

NJEntrepreneur.com Launches Entrepreneur to Investor On Line Service

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Enterprising Solutions Inc., a New Jersey consulting firm and publisher of NJEntrepreneur.com, a web site for the entrepreneurs and small business owners of New Jersey, announced the launch of a new service on the Site called *Capital Connections* that matches entrepreneurs seeking funding with investors. This new on line service is expected to shorten the time and cost to entrepreneurs of finding outside investors for their ventures.

Featured on the front page video of Capital Connections (www.NJEntrepreneur.com/fund) is one of the first registering companies, HydroCoil Power, Inc., the first startup client of the Sustainable Enterprise Incubator at Fairleigh Dickinson University. Dr. Jonathan Rosefsky is the founder of Hydrocoil Power and the inventor of its patented renewable energy turbine technology--a specially coiled rotating double helix inside a containment cylinder. The HydroCoil turbine generates low head hydroelectricity using clean, green alternative energy obtained from water sources such as dams, rivers and municipal water treatment plant outflow. Hydrocoil Power is seeking funding from investors to finance advanced prototype development, testing, and subsequent initial commercial production of its turbines. Dr. Rosefsky explains "we know that New Jersey is a state with great resources and our hope is to find an investor who is as passionate about alternative energy as we are. NJEntrepreneur.com's Capital Connections expands our reach in finding such an investor."

Two other entrepreneur registrants are Switch2Health and Eggzack.com both new ventures founded by seasoned and successful entrepreneurs. Seth Tropper, CEO of Switch2Health, a company that has a rewards based interactive web site (S2H.com) to motivate individuals to begin, maintain or increase their level of physical activity, sees the on line entrepreneur-investor matching service "as a service whose time has come. When I launched my first business such a service on the Internet did not exist. The continual growth of the Internet motivated us at Switch2Health to utilize the power of the Internet to engage our target audience. Likewise, the Internet may lead us to an investor. It makes sense." Jon Zack, founder of Eggzack.com, a local community web site that offers a new way for Internet users to find local information, merchants and find resources locally, concurs with Seth. "There are very good expos and fairs that seasonally bring out the angel investors and venture capital firms to see entrepreneurs, but NJEntrepreneur.com's funding service offers a place for us to permanently publicize our venture to investors. This will be very helpful to our efforts."

Over the next couple of months both entrepreneurs and investors will be registered on Capital Connections. Its internal communication system will provide a matching service that will link investors to those entrepreneurs whose ventures meet their investment profile. Each pays a nominal registration fee for the service that also includes an email Newsletter that keeps them informed about venture capital information and topics important to New Jersey entrepreneurs seeking funding.

Jeanne Gray, publisher of NJEntrepreneur.com, is also an experienced entrepreneur and explains her goals, "NJEntrepreneur.com keeps growing, as we find more ways to answer the needs of the business owners trying to start and grow their companies in New Jersey. Since the launch of the site over two years ago, entrepreneurs from a broad range of ventures have expressed their desire to become better informed about finding funding and having better access to a range of investors. Capital Connections' goal is to meet their needs. We also will permit entrepreneurs from states adjoining New Jersey, since we know that most investors are regionally focused and explore the immediate surrounding area. Our motto is *You Are a Short Drive Away From a Great Business Opportunity.*"

Entrepreneurs or investors may register with Capital Connections by visiting www.NJEntrepreneur.com/fund. Those seeking more information are encouraged to contact Jeanne Gray, President of Enterprising Solutions Inc. and publisher of NJEntrepreneur.com by calling 908-917-9900.