

2007 Winning Teams The Eureka Reporter

**Agogo
5/7/2007**

Team Members
Kalindi Rogers and Erin Slattery

Advisers Used
Jill St. Claire of JSC Marketing

Most Useful Resource
The North Coast Small Business Development Center

Reason for Participating in Economic Fuel
To help get the business off the ground, using seed money to purchase a mobile kitchen and equipment.

Advice for Future Competitors
Start early and don't slack. Use the expertise of people already in the industry.

Most Valuable Lesson Learned From Writing a Business Plan
Be ready for a lot of hard work.

About the Business
Humboldt State University graduate students Kalindi Rogers and Erin Slattery both have extensive experience in the food industry. Two years ago, the pair began experimenting with vegetarian sushi and have since developed a range of different sushi products that involve fresh vegetables, nut butters and original sauces. Their business plan proposes to locate a mobile sushi eatery on the corner of 15th and G streets in Arcata, which will be open for extended lunch hours and eventually into the early morning hours for bar crawlers. Operating out of a food truck will allow the business to get on its feet with low overhead expenses. Lunches will range in price from \$5 to \$8 — figures that include sales tax — and come with a drink of water or hot tea and a side dish. Agogo sushi is healthy, convenient and fast, making it a unique destination for lunch.

AlgaRhythms

5/7/2007

Team Members

Brandon Hemenway and Patrick Wiley

Advisers Used

Margaret Gainer, Dr. Susan Marshall, Dr. Mark Doggett, Dr. Robert Gearheart and Dr. Kristine Brenneman

Most Useful Resources

Chris Gaines' and Nancy Vizenor's Economic Fuel class at Humboldt State University; the North Coast Small Business Development Center; Humboldt State University Professor Dr. Mike Thomas; and Rhonda Abrams' book, "The Successful Business Plan."

Reason for Participating in Economic Fuel

We are committed to making the world a better place. AlgaRhythms is our vehicle to make a living by participating in the paradigm shift from an economy based on carbon fuels to one that is part of a healthy and sustainable society.

Advice for Future Competitors

Take the Economic Fuel course at HSU or the equivalent at CR. Talk about your plan to knowledgeable people in your industry.

Most Valuable Lesson Learned From Writing a Business Plan

The assumptions we make are the most important element of the business concept. Our development is about the exploration of those assumptions.

About the Business

AlgaRhythms would manufacture an all-natural, algae-based fertilizer designed to enrich soil through the slow release of nutrients. Called "CHLOGRO," the fertilizer is derived from "Chlorella" algae often found in the ponds at wastewater treatment facilities. CHLOGRO matches synthetic fertilizers in performance, also serving as a soil amendment, and produces a healthier plant product because a lower concentration of fertilizer is required. Hemenway and Wiley plan to use cash winnings to supplement grant monies received for research and development purposes.

California Native American Petroleum

5/7/2007

Team Member
Jim Rose

Advisers Used

Michael J. Pina, HSU Professors Nancy Vizenor and Michael Thomas, CR Professor Chris Gaines.

Most Useful Resources

Chris Gaines' and Nancy Vizenor's Economic Fuel course; Rhonda Abrams' book "The Successful Business Plan" and resources; the elevator pitch practice with the Toastmasters.

Reason for Participating in Economic Fuel

I've wanted to get my master's degree in business administration for several years, as it is a requirement for many positions in economic development in Humboldt County. I also enjoyed working with one of last year's competing teams and felt it was something I wanted to participate in.

Advice for Future Competitors

Work with your advisers and fellow competitors. You will be surprised to learn what you will learn from people with other ideas. In addition, I strongly, strongly advise taking the HSU or CR Economic Fuel class.

Most Valuable Lesson Learned From Writing a Business Plan

The most shocking thing I learned was how much I didn't know that I didn't know. When I say that I mean that I thought I had a pretty good handle on how to develop a business plan. But I was surprised at how many things I didn't realize I was unaware of going into it.

About the Business

California Native American Petroleum is the next wave of Tribal Economic Development. Entrepreneur Jim Rose has served as the CEO and COO of Round Valley Indian Tribes, writing economic development plans for the tribes. His business idea proposes delivering gasoline and eco-fuel products to tribal gas stations at almost 50 cents per gallon cheaper than competitors. California Native American Petroleum will also provide services, opportunities and jobs to tribal communities throughout the state.

Innovative Medical Workshops

5/7/2007

Team Members

Inga Denney and Jacob Hansen

Advisers Used

College of the Redwoods Professors Chris Gaines and Michael Dennis

Most Useful Resource

Chris Gaines' and Nancy Vizenor's Economic Fuel course; Rhonda Abrams' book "The Successful Business Plan," Michael Kraft at the North Coast Small Business Resource Center.

Reason for Participating in Economic Fuel

To try something new. We liked the idea of a challenge and this competition was the push we needed to make our business idea a reality.

Advice for Future Competitors

Don't procrastinate. It takes more time, energy and endurance than you could ever imagine. Don't give up. Life kept getting in our way. There were many times when we questioned if we could make it. Seek out opinions. Be open-minded and take to heart any suggestions and advice from experts. Also, make sure it is a business you are passionate about.

Most Valuable Lesson Learned From Writing a Business Plan

The preparation time is long and requires a lot of patience. It is one thing to imagine your net profit and earning potential and another to see all the financial details on paper. Don't start a business until you have a detailed plan. It is essential to going into a business with realistic goals and objectivity.

About the Business

Operated by Inga Denney and Jacob Hansen, Innovative Medical Workshops is dedicated to educating rural healthcare providers in the local community. By providing rural communities with easy access to vital medical training and expertise, the pair hope to empower them to increase revenue, compliance and the quality of healthcare in rural communities throughout the United States. Their goal is to provide seminars to teach local medical professionals about coding and billing using creative, hands-on teaching methods.

North Coast Solar
The Eureka Reporter
5/7/2007

Team Members

David Stone and Dan Hunter

Advisers used

Kurt Kramer, Dave Ambrosini and CPAs at Hunter, Hunter and Hunt

Most Useful Resources

Venture capitalist David Cremin's presentation in February.

Reason for Participating in Economic Fuel

To get our business off the ground using seed capital from the competition.

Advice for Future Competitors

Go out and talk to people in the industry. Get out there and tell them about your business plan, ask for advice.

Most Valuable Lesson Learned From Writing a Business Plan

Public speaking is a big part of the competition, as is the amount of time necessary for writing a good business plan. Be prepared for a lot of hard work. There's a lot more to just writing the plan; you really have to get out there and sell it.

About the Business

North Coast Solar is a contracting firm specializing in the design, installation and repair of residential and small business solar systems. The mission of the business is to help in the development of energy-independent businesses and households in Humboldt County. With \$3.2 billion allocated to alternative energy systems in California over the next decade, solar installation will be in high demand. North Coast Solar will distinguish itself from competitors by maintaining a professional, business-oriented image and Web site for customers. Growing up in Arcata has helped Stone and Hunter foster already existing relationships with business professionals in the area, and the entrepreneurs hope to continue efforts to break into a growing industry in their hometown.

Redwood Outfitters
The Eureka Reporter
5/7/2007

Team Members

Gregory and Samantha Hufford

Advisers Used

Donna Hufford of the Orick Chamber of Commerce, Steve File of Redwood Parks Lodge Co., Tony Smithers of the Humboldt County Convention and Visitors Bureau

Most Useful Resources

Humboldt County Convention and Visitors Bureau and the Orick Chamber of Commerce, as well as existing knowledge of the local area.

Reason for Participating in Economic Fuel

To acquire start-up funds for our business, as well as to develop a business plan to help us obtain other funding.

Advice for Future Competitors

Write out an outline of what your business will be, then write out an outline of how you are going to make your business work. Once you have accomplished these things, set yourself timeline goals for finishing each part of your business plan.

Most Valuable Lesson Learned From Writing a Business Plan

A wealth of information is out there — use it. Also, many people are excited by new ideas and are willing to lend a helping hand if you need it.

About the Business

Redwood Outfitters will provide guided horseback tours of Redwood National Park from the business' base in Orick. The tours will range from two to six hours and will provide tourists with an unforgettable experience riding horses through the beautiful Redwoods. Growing up around horses, Samantha Hufford has specialized training in pack station and stable operations and will head up the business's guided tours. Tourists will also have the opportunity to purchase memorabilia and photos from the tours. With cash winnings from the competition, the couple hope to turn their idea into a viable business in the small rural town of Orick.

TrenchScan

5/7/2007

Team Members

Jason Buck and Jamie Ford

Advisers Used

Nancy Streufert, Mark Hemphill-Haley and Suzanne Dockal

Most Useful Resources

The North Coast Small Business Development Center, Chris Gaines' and Nancy Vizenor's Economic Fuel course at College of the Redwoods, Economic Fuel advisors and events — in particular, the elevator pitch practice event.

Reason for Participating in Economic Fuel

For the support and motivation to evaluate our business idea.

Advice for Future Competitors

Start early and don't ever give up. No matter the outcome, it's an extremely valuable experience.

Most Valuable Lesson Learned From Writing a Business Plan

It would be foolish to enter into a business venture without going through the process of creating a business plan.

About the Business

TrenchScan is a photographic service provider that specializes in photo-documenting the soils exposed in earthquake fault trenches. Created by HSU geology graduate Jason Buck and photographer Jamie Ford, the business uses innovative methods and custom software to solve many of the problems that have limited the use of photo-documentation, making trench photography accessible and affordable for almost any fault study. One of the most significant problems facing geologists and engineers is that photo documentation of fault trenches is often time-consuming and expensive; TrenchScan, however, streamlines the process and is therefore able to provide its services as a lower cost.

Wild Chick Farm
5/7/2007

Team Members

Sarah Brunner and Shail Pec-Crouse

Advisers Used

N/A

Most Useful Resource

Experience of running the business for two years before entering the competition, and therefore having an intimate knowledge of the necessary expenses for the financials section, a better idea of the size of market to target and which products are most profitable.

Reason for Participating in Economic Fuel

To secure a loan payment, interest-free funds for taking the business to the next level and to reach a larger base of customers.

Advice for Future Competitors

Start early — in fact, start the business as soon as possible before entering the competition. Interview others in the field and if you don't win, rehash the business plan and try again.

Most Valuable Lesson Learned From Writing a Business Plan

Detailed information about our market size and to charge more for our product.

About the Business

Sarah Brunner and Shail Pec-Crouse have operated the Arcata-based Wild Chick Farm for two years. Through the farm, Brunner and Pec-Crouse raise pastured poultry for eggs and meat, feeding chickens organic greens and allowing them to roam as they please. As a result, Wild Chick eggs are lower in saturated fat and higher in omega-3 oils. After not making it to the finals in last year's Economic Fuel competition, the entrepreneurs set out to fine-tune their business plan. One of the biggest problems with their submission last year was the financials section, which Brunner said was over-encompassing and confusing. This year, the pair simplified the product line, which made writing the financials section much easier. With the money, Wild Chick Farm proposes to build a state-certified meat-processing facility locally.