

# BUSINESS 2.0

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## The \$100 million giveaway

**Howard Schultz, Vinod Khosla and other top investors are sharing their best startup ideas. And they're willing to give a collective \$100 million to the entrepreneurs who can make them happen.**

By [Michael V. Copeland](#) and [Susanna Hamner](#), Business 2.0 Magazine  
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(Business 2.0) -- Asking venture capitalists for great startup ideas is a little like asking Curt Schilling what pitch he's going to throw next. When we posed the question to dozens of VCs and investors around the country, more than a few indignantly shot back, "Are you out of your mind?"

But after some friendly prodding from our reporters, a surprising number of them couldn't help but start jawing about companies they would love to build - if only the right people could be found to perfect the technologies or the business plans and make them seem possible.

The result is this list of 20 tantalizing business ideas, ranging from a host of new websites and applications to next-generation power sources and a luxury housing development.

This isn't small-time thinking, either: These investors - which include some of Silicon Valley's most successful VCs as well as serial entrepreneurs like Steve Case and Howard Schultz are backing their ideas with a collective \$100 million in funding to the entrepreneurs who can get them off the ground.

We don't guarantee you'll land a multimillion-dollar payday or even get your foot in the door. But with the ideas now in your hands, consider yourself halfway there.

[To see which ideas these VCs will fund for a total of \\$100 million, click here.](#)

- [The Ultimate iDrive](#)
- [New Tricks for Old Drugs](#)
- [Search for the Small Screen](#)
- [The eBay of Product Placement](#)
- [Luxury Living on a Budget](#)



**KATE MITCHELL**

**WHAT SHE'LL INVEST:**

**\$10**  
MILLION



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**New Tricks for Old Drugs**

**The Investor:** Kate Mitchell, managing director, BA Venture Partners

**What she's backed:** Acusphere, Cogency Software, Wayport

**What she wants now:** A team of researchers that can identify, patent, and market new uses for prescription drugs with expiring patents. The typical drug discovery process can last 15 years and cost \$500 million. But "repurposed drugs" -- already approved by the FDA for safety in treating specific illnesses -- can be turned around quickly and cheaply and used to treat other maladies. The process can take as little as three years, with a cost that Mitchell says tops out at about \$150 million after clinical trials.









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BA recently closed venture deals worth more than \$25 million for three startups that are selling such repurposed drugs. One is taking drugs originally aimed at depression and using them to treat insomnia. Another has hit on a treatment for obesity with a medication traditionally prescribed for people suffering from seizures. But Mitchell is convinced that dozens, perhaps hundreds, more drugs are waiting to be repurposed and turned into blockbusters.

**What she'll invest:** \$10 million over two years for preclinical research and trials

**Send your pitch to:** [bavpbusinessplan@bankofamerica.com](mailto:bavpbusinessplan@bankofamerica.com). -- M.V.C.