



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

**26 teams turned in business plans to Economic Fuel on Monday, March 23<sup>rd</sup>. These teams are officially in the running for \$117,000 in seed capital to start their businesses.**

**We are pleased to introduce Humboldt County's up and coming new businesses!**

### **Arcata Backpackers Hostel**

The Arcata Backpackers Hostel provides affordable short stay accommodation for international and domestic visitors in the downtown Arcata area.

### **Arcata Media Group**

Arcata Media Group is an Internet Marketing firm specializing in affiliate marketing. We run highly targeted advertising campaigns for our advertisers and find consumers interested in their products or services.

### **Charity's**

Food with heart. Charity's. The Place to go in Garberville to eat, drink, socialize and relax. Breakfast, lunch, and dinner seven days a week with fresh food and an affordable menu. Classic American and exotic cuisines. Enjoy the small beer and wine bar and catch up on the game.

### **Energy Evolution Consulting**

Energy Evolution Consulting (EEC), LLC, is the first business in Humboldt County to be able to provide "solar as a service." Through the use of a solar Power Purchase Agreement (PPA), EEC will deliver solar electricity to customers at or below their current electricity rate for the next 20 years.

### **Evolve Botanicals**

Evolve Botanicals is the first company in Humboldt County to produce bulk and retail massage & spa treatment products. All products are made locally using the freshest, high-quality organic ingredients. Evolve products include: Alea Hawaiian Salt Scrub, Rhassoul Mud Mask, Om Bath Tea, lip balms, & herbal massage oils.

### **Ergochair**

Ergochair is the finest available portable ergonomic chair for travelling musicians. Ergochair is available through retailers that handle music accessories. Consistent use of Ergochair can help prevent and heal posture related injuries like carpal tunnel syndrome.

### **FoodScapes**

FoodScapes installs and maintains vegetable gardens in clients' yards, providing affordable and convenient nutrition. Humboldt County imports the vast majority of its food, spending over 15% of every food dollar on energy, oil, and packaging. By substituting FoodScaping for ordinary landscaping, customers can measure their food's "mileage" in steps.

### **Global Learners**

This business provides educational exchange opportunities for schools, colleges, universities, and students between India and United States. The business provides services in recruitment of students, admissions process, international student visa requirements, boarding and lodging with host institution, and travel information. Exchange opportunities are supported for secondary and post-secondary levels.

### **Goats Without Borders**

Goats Without Borders is a vegetation management business that uses goats for weed and brush control.

### **Humboldt Vedic Farm Stand**

Modified Community Supported Agriculture (CSA) City Farm Stand and Certified Farmers Market.

### **HumGeeks**

Have you ever wished you had a "Geek in the Family"? If you have a computer problem, HumGeeks is the solution. Founded by Geeks from Humboldt, for Humboldt, we support home and business users with innovative technologies that save our clients' time and money.

### **Humboldt Mobile Massage**

The Humboldt mobile massage, Inc. mission is to make it easy for clients to take care of themselves in today's technological, fast-paced, complex, and stressful age by bringing the massage experience to wherever they are. We pride ourselves in delivering comfort, quality, and convenience in a safe, supportive atmosphere.

### **Impact Ethanol**

Refine fuel ethanol from agricultural and restaurant wastage. We will create a profitable business and show area farmers how to make a profit with a 40-80 acre farm.

### **Jimenez Stained Glass Studios**

Jimenez Studios owned and operated by Artemio Jimenez will be located in Arcata, Ca. We create exquisite handmade stained glass windows, in different mediums such as leaded, foiled, faceted, painted, and etched. We are also capable of restoring old stained glass windows for churches and the secular market.

### **Kleenhava**

Kleenhava is a Hookah lounge, cafe/juice bar, and gallery space conducive to studying and conversing for anyone over the age of 18. With Kleenhava we plan to provide jobs and a relaxing educational space that encourages creativity, and allows for the social ritual of sharing Hookah in a safe environment.

### **Luscious Gardens**

Luscious Gardens offers custom landscaping services, with an emphasis on edible landscaping. We are also a wholesale nursery featuring edible perennial plants, including many varieties of berries. To bring it all together, we offer monthly workshops teaching successful back yard food production.

### **McKinleyville Natural Foods**

McKinleyville Natural Foods will be in the business of providing a selection of natural grocery products and related goods to residents of McKinleyville and the adjacent communities. We will be locally owned, and dedicated to serving the community.

### **North Coast Reading and Math Clinic**

North Coast Reading and Math Clinic is an Arcata-based sole proprietorship that will provide academic tutoring services to children, teenagers, college students, and adults in Humboldt County. Along with a central learning center, the business will offer a mobile service to teach at student residences.

### **OmenQuest**

Think in new terms. Find another way to tell your story. Improvise your life with OmenQuest and start playing with magic.

### **Plus Modes**

We are a specialty clothing store that accommodates sizes XL-5X. We offer trendy, sexy clothing that creates confidence in women. Our clothing helps women feel comfortable and confident that they are getting quality clothing at a reasonable price. Plus Modes creating sexy confident women.

### **Ropegun Industries, LLC**

Outdoor Apparel Manufacturer, specifically for rock climbing and skateboarding.

### **Sun Equation**

Sun /e is a web design studio. We design and build websites using Wordpress or Expression Engine and web standards.

### **Tropicali**

The Tropicali is a grill and live music venue within a large greenhouse. We've created a gorgeous tropical scene, sure to warm off any coastal chill, and sweep our patrons into paradise. Look for our Travel Grill this summer. We look forward to a long, enjoyable relationship with our community.

### **Vertualize**

Vertualize creates web applications and websites that do things. We help small businesses use big business infrastructure and reach the world through the internet. The systems that we create and maintain enhance economic activity throughout the Northcoast with High-Tech jobs and expanding the marketplace for web development in Eureka, CA.

### **Webb's Meadery**

Winery that specializes in Honeywine (mead).

### **Zoetekauw!**

Zoetekauw! is a revolutionary new candy store that incorporates a restaurant into the store!

## ***Want to learn more?***

## ***Come to the Elevator Pitch Presentations Thursday Night***

### **Elevator Pitch Presentations & Showcase Exhibits**

**Date: Thursday, March 26th**

**Time – Showcase Exhibits displayed from 5:00 – 8:00pm**

**Time – Elevator Pitch Presentations start at 6:00pm**

**Location: HSU, Kate Buchanan Room/Karshner Lounge**

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>

## Live Streaming Elevator Pitch Presentations

Can't make it to the Elevator Pitch Presentations in person? Economic Fuel will be live streaming the presentations courtesy of StreamGuys, a streaming media provider headquartered in Arcata. They provide streaming services to distribute audio and video signals via the internet. To view our broadcast, visit our website shortly after 6:00pm <http://www.economicfuel.org/vidgallery.html> and click on the "Watch it Live" link.

Thanks StreamGuys for making it possible to stream the Elevator Pitch presentations live to Economic Fuel competitor's family, friends and supporters!

