



28 Teams Turn in Business Plans *The Race for \$117,000 is on!*

28 teams turned in business plans to The Eureka Reporter on Monday, March 24th. These teams are officially in the running for \$117,000 in seed capital to start their businesses.

AlgaRhythms

We manufacture fertilizer from wastewater algae

B&G Sanitizing System

The main purpose of the B&G Sanitizing System is to provide the general public a safe and reliable means of protecting themselves from being contaminated by food borne bacteria, germs, viruses, and blood-borne pathogens that are known to exist and reproduce on all the surfaces of most common grocery carts.

Cafe Sport Mundial

Cafe Sport Mundial is a proposed business in Arcata that will provide international cuisine, import beers and beverages, and will show domestic and international sporting events on high definition flat screen TV's. The business will be open to all ages and serve food during its operating hours.

Chrysalis Virtual Assistance

CVA is an on-line service focused on providing office help to the artistic population of Humboldt County. CVA can do anything an on-site assistant can except brew the client's coffee.

Office work -- including scheduling events, organizing e-mail, or data entry-- isn't difficult but uses up the artist's free time.

The Coffee Opp

Coffee is big in Humboldt County. We chose this industry because we believe that The Coffee Opp will provide a different experience in terms of the Coffee being sold and also in terms of the advantages it will provide to the local community.

Cuzco Raw

Cuzco is a soup and salad garden/raw food restaurant to be located in the downtown area of Eureka. Cuzco's emphasis will be on soup, salad, gourmet raw entrees, and juice. Additionally, Cuzco will purchase organic produce, locally whenever possible, and use recyclable materials, thereby reducing our carbon footprint.

DeepSeeded Community Farm

DeepSeeded Community Farm offers a direct connection to the land and people who nourish you. From nine acres in Arcata, members receive a weekly bounty of ultra-fresh, top quality produce right from the farm. We also run a Gardener Training Program, giving participants experience for a lifetime of confident gardening.

Evolve Botanicals

Evolve Botanicals is the first company in Humboldt County to produce bulk and retail massage & spa treatment products. All Evolve products are locally made in small batches using the freshest, high-quality organic herbal ingredients. Evolve products include: Alea Hawaiian Salt Scrub, Vanilla Caramel Sugar Scrub, Rhassoul Mud Mask, Ohm Chakra Herbal Bath Teas, Healing Hand Salve, Citrus-Ginger & Sarsaparilla Lip Balms, herbal massage oils and aroma sprays.

Humboldt Locals

HumboldtLocals.com provides a one-stop shopping experience for all locally produced merchandise and art, all wrapped up in a highly professional web 2.0 online store. Artists and manufacturers will now have a common marketplace to showcase their products and customers can get them shipped right to their own door.

The Humboldt Tea Company

The Humboldt Tea Company is an Arcata-based, organic specialty tea company combining innovative gourmet tea manufacturing with a visionary global world-view. This combination facilitates positive social and environmental change through conscious commerce. THTC will introduce our teas and philosophy through events, fairs, charitable programs as well as worldwide through our informative and interactive social networking website.

HumGeeks

HumGeeks is a society of local computer consultants offering transparent pricing and impossible standards.

ImmersaWare

ImmersaWare creates interactive software products for targeted consumer markets. Our first product is an educational program titled Time to Drive! Primarily aimed at young drivers, and useful for drivers of any age, this product promotes automobile traffic safety by helping the user improve their knowledge, judgment, and skill.

Impact Ethanol

Impact Ethanol will process waste from local farms and dairies to produce ethanol for use as a sustainable motor fuel. We will use the byproducts of this process to make our business financially feasible through fish and vegetable sales.

Jimi's Nightclub/Lounge

Jimi's is a jazz and blues nightclub with a restaurant serving creole dinners.

Little Learners Preschool

Little Learners is a quality preschool program located in Arcata. The preschool will be a full day program and will serve children 2 1/2-until entrance of kindergarten. Our program will be child-centered and curriculum based. Our mission is to support working families and provide quality care for children in the community.

Nanico Ink.

A dichotomy, serving a relationship between raw vegan food & recycled fashion; to present the local community with the healthiest, tastiest, and most nourishing food, and a way to delegate the waste of our clothes into a profitable recycling fashion line; wherein the revenues will help stimulate the local economy.

Pacific Rest

Pacific Rest is an alternative form of internment. Our goal is to honor the deceased and to help them leave a legacy for posterity. Cremated remains are encased within an artificial reef, this is environmentally responsible, educational and helpful to the community. The reef will be located off the coast of Trinidad.

Paihama

Paihama.com sells thick, high quality socks made from merino wool and paihama fur. Paihama are an invasive marsupial in New Zealand, and one of their biggest environmental problems. We offer the opportunity to support NZ's biodiversity and enjoy a luxuriously soft fabric that is twice the warmth of wool at half the weight.

QJM Produce

QJM Produce will hydroponically grow organic, out of season produce for the food market.

Real Solutions

Real Solutions, Conservation Consultants offer a variety of energy efficiency, conservation, generation and modeling needs. We provide 6 main energy related services:

- Title 24 Reports
- Building Energy Assessments
- Complete weatherization services and related construction
- Solar system design
- Building energy simulation modeling and
- LEED certification

Redwood Coast Diner

A fast-casual restaurant, bringing breakfast all day and an international menu of delicious chicken cuisine.

Redwood Coast Media

Re-imaging the future through digital media. We have an established marketing niche in the Native American and environmental communities. We will help these groups develop educational products that demonstrate their innovative solutions for restoring and preserving culture, building sustainable communities and strengthening the local economy. Also, we will build upon our established internet marketing presence to create and distribute our own original multimedia products.

Redwood Coast Touring Company

Redwood Coast Touring Company (RCTC) is poised to provide sustainable, entertaining, and educational experiences to both Humboldt County visitors and local residents. RCTC will provide a variety of tours that will range from casual wine tasting and meandering walks through ancient redwood groves to adrenaline filled rafting trips.

Redwood Conservatory of Hypermedia

A non-profit media resource center and digital archive for cultural advocacy.

Rich Diversity Extranet Development

An intranet system is a hub of people and information, whereas an extranet shares data between intranets and web pages so that data is accessible by various users. Similar to a general contractor in construction, I am coordinating the efforts of several suppliers. The most important parts of my business include procuring local web supplier's services and training fellow students.

Sol Prints Clothing Company

Limited edition silk-screened clothing essentials. Sustainable textile for sustainable people.

Trillium Transit Internet Solutions

Trillium - transit internet solutions – makes online transit information user-friendly, providing software tools for managing transit schedule information, and publishing it to websites, downloadable on-the-go schedules for iPods, PDAs, mobile phones, and Google Transit, a transit trip itinerary planer. Online at www.trilliumtransit.com

T² Arcade

We propose to open a video arcade gaming center in downtown Arcata.

Come and learn more about the Economic Fuel Entrepreneurs and their business products and services. Businesses will display Showcase Exhibits from 5:00 - 9:00pm in the Karshner Lounge outside of the Kate Buchanan Room Thursday night. Come see the Exhibits and stay for the Pitches!

Elevator Pitch Presentations & Showcase Exhibits

Date: Thursday, March 27th

Time – Showcase Exhibits displayed from 5:00 – 9:00pm

Time – Elevator Pitch Presentations start at 6:00pm

Location: Kate Buchanan Room/Karshner Lounge, HSU

Economic Fuel teams will have 2 minutes to give their elevator pitch in the first judged round of the 2008 competition. **The race for \$117,000 is on!**

The Premise:

You are in an elevator and in walks a potential investor. You have only the elevator ride to pitch this investor on your business idea and get them to say “Tell me more!”

To learn more about “The Pitch” check out our Economic Fuel video How to Give an Elevator Pitch at: <http://www.economicfuel.org/vidgallery.html>

