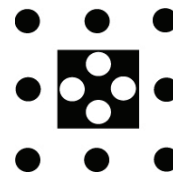


The New Enterprise Forum

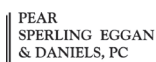


The Entrepreneur's Link to Resources

Vol. XXIII, No. 10 • November 2008

www.newenterpriseforum.org

NEF Stakeholder Members



Catching up with NEF Entrepreneurs

Adaptive Materials' (Showcase Presenter May 2002; Best Presentation Award 2002) Chief Business Officer, Michelle Crumm, was named Member to Watch by WIPP, a non-profit representing 46 national women and small business organizations in Washington, DC. The award is given for active community involvement, i.e., GLEQ Executive Board, Women's President Organization, Red Cross, and others. The company also won second place (\$32,500) for a propane-based power cell weighing 7 pounds as its entry in the Pentagon's Wearable Power competition.

Soar Technology (Jim Rosbe, CEO, serial entrepreneur) recently announced receiving multiple new Phase I and II grants totaling \$3.5 million, as well as two Phase II SBIR subcontracts, one for NASA, the other for the Army Research Laboratory. Soar is a leading developer of intelligent agent software and was one of Michigan's Top 50 Companies to Watch in 2007. Soar was founded in 1998 as a spin-off from U-M's Artificial Intelligence Laboratory.

Cargo Solutions (Showcase Presentation, November 2007) has made significant

See Entrepreneurs, Page 2

GLEQ News

GLEQ Business Plan Competition

Registration closed with 111 teams from around the state; they are now being matched with business coaches. Executive Summaries are due Friday, December 5. Awards will be announced at ACE'09 on January 22.

GLEQ at MichBio, Tues/Wed. Nov. 18-19, Rock Financial ShowPlace, Novi, MI.

The first afternoon features the Michigan

See GLEQ, Page 2

November Meeting Topic Is Your Management Team Smarter Than You?

Running a modern business is no easy task. And the skills needed to do so change with every step of commercialization. Our November program will explore how a local, successful, high-tech firm responded to each step in its growth and found the expertise needed to meet market challenges. Our case study, NanoBio, is a privately-held biopharmaceutical company that develops products based on its patented NanoStat™ technology platform for the prevention and treatment of infectious diseases. To learn more about this core technology and its presently targeted research and development, visit nanobio.com/company.

Panelists

Herb Amster, an early investor and past Board Member, NanoBio Corporation; Founder/Former CEO of Irwin Magnetic Systems. Herb is a pioneer in Ann Arbor's IT industry. Irwin Magnetics, which sold computer storage technology, grew to about 600 employees in the 1980s under Herb's leadership. Before Irwin, Herb played a key role as CFO in the success of Sycor, Inc. In addition



Herb Amster
Photo c. Business Review

to NanoBio, he has served on the Boards of ReCellular, Mechanical Dynamics, ERIM, and others.

James Baker Jr., MD, Executive Chairman/CEO, NanoBio Corporation. Jim is the inventor of NanoBio's platform technology, founder of NanoBio, and an internationally recognized expert in immunology and

See Nov. Program, Page 2



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biological nanotechnology. He is Director of the U-M Nanotechnology Institute and a board-certified internist, allergist, and immunologist. Jim also serves on a number of editorial and advisory boards.



Jim Baker

Dave Peralta, COO & CFO, NanoBio Corporation. Dave has a long record of success helping to build successful technology ventures. At NanoBio, he led efforts to secure \$30 million in Series A financing in 2006, and \$11 million in Series B financing in 2008. Prior to NanoBio, Dave served as CFO of ArborText, where he played a key role in transforming the company into a high-growth software business. Before ArborText, he was CFO at Mechanical Dynamics.

Our Moderator for the evening will be **George C. Levy, Ph. D., Executive Vice President and CFO, GDI Infotech, Inc.** George's



George C. Levy

eclectic background includes earning his Ph.D. in Chemistry from UCLA, a successful academic career (more than 200 publications including eight books), and founding or working with founders to build four Inc. 500 Companies.

Showcase Presenters

Also on the program are 10-minute presentations from two start-up firms, Clean Emission Fluids and Vortex Hydro Energy.

Please plan to join us on November 20 for this informative program, great hors d'oeuvres, and terrific networking!

Other Events...

Starting Your Own Business Program
Friday, Nov. 21 9am-4pm
Morris Lawrence Auditorium WCC
Cost: \$25, includes a marketing plan template, continental breakfast, lunch, snacks and handouts. Please register at annarborusaevents.org.

Mingle & Match: Connecting Startups and Talent
December 2, 5-7pm, SPARK Central, 330 E. Liberty, downtown Ann Arbor
Find the help you need for your start-up team. Contact Amy@AnnArborSPARK by November 20.

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 Tues., November 25.

Entrepreneurs, Cont. from Page 1

progress. They completed and market-tested their truck cargo management system prototype, confirmed distributor sales interest, secured letters of intent, and landed an investment from Automation Alley. They plan production launch for the first half of 2009.

Five-year update

Hercules Equipment Corporation
When they presented in November 2003, Hercules was seeking funding to finish development and begin manufacturing of a new a line of programmable lift systems -- a line now completed and available for sale according to their website. The systems are installed in assembly-line workstations to position material for efficient and ergonomically safe interaction with line workers. To learn more, visit www.herkules.us or call 248/960-7100.

GLEQ, Cont. from Page 1

Emerging Biosciences Showcase for "pre-seed" and early stage ventures.

TiECon Midwest 2008 "Succeeding in a Dynamic Global Market Place" in Southfield, November 21-22. Event brings together thought leaders, industry professionals, and tech entrepreneurs for learning (tracks on IT, manufacturing, and emerging industries) and networking. See www.tieconmidwest.org.

TechTown First Friday. Friday, December 5, 4-6 p.m., 440 Burroughs, Detroit. Great monthly networking event for meeting tech and life science entrepreneurs and getting to know the TechTown community. Register at www.techtownwsu.org.

Last Meeting Highlights

Showcase Presenter

Hygieia

Eran Bashan, Ph.D., Founder/President

The Company was founded in 2008 to develop innovative products that improve treatment for diabetic patients in the US. Proper diabetes management has traditionally required close supervision and dosage adjustment by an endocrinology team. Unfortunately, with the rapid increase in the disease nationally, there simply are not sufficient numbers of these specialists.

Hygieia's first product, Private-Doc, is an "endocrinologist-to-go," a medical device incorporating proprietary algorithms that optimize a patient's medication dosage, thereby leading to superior glycemic control and reduced susceptibility to complications from the disease. It is a Class II device requiring only a 510(k) submission for approval, and can be used only with the Company's proprietary test-strips. Both the device and methods are patent protected. Core technologies were developed at the U-M Medical School's Metabolism, Endocrinology, and Diabetes division and the U-M Department of Electrical Engineering. The Company has secured \$200K of a needed \$400K seed investment to complete prototype development and obtain additional clinical data. To learn more, contact Eran Bashan, PhD, CEO at 734/316-2227 or email bashan@HygieiaMedical.com.

Open Forum

Entrepreneurs

RateMyStudentRental; Kristen Winter CMO (989-980-4966)

Students rate student housing; landlords learn from their market how to improve their properties. Seeking student "reporters," capital.

Luctun Light; Jamison Maramillo, Founder (248/231-7728)

Green, efficient, cool LED lighting systems for home, business, retail. Seeking business plan refinement, personnel, sales management, capital.

World Wide Tax Services; Nicole Moorman (734/945-0205)

Company offers tax preparation and accounting services. Seeking advice and capital.

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

Featured Speakers

"Beyond Your First Customer"

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



Brenda Moore

All three panelists agreed that companies still get customers the old fashioned way -- by knowing what potential customers need and establishing good relationships with them. Brenda Moore "just asked" a local grocery store, her first customer, to take her product -- and they did! With the second customer, she had more confidence but her method was the same. She landed Busch's coffee account and has been there ever since -- trying to take very good care of them to retain their business. Noura concurred, saying that a product's features and benefits are important to customers only if they solve a problem or fill a niche. As customers and revenues increase, companies can begin to look to distribution channels and to use endorsements to continue sales growth.



Noura Bashshur



Don Walker

Bottom line: sales is sales -- even in the rarified air of the venture capital industry. As Don Walker noted, at every growth stage you still have to differentiate yourself from others, still have to know what your customer needs, and still have to address all problems swiftly, going always for the highest quality service. Successful companies, he said, build service into their vision and mission. They emphasize service in meetings, training, and in daily problem-solving. Whatever your customer needs, he said, find a way to deliver it.

THANK YOU!

To NEF stakeholder member
Eastern Michigan University
for sponsoring the October meeting.

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., November 20, 2008

"Is Your Management Team Smarter Than You?"

Showcase Presentation

Clean Emission Fluids, Inc.

The Company distributes Diesel Exhaust Fluid (DEF) supply, equipment, and service throughout the US. DEF will be needed for diesel-powered vehicles to meet new EPA emission standards in 2010.

Vortex Hydro Energy

The Company is bringing to market a novel power-generating device that can be placed in a river or ocean to extract energy from moving water. The device uses vortex-induced vibrations, rather than destructive propellers.

Featured Speakers

Panelists:

Herb Amster

Investor/Past Board Member, NanoBio
Founder/Former CEO, Irwin Magnetic Systems

James Baker Jr., MD

Executive Chairman, CEO, NanoBio

Dave Peralta

COO and CFO, NanoBio

Moderator:

George C. Levy

Executive VP and CFO, GDI Infotech, Inc.

Open Forum

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


Meeting Sponsor

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Wright Griffin Davis



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
November 2008

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 - Soar Technology
 - Cargo Solutions
 - Five-Year Update on Hercules Equipment
- ✓ **GLEQ News**
- ✓ **Last Meeting Highlights**
- ✓ **Get Involved in NEF!**

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