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 MAKING CONNECTIONS pay off

SOLUTIONS FOR GROWING BUSINESSES

# Entrepreneur

**HOT LIST**  
 Best businesses, markets, trends and ideas

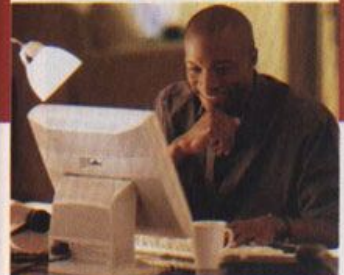
DECEMBER 2005

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the same TIA report. Millennials (those born after 1982) hold tremendous opportunity for entrepreneurs as well. Millennials are an adventurous bunch and will go online to research and book trips. To learn more about offering travel services to any generation, Keefe suggests attending adventure and travel expos and industry conferences. —A.Y.P.

Millions of consumers who are reluctant or too busy to sell on eBay enlist the help of eBay drop-off stores, which handle everything from listings to shipping to customer service. In a new twist on the concept, San Francisco-based Found Value has independent contractors make house calls to find eBay-appropriate merchandise to sell on their customers' behalf. Stella Kleiman launched Found Value in 2003 after decluttering her apartment and selling the items on eBay. This year's



sales are in the six-figure range, and Kleiman, 36, has impressed both customers and contractors with the ease of her service and low overhead. With so many feeder business opportunities to explore, there's more than just a little nibbling going on. Consider this a feeding frenzy. —A.Y.P.



**EBAY AFTERMARKET:** Few are unaware of the magic that is eBay. Since eBay's inception in 1995, an explosion of products, services and software has sprung forth to facilitate the millions of transactions that take place daily. The number of third-party applications to help users succeed on eBay has doubled over the past year, says Jim "Griff" Griffith, dean of eBay Education. It's not too late to jump in. According to Griff, hot categories include management tools—software and services that help users launch and manage auctions, or track e-mails and contact information—as well as image hosting for the photos in listings. And with 724,000 businesses using eBay as a primary or secondary business channel, market analysis services are also in demand.

**PATIENT ADVOCACY:** Navigating the dizzying medical-care map can be both time-consuming and confusing. Add in long waits and runarounds, and you've got a lot of discouraged people aching for a solution. Though not a cure, patient advocacy services aim to facilitate the relationship between individuals and their health care—from locating the best doctors and specialists to researching treatment options and handling insurance claims. Dr. Abbie Leibowitz launched one of the first patient advocacy businesses in 2001 with four other former Aetna U.S. Healthcare employees. Initially, they planned to offer their services as high-end perks for executives, but the business leaders they spoke to shared the same sentiment: All employees would benefit from such a service. "[It reinforced] the idea that this was a