

2010 Edward L. Kaplan New Venture Challenge (NVC) – Phase II Announcement

The Polsky Center for Entrepreneurship at Chicago Booth is pleased to announce the student businesses that have advanced to the second phase of the **2010 Edward L. Kaplan New Venture Challenge (NVC)**.

Through a highly competitive process, seasoned entrepreneurs, investors, and Chicago Booth faculty determined the following **29 teams** from among the 81 submissions we received this year. We congratulate the advancing teams and encourage those who were not selected to continue to develop their entrepreneurial ideas, and take advantage of the Polsky Center's additional resources.

2010 Phase II Businesses

2pinion

2pinion is a mobile-based quick and low-cost opinion seeking tool for consumers and small businesses. Consumers and businesses use the mobile or web app to design a quick survey, set the right response criterion, and find the audience and price per response.

Ajax of Aspen, LLC

Ajax of Aspen designs and sells Rocky Mountain inspired sustainable clothing. The clothing line currently consists of 55% hemp / 45% organic cotton t-shirts, polos, and hoodies for the Spring/Summer and Fall/Winter seasons.

Andreas Baking Company

Andreas Baking Company is a world-class commercial wholesale bakery headquartered in Arusha, Tanzania. They use local resources (agricultural products such as grains, fresh fruits and vegetables, and human capital) to deliver high quality vitamin and protein rich fresh baked goods for the local and regional markets.

Belliswap

BelliSwap is a web-based company offering brand name maternity wear for rent. With a wide array of eveningwear, suits, blouses, and outerwear, customers can update their wardrobes as their bodies change by ordering items "a la carte" or using a Netflix-style subscription service, so they can swap items out as desired.

Bolder Thinking

Bolder Thinking is building an enterprise quality contact center management solution that utilizes advanced cloud computing technologies. This solution will provide clients with real-time scalability, advanced automation features, and workforce location flexibility while drastically limiting amount of up-front investment required.

Boomerang Logistics

Boomerang Logistics helps manufacturers reduce transport packaging costs by facilitating the adoption of reusable plastic containers (RPCs) in open-loop supply chain systems instead of the cardboard boxes that are currently the standard in the United States.

Cambia Tu

Cambia Tu will be a self-development and well-being virtual center for Latin Americans. For its customers, Cambia Tu will be an online destination for all their self-improvement needs, a support community, and an e-learning platform. For experts, it will be an innovative communication channel to access clients and increase sales.

DripDry

DripDry will develop a flow measurement device to be installed on the input water line of a home that includes a proprietary adaptive algorithm to detect leak, overflow, and burst pipe conditions. DripDry will partner with insurance companies and municipalities to offer a rebate for customers who install the product.

EMCommunities

EMCommunities is creating and monetizing social networking test preparation communities. They are starting with GMAT and will expand to GRE, LSAT, MCAT, SAT, ACT, and other tests.

Future Simple

Future Simple is a software business dedicated to reinventing tools for SMBs with a leapfrog in user experience and design. PipeJump, Future Simple's first product, is an online sales tracking application and was launched in August 2009.

Ibwie

Ibwie (I Become What I Eat) strives to improve people's standards of living through healthy eating education. Ibwie's first-of-its-kind, fully automated, online customized daily food plans will help its customers improve their physical fitness, appearance, and mental acuity, thereby enabling them to attain optimal wellness.

MathZee

MathZee (www.mathzee.com) is an education gaming website teaching K-6 mathematics standards through fun online games. Its curriculum is designed to cover the National Council of Teachers of Mathematics and Singapore Math standards in a manner that is informative for parents while remaining fun and engaging for children.

Metritrack LLC

Metritrack will develop productivity tools for diagnostic ultrasound machines and improve the workflow and diagnostic accuracy of ultrasound exams. Metritrack tri-dimensional mapping and display system offers significant time savings, improved accuracy, and reduces costs.

MisPapeles.com

MisPapeles.com will provide Spanish-speaking users interactive online use of software to complete and submit high-volume immigration forms. It will ask users a series of simple one-sentence questions in Spanish and then generate completed immigration forms and easy-to-use step-by-step filing instructions. The website will be heavily informational and provide an overview of the immigration process.

Mobile Conversion

Mobile Conversion provides an intuitive and cost-effective method of automatically converting existing websites of small businesses into mobile optimized websites. The resulting website will be formatted for viewing on a mobile device, will have integration with device applications such as phonebook or maps, and will integrate with Facebook, Yelp, etc.

NimbleStaff

NimbleStaff will sell enterprise software to help businesses optimally staff their projects by matching employees to projects using a proprietary algorithm and then by allowing project managers to bid on prospective matches. In essence, NimbleStaff will optimize the allocation of employees to projects.

On-The-Rocks

On-The-Rocks is the first mobile-based social club that entitles members to enjoy one free drink in participating bars every night around the United States. Membership starts at \$12.99 per month and entitles members to 30 free drinks per month just by using their mobile phone as membership card.

Quantitative Insight, Inc.

Quantitative Insight is commercializing technology from the University of Chicago that allows for quantitative image characterization of Breast MRI Images. This technology represents the most effective Computer-Aided Diagnosis (CAD) software. The company is licensing a portfolio of patents and software that will become the QuantX Breast MRI Workstation.

Rogue Technologies

Rogue Technologies is a technology start-up formed to commercialize a novel eye tracking system that is fully contained within a display, does not require calibration, and is significantly less expensive than existing eye tracking systems.

Root3 Technologies

Root3 designs after-market wall-plugs and builds monitoring software that monitors energy usage and automatically adjust power draw. With some upfront programming to define what can be turned off (lights, appliances) Root3's technology can save up to 30% on dorm energy usage and up to 18% on residential energy usage.

SolSketch

SolSketch is a service and retail business focused on the sale of desirable and licensable intellectual properties (e.g. fine art, NFL logos) through the permanent application of the artwork onto products that do not currently or typically carry such marks, with particular focus on portable consumer electronics.

T2C

T2C's objective is to monetize airlines passengers' time during flight. One immediate application of this concept is conducting market research onboard a flight. Talk2Cstmr is a platform to connect airline passengers with market research companies to utilize passenger time in flight.

TruckBay

TruckBay seeks to simplify the truck sourcing process for Indian companies that need to transport freight, by providing trading and information services for sourcing and supplying trucks to users, transport companies, and truck operators via a web-based platform.

turboBOTZ

turboBOTZ provides an online service platform where members can buy, sell, or trade used video games as well as buy new games. They offer integrated tools for gamers to maximize the market value of used games using elements of auctioning and social networking.

Vozeeme

Vozeeme is a freight auction website where carriers can openly bid for the best load rates. With a streamlined design and enhanced usability, Vozeeme.com makes finding and securing loads easier, faster, and more reliable than any other product in the market.

Watermelon Express

Watermelon Express is an educational platform that enables students across all subjects and levels to aggregate content from various publishers, utilize social collaboration tools, analyze performance data, and access it through all possible touch points, including smart phones (iPhone, Android, Blackberry), desktop (Windows, Mac), and web.

WebYisheng

WebYisheng is a Chinese-American partnership seeking to provide millions of Chinese consumers with access to improved health care products, services, and medical advice through the WebYisheng website.

Who's In

With a "Mad-libs"-like approach, Who's In allows its users to create dynamic events with immediate and direct feedback from those invited. Who's In provides advertisements for its customers directly to users who are actively creating an event of that type, from grabbing a bite to going on a trip.

Zingen Communicator

Zingen Communicator is an online software service application that acts as an "Air Traffic Control" communication tool. Implementing social networking, it integrates operating room schedules between multiple surgical facilities and physician work schedules in real time in order to reduce time and work delays.