

Priority» Five Ideas to Watch



1 Online Dating, the Next Generation

Wingwomen.com pairs single guys with attractive women, but the catch is that they cannot date. What's the point? A man with a babe on his arm, explains founder Shane Forbes, is more likely to attract other hotties. His New York City-based service, an amalgam of Match.com and Friendster, costs clients \$50 per hour, and users must sign a service agreement that specifies that all rendezvous take place in public. And shared cab rides, among other things, are strictly prohibited.

2 Futures for Playoff Tix

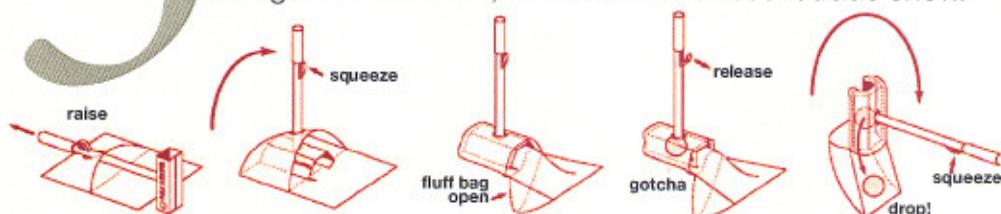
Convinced your favorite team could go, as they say, all the way? Start-up **Yoonew** lets you preorder playoff tickets *before* the season starts. Prices are based on a team's likeliness to win and average ticket prices. At presstime, the site was set to launch with '05 Super Bowl seats. The concept was first conceived as an entrant in the Massachusetts Institute of Technology's business plan competition, where it made the finals.

3 A New Phone for the TV-obsessed

Those who simply can't bear to miss their favorite show now tune in to real-time TV broadcasts with a Sprint PCS mobile phone. The service, called **MobiTV**, costs \$9.99 a month for unlimited viewing of 20 cable channels. Idetic, a private company in Berkeley, Calif., devised the technology.

5 A Swiffer for Puppies

David Jung thinks the pooper scooper is due for a makeover. His company, in Lake George, N.Y., sells the **PUDS Scooper**, which employs a clawlike mechanism and a disposable bag attachment, so one "never has the sensation of touching waste." The \$30 item, which Jung's dad invented, was the hit of a recent trade show.



—Lora Kolodny

4 GPS for Pebble Beach Golfers looking to improve their game can now employ global positioning technology. The **G9 Golf Manager**, a "wrist-top computer" (i.e., watch), can measure the distance of a drive, tell time, temperature, and altitude, and serve as digital scorecard. A product of Suunto Sports, a Finnish company, the G9 costs \$725 and has been selling briskly at upscale sporting goods stores.

