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### Twin Cities entrepreneurs pitch their Website on 'Shark Tank'



Anyone who's seen an episode of "Shark Tank" knows just how intense things can get. The five "sharks" - a collection of highly successful business people including billionaire Mark Cuban - listen to the ideas of aspiring entrepreneurs. Then the sharks either tell the hopefuls why their idea isn't worth investing in or start wheeling and dealing to get a share of the business. Things can get heated pretty fast and they're called sharks - not puppies - for a reason.

When season three kicks off Friday, two Twin Cities women - Sue Kruskopf and Nancy Bush - will go in front of the sharks and present My Wonderful Life, a free online service that lets people plan and personalize their funerals. Kruskopf, CEO of Minneapolis ad agency

Kruskopf Coontz, and Bush, an account executive at the Star Tribune, came up with the business after Bush's husband - one-time Pioneer Press cartoonist John Bush - died of cancer in 2006 at age 52. My Wonderful Life currently has close to 10,000 members.

"Yeah, it's a big risk," says Kruskopf about going on the show. "But we thought, no guts, no glory. I said to Nancy, 'At least we're not on "Hoarders." ' "

The two flew to California in September to film the segment. Kruskopf, who is no stranger to making pitches, said she felt the pressure of "Shark Tank."

"It was a very intense experience," she says. "You're on pins and needles the whole time you're out there."

While she's under strict instructions not to reveal the outcome, she says she's just happy to have My Wonderful Life featured on a national TV show.

