

## **2013 BIG Idea Competition Concept Overviews of Finalists**

### **Just Imagine! Educational Toys**

Just Imagine! Educational Toys will be an expansion of the South Dakota Discover Center, providing residents of the Pierre area with quality educational toys, books and science related products. In this Capital city, parents are well educated professionals, having high aspirations for their children in terms of education and development. This central shopping center area does not have a store dedicated to selling these types of products, making Just Imagine! Educational Toys a perfect fit.

### **Krutchers**

For a lot of people crutches are constantly on their person. Currently crutches are mostly functional items. Users typically own one or two pairs and are stuck with the color that they chose. Krutchers will change crutches from a necessity to an accessory.

### **Doggie Spaw**

The name of my business idea is Doggie Spaw. Doggie Spaw is a resort like facility for dogs where owners can be assured that their dogs are getting the very best attention. We provide boarding, behavioral training, grooming, and specialty products for sale. In addition your dog will play freely and exercise in our indoor park and you will be able to follow his every move through a personalized doggie diary while you are away.

### **Mendel's Spray Foam Insulation**

My big idea involves creating a spray foam business, in which I would be the owner/operator. This business involves working with building contractors or individual clients who desire spray foam as their choice of insulation in both new construction and renovation projects. The service I would provide is an alternative insulation solution which is quick, efficient, and cost effective. With lots of construction throughout the state, I would be providing a great service to customers.

## **Hoffman Trucking**

Hoffman trucking is a family run business located west of Leola that serves the farmers and businesses in McPherson County and the surrounding areas. We haul everything from livestock to equipment with fast, friendly service around the clock. Hoffman Trucking runs on your time not their own. Our licensed drivers guarantee a safe and timely delivery to meet a customer's wants and needs.

## **Picture This**

Our business idea is "Picture This", a photo copying system, in which we will transfer customer's photos onto a DVD, with options of special effects and musical backgrounds. People have good intentions of putting their photos in albums, but unfortunately, people have the tendency to stick photos in drawers leaving them a disorganized mess. We will cater to people wishing to have their photos preserved in digital archives for easy storage and viewing.

## **Enchanted Evening**

Enchanted Evening is a formal, prom, or special occasion dress consignment website. Young women can spend hundreds of dollars for the "right dress" that is often only worn one time. Enchanted Evening provides "like new" dresses to buyers through an on-line store that will sell for a fraction of the cost. Enchanted Evening overcomes travel, time, and money concerns while finding the perfect dress for a truly enchanted evening.

## **Start Me Up**

Start Me Up is a program to help teach people about computers. Start Me Up will have a facility, a software, and also a few tutors to travel to homes within 30 miles of the facility. Start Me Up will be available to all ages that would like to learn about computers. We are trying to aim for older groups who are inexperienced with computers and children who would like to start to understand computers.