subtle change to the way you work with info on the desktop and across the internet. By making this shift, it brings working with the computer more in line with the way everyone thinks and works. Due to new web technologies and highspeed connections, data can also be presented in a more accessible fashion. The impact of this natural change is profound and monumental, much like the first GUI was...and brings vast possibilities through the spectrum of computer, communication, and media technologies.

Though not easily explained, it is immediately apparent when seen.

Mike Buchanan

mike@cityimprov.com

coalition:

Information Technology

needs:

Team Members, Advisors, Finance and Accounting, Mentors, Investors, Communication

Olin Cup 2005

Strategy

programs:

Olin Cup 2005 , Olin Cup 2006

url:

None

Flexitix : Unbeatable Selection. Unlimited Options

FlexiTix is a one-stop-shop that offers unbeatable selection, unmatched flexibility and unlimited options for businesses looking for tickets to entertain clients and employees. Our innovative approach will transcend geographic and event-related boundaries to provide the ultimate value for clients. We are targeting small businesses that employed over 100 Million people and collected receipts of over \$22 Billion in 2002. We believe this large market segment is looking for ways to entertain individuals with diverse interests, and FlexiTix is in a great position to fulfill this crucial need.

Currently there is no single platform for small businesses to shop for corporate entertainment packages in terms of buying tickets for a diverse events across a range of cities.

Our creative approach will change the existing model for buying event tickets forever. It will allow small businesses access to premium seats at national, regional and local events, while offering unmatched flexibility and options.

Himanshu Jain

hjain@neopointconsulting.com

coalition:

Information Technology, Retail and Consumer Products

needs:

Advisors, Market Analysis, Technology, Research Partners, Investors, Legal Advice

programs:

Olin Cup 2005 , Olin Cup 2006

url:

www.flexitix.com

Gorilla Drop Team Marketing

Today there's a growing segment of tech-savvy young professionals who are increasingly hard to reach via traditional advertising and marketing. These jaded consumers are often desensitized to most conventional attempts to lure them to a product. Word-of-mouth is one of the few dependable ways of reaching large numbers of customers quickly. Using the art of Spectacle to directly impact the lives of a few hundred people who will carry the experience to innumerable friends and family is an extremely cost effective way to promote a product. Enter the Gorilla Drop Team.

Gorilla Drop Team Marketing is a next-generation publicity firm that specializes in lightning-fast, one-off events that cause everyday people to become low cost carriers for a client's products and ideas. Our business model draws upon the lessons of internet 'viral marketing', a method wherein consumers not only seek out a company's advertisements, but then foot the bill to spread those ads to their personal networks. Print media such as flyers and promotional items such as T-shirts or product samples to be distributed as an event unfolds insure that a client's name will be strengthened, not obscured, by the vibrant flash of publicity that we provide. Gorilla Drop Team Events can also be tied back to a corresponding internet-based 'viral' to further spread the product and the experience in an exponential wave that doesn't depend on a consumer's proximity to the original source.

Olin Cup 2005

Nobody ignores a 600 pound Gorilla.

Daniel Buettner
azaradel@gmail.com

coalition:
Professional Services

needs:
Team Members, Market Analysis, Mentors, Investors, Legal Advice, Communication Strategy

programs:
Olin Cup 2005

url:
None

MasterMind Synergy Group: Working Together

As twenty-somethings with enthusiasm, entrepreneurial aspirations, and energy, we lacked individually some of the skill sets and resources needed to go into business individually.

We've begun exploring a radical concept in entrepreneurial cooperation. Combining our unique skills, knowledge, and resources, we've moved into a house together and formed a cooperative living situation. As we work together to form our businesses, we share in the work, education, profits, and fun.

As this experiment succeeds, it becomes a model for fostering young entrepreneurs in the future.

Miranda Todd
miranda.todd@wustl.edu

coalition:
Social Ventures

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

programs:
Olin Cup 2005

url:
None

Doctor Friendly B2C Contact Lenses

The market for direct to patient contact lens delivery model is proven and growing. However, there is a major problem with the current model: the current competitors are in direct competition with the eye doctors. In 2004, a federal law was passed requiring every patient to return annually to the doctor for an exam, in essence making the doctor a gatekeeper for all orders. Our model will partner with doctors to create a friendly, direct to patient delivery system. Our system has been in testing for 6 months, and we are seeking assistance in building out the business and marketing plan.

Jim Edwards
jedwards@opti-port.com

Olin Cup 2005

coalition:

Finance and Investment, Information Technology, Retail and Consumer Products

needs:

Team Members, Investors, Communication Strategy

programs:

Olin Cup 2005 , Olin Cup 2006

url:

None

Combination Surveillance and Video Device for Vehicles

Eliminate school bus bullying with a patent pending surveillance device that also entertains and educates. Deescalate youth violence with a diversion that can eliminate boredom, a likely cause of bullying behaviors, and enrich education through innovative programs tailored for varying ages and lengths of travel time. The surveillance device monitors students so drivers are free to focus on road safety rather than discipline. Homeland security will value it in emergencies for imparting information and entertaining passengers while on-board surveillance cameras monitor bus activities.

Lynne Lang

underthedove@hotmail.com

coalition:

Women Entrepreneurs

needs:

Team Members, Technology, Investors

programs:

Olin Cup 2005 , Olin Cup 2006

url:

None
