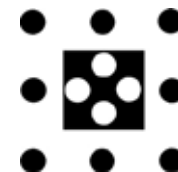


# The New Enterprise Forum

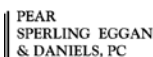


## The Entrepreneur's Link to Resources

Vol. XXIII, No. 8 • September 2008

www.newenterpriseforum.org

### NEF Stakeholder Members



inner circle media



Hutchins Crang Marketing Communications



## Catching up with NEF Entrepreneurs

### ParkingCarma

Flint-based ParkingCarma (NEF Web 2.0 Panelist in April '08) and their partners have received a \$5.5 million contract for a new truck parking system on two of the nation's busiest freeways, West Coast I-5 and East Coast I-95. I-5 connects the country's second largest border crossing to the ports of Los Angeles and Long Beach. The firm's Smart Parking system identifies and reserves nearby available truck parking; its information network makes driving safer and improves both fuel efficiency and air quality. The CA location was selected as part of the Corridors of the Future Program, a US DOT national congestion initiative that rewards the "innovative uses of intelligent transportation systems technology." ParkingCarma plans to add Michigan employees to support the three-year California contract. For more information, visit [www.parkingcarma.com](http://www.parkingcarma.com).

### Product Animations, Inc.

Five years ago our Showcase Presenter was Product Animations, Inc., whose virtual machine simulations offer powerful, yet affordable computer-based training

See Entrepreneurs, Page 2

## GLEQ News

**The GLEQ Business Plan Competition**  
Register through October 31 @ [www.gleq.org](http://www.gleq.org)

### New Address

The Altarum Building, 3520 Green Court, Suite 420, Ann Arbor, MI 48105-1579

### Ann Arbor Marketing Lunch

Informative weekly event for marketing pros and entrepreneurs looking for marketing

See GLEQ, Page 2

## September Meeting Topic Who Needs a #&\*% Venture Capitalist?!

Well, maybe we all do! Although entrepreneurs often grouse about VCs being the funding gatekeeper for their ventures, VCs are actually an important part of an economic ecosystem whose mission is to produce prosperity -- and not just prosperity for the VCs themselves, although that is always part of the initial planning....

Our September program, a joint meeting with SPARK, will help you understand why you and your local VC might have more in common than you think!

### Our VC Panelists

**Cindy Douglas**, Director of Program Administration for the Michigan Economic Development Corporation. In addition to overseeing Michigan's business incentive programs, Cindy oversees capital market development efforts to provide a continuum of capital for Michigan's growing technology companies. She has more than 30 years' experience in economic development activities, with a career focus on customer advocacy, technology industries, and small business.



Cindy Douglas

**Francis Glorie**, Former CFO of Irwin Magnetics and now an independent finance/marketing consultant. Francis has more than 25 years of successful experience in executive management and consulting in the areas of general management, finance,

See Sept. Program, Page 2



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**Sonali Vijayavargiya, Augment Capital**  
734/730-6390, Sonali@augmentcapital.com

**Ray Waters, Detroit Community Loan Fund**  
313/886-2163, ray\_waters@sbk.com

September Program, Cont. from Page 1

sales, and marketing for start-ups, large established companies and nonprofit organizations in the US and Europe. He holds an MBA in Finance from University of Michigan



Francis Glorie

**Tony Grover, Managing Director** of RPM Ventures, a venture capital firm specializing in companies whose principal customers are the Midwest Fortune 500 manufacturing base, or startups with technology developed at one of the Midwest's premier research centers. He has nearly 12 years of private equity, manufacturing, and



Tony Grover

See September Program, Page 3

**Become a Member**  
(Visit [www.newenterpriseforum.org](http://www.newenterpriseforum.org))

**Join Our Program Committee**  
8 a.m., Ann Arbor Area Chamber of Commerce, 115 W. Huron at Main, 3rd Floor, Ann Arbor, MI 48104  
734/665-4433 • FAX: 734/665-4191

Address questions about Program Committee or becoming a Showcase Presenter to Committee Chair, Gerry Roston, at [gerry@paifoldocs.net](mailto:gerry@paifoldocs.net).

\*Our next Program Committee meeting is Thurs., September 25.

Entrepreneurs, Cont. from Page 1

for operators of complex equipment in the pharmaceutical, food and beverage, and milling industries. Curtis Begley, then-President and CEO, no longer appears on their website Management Team roster. Charles Roberson, cited as the firm's Founder, is the present CEO. The company, though, appears to be very much alive and well, and living in Chicago, IL. For more information, visit [www.productanimations.com](http://www.productanimations.com).

GLEQ, Cont. from Page 1

connections, services, and ideas. New topics and presenters each week. Wednesdays, 11:45-1 p.m., Pizza Pino, 221 W. Liberty, Ann Arbor

**Annual Innovation Awards** featuring Thomas Friedman; sponsored by Washtenaw Economic Club and Business Review; Wednesday, September 17, 11:30 a.m.-2:30 p.m., EMU Convocation Center.

**U-M Entrepalooza 2008**

From Theory to Practice, featuring keynote speakers Roger Newton of Esperion Therapeutics and Co-discoverer of Lipitor®; and Sam Wyly, serial entrepreneur and investor (signed copies of his new memoir for first 200 attendees). Friday, September 19, 7:30 a.m.-1:30 p.m., U-M Michigan League, 2nd Floor, Ann Arbor. For more info and to register, visit [www.epalooza.bus.umich.edu](http://www.epalooza.bus.umich.edu)

### Other Events for Your Fall Calendar...

**BioTechnology Business Consultants SBIR/STTR Proposal Workshop**  
Prep (NIH Specific)  
September 18-19, Ann Arbor, MI  
Contact [krisb@bioconsultants.com](mailto:krisb@bioconsultants.com)

**SPARK Entrepreneurial Boot Camp**  
October 29-30  
Applications due by September 30 at [www.annarborusa.org](http://www.annarborusa.org)

**U of M 2008 Celebrate Invention Reception**  
Wednesday, October 1, 2008  
3 - 6 pm, Michigan League Ballroom  
For information, contact Diane Brown at 763-0614 or [dibrown@umich.edu](mailto:dibrown@umich.edu)

**Social Entrepreneurship Programs**  
**Film Portraits**  
Tuesday October 7, 7-9pm.  
**Panel Discussion**  
Prof. Stephanie Newell, Leader  
Tuesday October 14, 7-9pm  
Both events at EMU Library  
For more info, contact Kate Pittsley Business Librarian at 734-487-0020 or email [kate.pittsley@emich.edu](mailto:kate.pittsley@emich.edu)

## Last Meeting Highlights

### Showcase Presenter

#### **RealKidz, Inc.** **Merrill Guerra, Founder and CEO**

RealKidz Clothing offers plus-size children's clothes, sold through independent sales consultants, and a website that includes parental support as well as online ordering. The direct sales approach allows more accurate fitting for this "hard to fit" customer, a niche that typically supports 10% "premium" pricing over regular-size merchandise. Manufacturing is outsourced to proven domestic suppliers, while inventory and order fulfillment will initially remain at the local offices. Competitors' stock and styles are very limited. The Founder holds an MBA from the University of Michigan and has more than 10 years' experience in project management, direct selling, and web marketing. The rest of the team has similar experience in the apparel industry, product development, sales and distribution, and small business management/finance. An advisory board has long-term experience in startup funding and direct sales. For more information, contact Guerra at 734/483-5333 or visit [www.realkidzclothing.com](http://www.realkidzclothing.com).

### Open Forum

#### **Entrepreneurs**

##### **eBidmywork.com; Todd Hess (248/820-9014)**

Company offers web-based service that connects homeowners with needed local services. Seeking capital and advice.

##### **Cuttswright, LLC; Bruce Fridd (517/423-2000)**

Company offers golf hole cutter. Seeking growth capital, advice.

##### **Young Living!; Ilya Haudshaw (734/428-9332)**

Health coach helps people to be physically, mentally, spiritually healthier through education and products. Seeking funding, advice.

**Advicoach; Terry MacEwen (248/726-7129)/Rita Tolvanen (248/726-0003)** Company offers business coaching to help business owners improve their results and lifestyle. Seeking strategic partners, potential coaches.

If you would like information on your business and its current resource needs printed in our monthly newsletter, please fill out the Business Introduction Form (green sheet) available on our literature table at monthly meetings and return to:

New Enterprise Forum; Attn: Newsletter  
115 W. Huron at Main, Third Floor  
Ann Arbor, MI 48104

### **THANK YOU!**

To NEF stakeholder member  
Ann Arbor Area Chamber of Commerce  
for sponsoring the July meeting.

### Featured Speakers

#### **"Unusual Entrepreneurs Share Their Success Stories"**

##### **Panelists:**

**Bruce Fridd, Founder, Cuttswright LLC**

**Abbi Lath, Owner, Sensitiles**

**Brian Pearson, Founder, BPNC Distillery**

##### **Moderator:**

**Jesse Bernstein, President/CEO**

**Ann Arbor Area Chamber of Commerce**

For all their differences in background, business, and personality, our three "unusual entrepreneurs" shared many similarities.

- All capitalized their initial venture with credit cards (either their own and/or their spouse's);
- All had to rely initially on themselves and their own vision or enthusiasm. Worry, workplace mentors, and a brother-in-law were also helpful for early problem-solving;
- All hope to still be running their companies in five years; and
- All believe that their mistakes were the best way to get better and better at what they do.

**Our thanks to all of them for sharing their stories!**

September Program, Cont. from Page 2

technical knowledge. At RPM, Grover is involved with the boards of FLX Micro, Performix Nextumi, VizionWare, and Mobius Microsystems. He previously was Vice President and Partner at White Pines Ventures, a \$100 million venture capital firm.

Our fourth panelist is **Peter Woodford**, State of Michigan Department of Treasury. Peter serves as Alternative Investments Division Administrator in the Investments Bureau. The Moderator for this lively discussion will be **Mahedra Ramsinghani**, a venture financing expert previously with MEDC and a past NEF Board member.

### Showcase Presentation

Also on the program will be a 10-minute presentation by AureoGen Biosciences, a Kalamazoo-based biotechnology firm that is developing a genetic engineering platform to produce therapeutic cyclic peptide compounds. Their initial focus will be on generating an anti-fungal compound for the treatment of systemic fungal infections -- if successful, at a fraction of the cost of presently synthesized treatment compounds. For more information, visit [www.aureogen.com](http://www.aureogen.com).

As always, our meeting will feature great networking and hors d'oeuvres before and after the program. Please note the special location this month: SPARK Central, 330 E. Liberty, Ann Arbor. There are lots of orange barrels in the area, so leave plenty of time for driving/parking; the lot adjacent to the downtown library on S. Fifth is closest. We hope to see you on September 18!

The New Enterprise Forum reviews business plans to determine the readiness of entrepreneurial ventures for presentation to the group. No independent investigation of claims or representation is made. Applicable securities laws place certain limitations on the manner in which an offer to sell securities may be made and on solicitations and advertisements to sell securities. Failure to comply could result in the loss of the private offering exemption. The New Enterprise Forum can assume no responsibility for the form or content thereof.

# Next Meeting: Thurs., September 18, 2008\*\*\*

Please note  
special location

## "Who Needs a #&\*% Venture Capitalist?!"

### Showcase Presentation

**AureoGen Biosciences**  
**Ake Ellehammer, Ph.D., CEO**

A Michigan biotechnology firm that is developing a genetic engineering platform to produce therapeutic cyclic peptide compounds. Their initial focus will be on generating an anti-fungal compound for the treatment of systemic fungal infections -- if successful, at a fraction of the cost of presently synthesized treatment compounds.

### Featured Speakers

#### Panelists:

Cindy Douglas, Director of Program Administration, MEDC  
Francis Glorie, Former CFO, Irwin Magnetics; Finance/Marketing Consultant  
Tony Grover, Managing Director, RPM Ventures  
Peter Woodford, Investments Bureau, Dept. of Treasury, State of MI

#### Moderator:

Mahendra Ramsinghani, Venture Financing Expert

### Open Forum

Brief turn at the mic for all attendees who wish to introduce their company's product/service and resource needs.

### Meeting Sponsors

Stakeholder Members


**GDI Infotech**

and

**Michigan Economic Development Corporation**



**\*\*\*SPARK Central • 330 E. Liberty Street • Ann Arbor, MI**  
**Registration & networking begin at 5:00 p.m.; program starts at 5:45**  
**\$20 at the door for non-members • Students \$5**

 **New Enterprise Forum**  
**115 W. Huron at Main, 3rd Floor**  
**Ann Arbor, MI 48104**  
**September 2008**

### INSIDE:

- ✓ **September Topic:**  
**Who Needs a #&\*% VC?!**
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  - Parking Carma
  - Five-Year Update on Product Animations, Inc.
- ✓ **GLEQ News**
- ✓ **Last Meeting Highlights**
- ✓ **Get Involved in NEF!**

Thank You to Our Program Partners...



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