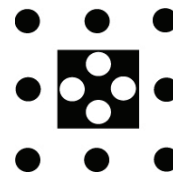


The New Enterprise Forum

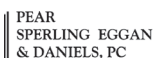


The Entrepreneur's Link to Resources

Vol. XXIII, No. 9 • October 2008

www.newenterpriseforum.org

NEF Stakeholder Members



Catching up with NEF Entrepreneurs

In the news

Maria Thompson, former president and CEO of T/J Technologies (Showcase Presenter, 1997) received the Small Business Entrepreneur



Marie Thompson

Extraordinaire designation from the Small Business Foundation of Michigan in August. The award celebrates those who “apply the principles of entrepreneurship that help to foster a robust entrepreneurial culture and economy in Michigan.”

T/J Technologies was sold to A123 Systems Inc. of Watertown, MA in 2006 to gain manufacturing capability and broadened sales potential for T/J's lithium-ion batteries. The firm's 25+ employees remain at the Ann Arbor facility, now A123's Advanced Research & Government Solutions Division. For more info, visit www.a123systems.com.

Five-year update: Picocal

Our Showcase Presentation in October 2003 was from Picocal, a U-M start-up developing and commercializing technology

See **Entrepreneurs, Page 2**

GLEQ News

Deadline Reminder:

Register for GLEQ Business Plan Competition by October 31 at www.gleq.org. Executive Summaries due by Friday, December 5. Awards announced at ACE '09 on January 22.

Lunch Ann Arbor Marketing. Informative weekly event for marketing pros and entrepreneurs looking for marketing

See **GLEQ, Page 2**

October Meeting Topic Beyond Your 1st Customer

So you've wooed your first customers and delivered the goods.... What's the next step? How do you grow your business to serve government, Fortune 500, retail, and other large customers? Come to our October meeting and hear from a panel that has the answers!

Panelists

Noura Bashshur, President/COO, TMJ Pain Solutions, and Project Manager/Research Associate, U-M Health System:

Noura has 20-years' experience in developing innovative marketing solutions for the high-tech and health care industries. Past positions include marketing posts at HealthMedia, Healthon WebMD, and SmartPatents, Inc. For more info, visit Noura via www.linkedin.com.



Noura Bashshur

Brenda Moore, CEO and President, Perk & Brew Corporation, began her career as a Detroit police officer, where she developed a taste for coffee -- lots of it! In 1980, she purchased Perk & Brew, a small retail outlet, and installed an in-store roaster to serve the local market. By 1995, she was implementing a national marketing strategy. She has received numerous Michigan business awards, and was recently awarded a scholarship to Dartmouth-Tuck Business School. For more information, visit www.perkandbrew.com.



Brenda Moore

See **Oct. Program, Page 2**



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Ray Waters, Detroit Community Loan Fund
313/886-2163, ray_waters@sbk.com

Oct. Program, Cont. from Page 1

Don Walker, Managing Director, Arbor Partners: Don is a private investor in several start-up companies and serves on a number of boards for emerging technology companies. He is an advisor to U-M's Wolverine Venture Fund. From 1974 to 1996, he was VP of Sales and Marketing at Comshare, where he was instrumental in developing corporate strategy transitions and the successful integration of two acquisitions. For more info, visit arborpartners.com.



Don Walker

Our Moderator for the evening will be **Joe Marr, President, Sandler Sales**. Joe has 20+ years' experience in organizing, training, coaching, and managing sales professionals worldwide.

Showcase Presenter

Also on the program is a presentation by **Hygieia**, a biotechnology company developing an algorithm-based glucose meter for improved treatment of diabetes.

As always, we will have great networking and sumptuous hors d'oeuvres before and after the program. Please plan to join us on October 16!

Other Events for Your Fall Calendar...

Social Entrepreneurship Program Panel Discussion

Prof. Stephanie Newell, Leader
Tuesday October 14, 7-9pm
EMU Library
For more info, contact Kate Pittsley
Business Librarian at 734-487-0020
or email kate.pittsley@emich.edu

SPARK Entrepreneurial Boot Camp October 29-30

More info on boot camp events
at www.annarborusa.org

MichBio Expo & Conference
Tues., Wed. November 18 and 19
Rock Financial ShowPlace, Novi, MI
Visit www.michbio.org/expo
for more info and to register.

Become a Member

(Visit 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.

*Our next Program Committee meeting is Thurs., October 23.

Entrepreneurs, Cont. from Page 1

licensed from the University of Wisconsin for a scanning thermal microscope that detects defects in semiconductor chips. Today, the website indicates broader application and refinement of the technology in "a MEMS scanning thermal probe that enables users to quickly and clearly view and measure thermal properties at the nanoscale." Picocal's "enabling instrumentation benefits the semiconductor, nanotechnology, biomedical, and advanced materials fields." For more information, visit www.picocal.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 For more info, visit www.connectannarbor.com.

Entrepreneurial education events with partner organizations:

Ann Arbor SPARK
October 9 and October 21
The Executive Summary: Your first and often your only impression with investors. Kurt Riegger will examine the essential elements. 5-7 p.m.; 330 E. Liberty, Ann Arbor, Lower Level. Register at www.gleq.org

TechTown

Listening to Your Business Workshop™
8 a.m. to 12 p.m., \$95.00
TechTown, 440 Burroughs, Detroit, MI
Participants identify a three-year vision for their businesses and develop a transition plan. Register at gleq.net/gleq/events

Last Meeting Highlights

Showcase Presenter

AureoGen Biosciences
Ake Ellehammer, Ph.D., CEO

The Company is 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, including *Candida spp.* and *Aspergillus spp.*. If successful, these compounds would be available at a fraction of the cost of present synthetic treatments. Intellectual property is protected, and AureoGen will be filing an Investigational New Drug (IND) application in 2010.

The world-wide sales market for such compounds was \$4.2B in 2005, a market-size that is increasing rapidly due to the difficulty in identifying compounds' true specificity, continuing increase in patient numbers, and rising hospitalization costs. The Company to date has raised \$6.5M, including \$500K in private equity funding from the firm's founders, \$3.9M in federal grants, and \$2.2M in State of Michigan convertible debt. For more information, contact the principal at 269/353-3805 or email ake.p.elhammer@ aureogen.com.

Open Forum

Entrepreneurs

Milestone Recyclers; Carlo Miles (517/914-2275)

The Jackson-based company recycles post-consumer by-products. Seeking capital, advice, facility, and LLC attorney.

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 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 members
GDI Infotech and MEDC
for sponsoring the September meeting.

Featured Speakers

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

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, Treasury Dept., State of MI

Moderator:

Mahendra Ramsinghani, Venture Financing Expert

Moderator Mahendra led the discussion with carefully focused questions that clearly differentiated between the four "investor types" on the panel. Each, in turn, explained what they do, how they do it, and what impact their efforts has on both the entrepreneurial firms that receive their funding and the state economy.



Cindy Douglas

Cindy's MEDC investments to the venture capital industry "prime the pump" to grow ideas into industries. "Her" \$133M to 27 companies have produced 500 jobs in MI.

Peter, also on the State side, emphasized the importance of trying to keep the risk low for investments from MI's \$16B pension fund, the 4th largest in the world. The typical deal is \$20-\$30M. The state's VC portfolio is diverse in both industries targeted and returns, he said.

Tony spoke to the special problems of being a VC (yes, Virginia, there are problems) such as needing a \$2-3 dollar return for every dollar invested. To give such a return, both industry and market size of each investment are critical; a \$100M market is threshold, Grover said.



Tony Grover



Francis Glorie

Francis characterized VCs as often "coming to the rescue" -- but also as "quite destructive" -- particularly if expectations are not met. Though Michigan's VC industry is growing nicely -- with some now switching their portfolio emphasis to biotech and/or life sciences -- there are still not enough of them to create that "critical mass" needed to make Michigan a "player," Francis said.

Soon, perhaps...? Very soon?

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., October 16, 2008

"Beyond Your First Customer"

Showcase Presentation

Hygieia
Eran Bashan, Ph.D.,
Founder/President

The Company is developing an algorithm-based glucose meter that provides superior glycemic control for diabetics. Core technologies were developed at U-M Metabolism, Endocrinology, and Diabetes division. Commercialization targets the 148M people whose insulin-treated disease is "inadequately controlled."

Featured Speakers

Panelists:
Noura Bashshur, President/COO
TMJ Pain Solutions
Project Manager & Research Associate,
U-M Health System
Brenda Moore, CEO/President
Perk & Brew Corporation
Don Walker, Managing Director
Arbor Partners
Moderator:
Joe Marr, President
Sandler Sales


Open Forum

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

Meeting Sponsor
Stakeholder Member
Eastern Michigan University

EASTERN
MICHIGAN UNIVERSITY

Holiday Inn - North Campus • US-23 at Plymouth Road • 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
October 2008

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 - Five-Year Update on Picocal
- ✓ **GLEQ News**
- ✓ **Last Meeting Highlights**
- ✓ **Get Involved in NEF!**

Thank You to Our Program Partners...



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