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## **Excitations.com: Giving an Experience**

I.J. Hudson, Tech Reporter

We're getting ready for a little go-cart ride at Allsports Grand Prix in Dulles, Virginia, courtesy of Excitations.com. It's one of the many gifts, experiences, listed on the website. The experiences are listed by category and by price - from rides in bi-planes - to romantic spa renewals - to kid stuff.

Excitations.com puts everything together for you in a single package. It's one-stop shopping instead of trying to make all the arrangements yourself. Call it aggregation with style. Even the gift notifications come in cool packages.

The company's co-founder, Kim Aubuchon, says people want to give something that broadens horizons or is just plain fun. "You can go play paintball, go for a trail ride, all under a hundred dollars - all the way up to yacht trips on the Severn River. You can learn to play polo, you can go go-carting, which we're going to do today."

Yes!!! We suit up in safety gear - that unfortunately makes me look a bit like a knight of old - or Rodney from the Wizard of Id. Then we sit down for some basic safety rules.

The company partners live in the Washington area. That's one reason the startup is here; the other reason is money in the area, according to excitations.com CEO Ian Landy. "People are very busy. People have a high median income in the immediate areas, and also within 150 miles of here. So, for our demographics, our target market, we think it's the perfect place to start."

Speaking of start, we're ready to go. After donning helmets and gloves, and a final glance at the competition, we're off. Trying to find the perfect gift can have you going around in circles, trying to track down the elements that go into an overall experience for someone. That's where excitations.com says it comes in - making it easy to give something special online. After being lapped by almost everyone, the race is over - another experience put in the books - including a computer printout of my performance on the track.

I expect excitations.com performance will be a lot better than mine. It's starting in the Washington, DC area but expects to go national.