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THESE 10 NEW
COMPANIES ARE
GETTING SET TO
ROLL UP YOUR
MARKETS. PAGE 56



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Expensr's Reman Child and Shawn Gupta are putting a new twist on financial-planning software.

8

POKEMON MEETS THE INTERNET

Most adults still find Pokémon difficult to grasp. The numbers are easier: The franchise, originally based on a trading-card game, has raked in a total of \$15 billion for owner Nintendo. It was less lucrative for 4Kids Entertainment, the New York-based company that licensed the U.S. rights for Pokémon merchandise until two years ago. "We got a royalty, which was great," says 4Kids CEO Alfred Kahn. "But we didn't get the gross margin."

So 4Kids set out to beat Pokémon at its own game. The company formed a joint venture with Chaotic USA, which had snapped up a Danish trading-card game called Chaotic. The companies revised the game, added an online element, and are planning a U.S. launch in September that's tied in with a cartoon on the Fox network.

Each Chaotic card has a unique code that players can enter at Chaoticgame.com. That means they'll be able to play as easily online as in person. It also means that 4Kids won't lose as much money to counterfeit cards as it did on Pokémon. Indeed, every item in the Chaotic franchise—from T-shirts to action figures to bedsheets—will have its own code that can be entered online, enabling players to display and trade anything in their collections. The idea is to mix the game-playing aspect of Pokémon with the preteen social networking of Club Penguin. Liam Burke, an analyst at Ferris Baker Watts, says it will likely soar—or sink without a trace. "This is a fad business," he says. "The highs are really high, and the lows are really low." — ROBERT LEVINE



9

HEALTH CARE BY CELL PHONE



Can camera-equipped mobile phones make families healthier? One Canadian company says yes. Quebec-based Myca already has a hit with a service called MyFoodPhone,

which lets users snap photos of their daily meals and send them to the company's nutritional analysts. Now it's set to release Doctorphone and Babyphone, two services that offer patients and parents instant videoconferences with physicians via cell phone.

Myca is a pioneer in what you might call Telemedicine 2.0. It started modestly with MyFoodPhone. For \$10 a month, subscribers get biweekly videos via e-mail offering personalized dietary suggestions based on their phone snapshots. Launched in May 2006, it's already landed more than 5,000 customers. Doctorphone and Babyphone, both still in development, are more ambitious. Both will let subscribers conference with Myca's network of freelance nurses and doctors. Heart rate and temperature data can be transmitted to a patient's electronic medical-record file, and doctor-patient conversations are archived for future reference.

The fee for these services will likely be billed by the minute. In return, Myca will handle billing with insurance companies—at least for the 10 percent of U.S. health-care plans that reimburse physicians for video visits. Myca CEO Josée Morin says that once patients experience the service, insurance firms will follow. Until then, she says, "the first product needs to be consumer paid."

This is not the only mobile health-care service—Motorola is developing a phone that will send biometric data to doctors, and HealthPia America launched a diabetes-monitoring phone. But analysts think Myca's business plan looks healthier. "All telemedicine looks tremendous on paper," says Steve Tobin, a health-care IT analyst with research firm Frost & Sullivan. "But you're adding value if you can actually accelerate access to a physician." — LINDSAY BLAKELY