

RAISE MONEY *without an IPO* | 5TH ANNUAL *guide to commercial vehicles*  
PLUS! BEATING *sales burnout*

SOLUTIONS FOR GROWING BUSINESSES

# Entrepreneur®



*The 2007*  
**HOT  
LIST**

Best businesses,  
markets, trends  
and ideas



DECEMBER 2006 ENTREPRENEUR.COM AOL KEYWORD: ENTREPRENEUR MAGAZINE

## HOT MARKET: YOGA MAMAS

CASH IN BY MEETING THE DEMANDS OF DISCERNING MOMS.

You know you've seen them. You may even be one yourself—the highly educated, fashionable, health-conscious and, yes, affluent mom. The sort of mom who will spare no expense when it comes to her child. She buys organic products and shops at Whole Foods while squiring her baby around in a pricey Bugaboo stroller.

Whether it's the boomer moms in their 40s who've just started families, Gen Yers who are used to stylish things, or Gen X moms who have chosen when and how to bring their kids into the world and have made them the focal point, the language of Yoga Mamas is the same: They want the best for their kids, and they're willing to spend top dollar for it. In fact, this hot market helped boost sales of infant, toddler and preschool home furnishings and accessories to \$8 billion in 2005—a 5.2 percent increase over the year before. That figure is expected to hit \$9 billion by 2010, according to Packaged Facts.

Look for opportunities in anything organic, and be aware that moms want facts to back up natural and organic claims, says Maria Bailey, author of *Marketing to Moms*. Creating high-quality hard-bound photo keepsakes for moms is another niche to explore. Think customization, says Bailey, as the Yoga Mama is striving for her child to be unique.

Still, affluent moms aren't the only ones who prize distinctive products and services for their children. There is a trickle-down market for moms in other income brackets who aspire to the same things—healthy and happy youngsters with the best shoes, strollers, baby food, clothes, educational toys and accessories

around. "Look at what moms are selling mom-to-mom online and see how you can modify those products [to the trickle-down market]," says Bailey. Word-of-mouth marketing is key: The Yoga Mama trusts other moms' recommendations above anything else. —N.L.T.

KIDS

## kids incorporated



### EDUCATION AND TUTORING

YEARS ON THE LIST: 5 OUT OF 20

Colleges keep getting more competitive, and parents want to give their children every possible edge. Add to that the No Child Left Behind Act, which requires schools to provide tutoring services if their programs don't meet performance standards, and you have a solid market in education and tutoring. According to data from Eduventures LLC, an educational market research and consulting firm in Boston, revenue in the tutoring, test-preparation services and supplemental content industry for kindergarten through twelfth grade grew 6 percent in the 2004-2005 school year, reaching \$21.9 billion.

Online tutoring, a \$115 million market, is one of the hottest areas, especially for high school and middle school students, notes Eduventures senior analyst Tim Wiley. Selling tutoring services to schools is also sizzling, though Wiley notes entrepreneurs in this arena should be prepared to meet all the local, regional and state school requirements. For grades three through eight, reading and math tutoring is always in high demand, but look to science tutoring as a growth area in the next few years. Preschool education, too, is expected to grow exponentially, says Steven Barnett, director of the National Institute of Early Education Research at Rutgers University in New Brunswick, New Jersey—especially as more states mandate preschool for all children.

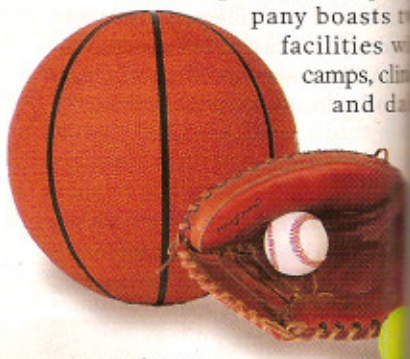
Carving out a niche in this market is Marc Stelzer, 41, co-founder of the Learning Breakthrough Program in Palm Beach Gardens, Florida. His developmental and learning program helps children age 6 and up with academic, cognitive and even motor skills. Marketing the product online ([www.learningbreakthrough.com](http://www.learningbreakthrough.com)) as well as through therapists and professional associations, Stelzer expects sales to reach \$600,000 in 2006—his first year in business. —N.L.T.

### SPORTS EDUCATION

NEW!

Kids' sports—from baseball and soccer to basketball and volleyball—are hot, and entrepreneurs jumping into the sports education field are scoring big. With so many parents wanting to help their kids excel in the sport of choice, there's a big market willing to shell out good money to train young superstars-to-be. Just ask Ivan and Sherri Shulman, 44 and 42, respectively, who founded The Sports House in Houston. The all-inclusive

sports training company boasts two facilities with camps, clinics and day



sports classes.

It even hosts parties.

"[There's] something about sports I learned a long time ago," says Sherri. "A plumber is going to spend the same amount of money as a cosmetic surgeon to make [his or her] kid better. They're spending so much, in fact, that 2006 sales for The Sports House are projected to hit \$1 million.

Getting into the market takes time, notes Sally S. Johnson, executive director of the National Council of Sports in Stuart, Florida. She's not seeing an increase in sports interest at

