

## Risk It: Indiana An Evening of Inventive Ideas

In mid-May, the Southeast ISBDC hosted our third annual Risk It: Indiana, a 13 county business idea pitch competition. We hosted seven innovative competitors from across Southeast Indiana to a packed house and put the pressure on three knowledgeable judges to determine a winner. We also allowed the audience to get involved by selecting their favorite with our Audience Choice Award – Cold Hard Cash.

Our competitors ranged from the Land Zeppelin, a polycarbonate enclosure that mounts to any standard bicycle and protects the cyclist from inclement weather, to Natural Furnishings, a handmade artisan furniture manufacturer started in Floyd County. We had Flatrock Flatbread Company's new idea for Belgium Street Waffles, a four way traffic signal to take the guess work out of stop signs, and organic skin care products from Royal Pampering Day Spa.



All four of our previous winners have been men, but our 2014 Risk It: Indiana winners were both women entrepreneurs: Dawn Andrews with garb2ART Cosmetics of Columbus taking 1<sup>st</sup> Place and Audience Choice and Jyll Stuart of Veracity Technologies of New Albany taking 2<sup>nd</sup> Place. Both of these innovative women business owners are making strides to radically change their markets and I want to share their stories.

Jyll Stuart is the Founder and CEO of Veracity Technologies, which focuses on embedded hardware and software solutions, customized web applications, and custom software solutions. Stuart's Risk It: Indiana pitch revolved around an innovative product for personal protection and quality of life for endangered persons; such as the elderly, persons with mental/debilitating diseases, children, patients, etc. She has developed a product that can be embedded into a silicon band, bracelet, or necklace to monitor exact location for real time data access with a designated mobile device. Stuart is still in the design stages so the product does not yet have a name, but she wants to change the way you think about personal location devices.

Dawn Andrews started garb2ART a few years ago because she was concerned about recycling and has sense morphed the business into a full cosmetics line. She is well known to her online social media following for posting fun photos of her and her customers before/after makeover shots along with videos of herself buying truckloads of packaging that would have made it to the land fill.

Garb2ART Cosmetics motto is “we are here to create a unique awareness for recycling while adding a



little light and a lot of color”, and Andrews does just that. Her flagship product is LipGarb, a light up, high quality lip gloss with an integrated mirror that makes touching up your lipstick effortless and has now been expanded into an organic line. She now has light up nail polish and is working on light up mascara as well. While the lights are a very handy, Dawn knows that the novelty could wear off, but her customers keep coming back again and again for the high quality of the actual makeup she sells. Andrews wants to expand garb2ART into a full service

cosmetics firm in Columbus, filling her own product to keep absolute control of quality and to sell internationally.

These two innovative entrepreneurs proved to the audience that they deserved to be on top. In fact, the audience choice voting mirrored the judge’s votes within 10 of 670 total votes. While I am not in need of a personal location device, I can say that I use some garb2ART Cosmetics products and am looking forward to seeing what the Risk It: Indiana winners have in store for Southern Indiana.

For anyone that would like to compete, we are accepting applications for the next round of Risk It competitors at [www.riskitindiana.com](http://www.riskitindiana.com).