



# Yale Entrepreneurial Society

## 2007 Y2K Executive Summary Competition

Yale Entrepreneurial Society [www.yesatiale.org](http://www.yesatiale.org)

*This year's competition was a great success with some very high quality entries! We received a total of 39 submissions representing more than 100 participants, and we are awarding a total of eight cash prizes. Congratulations to all the teams on your impressive effort and innovative ideas. Here are the results and the public summaries of the winning teams:*

### For Profit

#### 1<sup>st</sup> jetEye Technologies

jetEye Technologies has created a turbine vibration monitoring system that will increase turbine efficiency and reduce maintenance costs. This technology is highly sought after by the military and aviation industry because it can predict and prevent catastrophic engine failures like the one that caused 111 deaths on United Flight 232. Our proprietary signal processing computer connects to a sensor and interfaces with an engine control system to automatically correct operational anomalies. We expect to realize 100% compounded growth starting in the second year of operations, after an initial year loss of \$130,000.

#### 2<sup>nd</sup> Chromic Décor

Chromic Décor, LLC is redefining standard window shades and blinds. Utilizing material that can accurately adjust the amount of light passing through it, our window coverings elegantly control the ambient light and temperature conditions in a room. Our technology utilizes electrochromic polymers that can change transparency on demand, allowing soft, consistent light to flow through a window at any desired level. This not only gives customers more control of their living spaces but also allows our products to automatically control room temperature, providing the green benefits of energy reduction and helping consumers save money on cooling and heating costs throughout the year.

#### 3<sup>rd</sup> Ideal Energy

Ideal Energy is a start-up power company that sells wind-generated electricity. It will operate wind electric systems installed on the property of commercial farms and sell the electricity generated by the wind turbines directly to the owner/tenants. Ideal Energy will initially focus on the New York State market with headquarters in Buffalo, New York.

#### HM WindCorral

WindCorral is a power company that sells electricity. The Company installs small vertical-axis wind turbines on roofs and sells the clean power they generate. The Company will benefit from state and federal tax credits and subsidies for wind power systems, allowing the sale of power to customers at or below the grid price. Unlike horizontal-axis (propeller) wind turbines, WindCorral's turbines are not tall, and do not require a lot of space to operate. Because of this, WindCorral can install its turbines on any flat roof, and operate in densely developed areas where traditional wind turbines cannot.

### Social Entrepreneurship

#### 1<sup>st</sup> Mangrove Partners

Mangrove Partners seeks to provide domestic microfinance institutions (MFIs) with liquidity to expand the breadth of their lending operations to low-income entrepreneurs. Mangrove channels funds from large institutions to community microlending organizations. By handling the complex and inefficient diligence process involved with investing in small and medium scale microlending organizations, Mangrove enhances the efficiency of capital allocation to underserved areas of the economy.

#### 2<sup>nd</sup> COMMONS,

A contemporary fashion brand with a triple bottom line, driven by a story that appeals to a specific consumer segment that has been identified through research: young, college-educated women with high disposable incomes and a growing awareness of and/or concern for environmental and social issues. An innovative brand to lead the green movement in apparel and become a representative brand for the consumption culture of the early 21st century.

#### 3<sup>rd</sup> The Quaest Foundation

The Quaest Foundation is an umbrella organization designed to establish and support a national network of student-run consulting groups. We strive to help local nonprofits, businesses, and student groups realize their true potential while educating future leaders and problem-solvers in the business and nonprofit worlds.

#### HM Easy Office

Easy Office is an early stage business services firm focused on serving the back-office needs of the non-profit industry. Through in-depth market research of non-profit groups around the country, the Company recognized a market need for an outsourcing firm geared towards non-profits. Easy Office will provide bookkeeping and financial reporting services to non-profits. The Company will focus on creating a nationally saleable model to provide affordable services.