

VIA SATELLITE



Money

FRIDAY, NOVEMBER 11, 1988

SMALL BUSINESS

A LOOK AT ENTREPRENEURS ACROSS THE USA

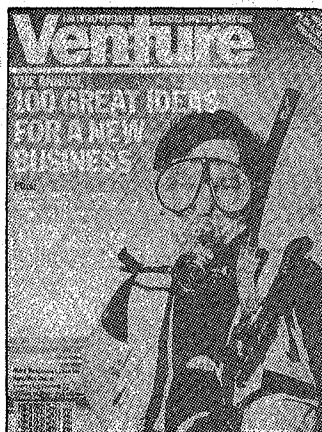
Offbeat businesses get 'Venture' vote

Most new business ideas sound offbeat the first time you hear them, but the laughter subsides when the dollars start rolling in.

You'll find a few laughs as well as a few clever ideas in *Venture* magazine's annual report on 100 "great new business ideas" in the November issue. The magazine's editors collect press releases and seek out ideas from

investment bankers and venture capitalists. Every Friday from March through September, they held one-hour "show-and-tell" sessions — tasting food samples, looking at products, reviewing videotapes. Finally, they voted. "They were all picked with the view of long-term profits," says editor Joan Delaney. The majority vote getters include:

► **Ready-to-go meals for kids.** Mary Anne Jackson of Deerfield, Ill., makes tiny little dinners — with such names as My Turkey



'VENTURE': Rates the offbeat

Meatballs and Chicken, Please — that sell for less than \$3. Her My Own Meals Inc. operates a mail-order service and sells through Illinois grocery stores.

► **Disposable phones.** Midland, Texas-based Mini-Phone Inc. imports tiny phones from Taiwan and sells them to hospitals, which in turn sell them to patients. If you don't want to bring your germs home, just throw the phone away.

► **No smell.** Don't invite Leo Richard over if you don't want something noxious spilled on your carpet. Richard, marketing director of NonScents Inc. of Houston, once dropped a bottle of ammonia on an airplane, then whipped out a can of his firm's odorless spray to clear the air.