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## Entrepreneurs pitch their 'wonderful ideas' at Incubicity

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Entrepreneurial proposals ranging from an exercise gymnasium for children to the manufacture of jewelry, coasters and napkin rings made of wheat flour-based clay were pitched Friday to a panel of judges in Lafayette.

Nwokedi Idika proposed a video trade show Web site for small businesses that can't afford the cost of setting up a display at a national trade event within their industry.

"It's a place they can be discovered, not only by customers but by angel investors ... or Wal-Mart or Nordstrom," Idika said.

Nearly 20 people with business ideas participated in the Incubicity competition sponsored by the Indiana Venture Center.

"We've seen wonderful people, wonderful ideas," said IVC program director Pat Bacon. "We hope from out of this we'll get some wonderful companies."

During two separate events, participants were given two minutes to make their "elevator pitch" to the judges, explaining their proposal. A five-minute question and answer session followed each presentation.

The first place winners were each given \$1,000 and will advance to regional competition where the top idea will win \$25,000.

Della Jules took one first place award for her proposal -- a medication timing device that beeps and flashes to let a person know it is time to take their medicine.

The other first place award was won by Shane Fimbel, who pitched a blood pressure monitor for children.

"It's not a question of if this product should make it to market. It's a question of when," Fimbel told the judges. "Where it sits today, it would take under \$1 million to go from here to market."

Funded by a grant from the Workforce Innovations in Regional Economic organization, the competition was open to entrepreneurs in Tippecanoe and 13 surrounding counties.

Second and third place winners received \$500 and \$250 respectively, and also will advance to the regional event.

"The ideas we've been seeing are very promising," Bacon said. "It will be interesting to see how the ideas, and their creators, grow through this process."