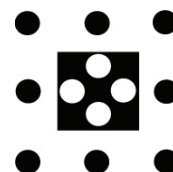


The New Enterprise Forum

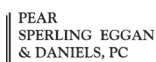


The Entrepreneur's Link to Resources

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www.newenterpriseforum.org

NEF Stakeholder Members



In the news...

Buy/Sell Deals

Two NEF Showcase Presenters are busy growing the easy (!) way. **SensiGen** (ACE Elevator Pitch Winner, 2003) was acquired by San Diego biotechnology firm Sequenom, Inc. for \$8.7M in stock and cash. SensiGen, in partnership with Sequenom, has been developing advanced gene-based tests to identify early biomarkers of major diseases. The firm's five employees will be offered

See Deals, Page 2

Correction

NEF May Meeting Date and Location

Last month's Page 3 2009 Calendar included incorrect info for May's famous (infamous?!) "Battle of the Pitches," starring Defending Champion Dick Beedon. The meeting will be held on the third Thursday, May 21 at our regular meeting location, Holiday Inn North Campus, US-23 at Plymouth Road, Ann Arbor. Please mark your calendars!

GLEQ News

Phase I GLEQ Business Plan Competition Winners - Details on p. 3.

Phase II is open for registration from February 4 to March 31 at www.gleq.org. You'll be matched with a coach as you prepare your business plan for the May 15 deadline. Awards will be announced June 11.

APACC Entrepreneurship Education Series: Thriving in Uncertain Times with Cultural Competence. Increase your success in Asian markets! Learn from experts in intercultural business communications from India, China and Japan. Wednesday, February 18, 5:30-8:30 p.m., Embassy Suites Hotel, 28100 Franklin Road, Southfield - <http://www.apacc.net/>

See GLEQ, Page 2

See Feb. Program, Page 2

It's our birthday!

NEF Honors 'Best of 2008'

Come, join our celebration of 22 years helping entrepreneurs find the resources they need to grow their companies!

NEF Entrepreneur of the Year



Ted Dacko

This year, we will honor HealthMedia CEO Ted Dacko for his work with founding scientist Dr. Victor Strecher to grow the company and position it as a leader in the online behavior modification and health counseling niche. Their efforts led to the firm's acquisition

by Johnson & Johnson in October 2008, J&J's first step in offering a wellness and disease prevention product that takes advantage of the health self-management movement. Terms of the transaction were not disclosed.

Prior to joining HealthMedia, Dacko was president and CEO of Centromine, an Internet-based behavioral health firm in Ann Arbor. He holds a Bachelor's degree in mathematics from Waynesburg College in Pennsylvania and a Master's degree in mathematics from the College of William and Mary in Virginia.

Strecher founded HealthMedia in 1998 as a U-M spin-off to create Web-based behavior change programs for lifestyle choice and chronic disease management. He serves as CSO and chairman of the board, and directs the HealthMedia Research Lab. He is also a professor of health behavior and education at U-M's School of Public Health, where he founded the Center for Health Communications Research. HealthMedia's 140 employees will remain in Ann Arbor and the firm will operate as a wholly owned subsidiary of Johnson & Johnson.



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Feb. Program, Cont. from Page 1

'Best of 2008' Awards

Also on the program is the presentation of awards to firms who were outstanding in some aspect of their Showcase Presentation in 2008. Categories this year are Best Presentation, Best Technology, and Best Business Model. Winners' names remain secret in a hermetically sealed envelope accessed only by our Program Chair (and the dozen or so people who help put the meeting and its promotion together) until the meeting. The awards themselves are beautiful, one-of-a kind shadowboxes created by Annette Roland of Anything Engraved, Tecumseh, MI (517/424-1781 or Ann@Ngraved4u.com).

Showcase Presentation

Our Presenter this month will be Peter Tchoryk of WindSight. The Company was a recent exhibitor at ACE '09. WindSight is commercializing trademarked technology spun off from Michigan Aerospace Corporation of Ann Arbor. Its laser-based wind measurement products provide wind farm owners/operators and turbine manufacturers with atmospheric information essential to maximizing energy production while reducing maintenance costs and improving advanced planning capability for new farm site assessments. For more information, visit www.michiganaero.com or contact Cliff Williams at 734/975-8777, x155 or cwilliams@WindSightLLC.com.

Meeting Taped for CTN

We are also pleased this month to introduce Siegemedia, LLC (734/697-4304 www.siegemedia.com). The firm will be taping our meetings for re-broadcast on Community Television Network (CTN). Your Open Forum introduction will reach far beyond our on-site attendees, a valuable service to entrepreneurs! Check the CTN website for times or to request a special showing.

As always, we'll have great networking and sumptuous hors d'oeuvres. Hope you'll be with us to celebrate, Thurs., February 19!

Deals, Cont. from Page 1

positions at Sequenom's Grand Rapids Center for Molecular Medicine.

CrimeCog Technologies Inc. (Showcase Presenter July 2003) acquired software development company DDP Police Service of Gladwin, MI. The purchase will enable CrimeCog to link records of nearly 1/3 of Michigan's police agencies. Two DDP employees will move from Gladwin to Ann Arbor, and the firm expects to add a dozen more jobs this year as a result of the acquisition.



Become a Member

- Stakeholder (Negotiated Fee)
- Corporate \$275
- Individual \$100
- Student \$50

For details of category benefits and payment of membership fees, visit www.newenterpriseforum.org

Join Our Program Committee All are welcome!

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@pairofdocs.net.

*Our next Program Committee meeting is Thursday, Feb. 26.

Other Events...

**Call for Presenting Company Applications
2009 Michigan Growth Capital Symposium**
May 12&13, Marriott Resort
Ypsilanti, Michigan.
Early Application Deadline: 2/26
Final Application Deadline: 3/10
See: www.MichiganGCS.com for details.

"BBCetc." at BBC

All things SBIR/STTR!

One team with two sets of specific services that differentiate between life science business development services and SBIR/STTR programs. For details, visit <http://www.SwiftPage3.com/SpecClicks.aspx?X=2V0P8T1QHQLY0TXK00XOWH>

GLEQ, Cont. from Page 1

Lakeshore e2e Series: Importance of Entrepreneurship. Tuesday, February 24, Zeeland, MI. "Show Me the Money" Presentation by Craig Hall, Lee Shore Enterprises, Ltd., 5:30-7 p.m., Colonial Clock Building, 201 West Washington, E. Entrance. Details at www.lakeshoreadvantage.com

2009 Michigan Wind Energy Conference. Two-day conference on growing Michigan's wind energy industry Tues., March 3 and Wed., March 4, Cobo Hall, Detroit - <http://www.glrea.org>.

Last Month Meeting Highlights

Featured Speaker



Roger Newton, CEO
Esperion Therapeutics

Moderator



Chris Holman
Sm. Business Advocate,
MEDC

Entrepreneurial Company Exhibitors

Advanced Battery Concepts, LLC*

GreenSeal™ bipolar electrode assemblies.

Audiallo*

Biology-inspired, audio processing technology.

Clean Emission Fluids

Diesel Exhaust Fluid supply, equipment, and service.

Dermanaut

Friendly electronic medical records system for private practice.

ERT Systems, LLC

Portable personnel/equipment emergency-site tracking system.

FlexSys Inc.

Mechanisms/structures with spec-compliant systems.

Frontier Markets

Service for real-time insight to sales pipelines.

Genziko, Inc.

Micro-motors, actuators, vibrational energy harvesters.

GiftZip

Virtual gift card purchase kiosk to reduce gift card waste.

Hygieia, Inc.

Superior glucose meter for diabetic patients.

In the Groove LLC*

Knee brace that reduces pain and improves patient mobility.

Myine Electronics*

Electronic audio products for busy dummies.

Mysano

Web-based consumer healthcare marketplace information.

NamesforLife

Clarified nomenclature system for biological objects/concepts.

Ohio Airships, Inc.

Hybrid-lift aircraft to move cargo between "unimproved" landing sites.

RateMyStudentRental.com, LLC

Apartment critiques by student tenants on college campuses.

RF*IDI, LLC

Active RFID tracking of high-value assets worldwide.

SciTech Development LLC

Anti-cancer drug and drug delivery technology.

ShadePlex LLC*

Solar-electric building fabric for energy in structures, tents.

Speedraft

Fast, simple way to buy/sell custom tooling products online.

White Pine Systems, LLC

Consumer control of personal health records and info.

WindSight*

Laser-based wind measurement systems to maximize energy production.

* Exhibitors who participated in the Elevator Pitch Competition.

GLEQ Award Winners

New Business Idea

First Place (\$2,000) LegalEase Solutions (Ann Arbor)

Second Place (\$1,000) GiftZip.com (East Lansing)

Third Place (\$1,000) In the Groove (Saginaw)

Elevator Pitches

Peter Tchoryk, CEO of WindSight - Winner

for presentation skills and strong business model

Other firms included: Edward Shaffe, Advanced Battery Concepts; Aaron Nelco of Audiallo; Alice Brown of In the Groove; Jake Sigal of Myine Electronics; and Brian Tell of ShadePlex.

Judges: Christine Gibbons, Venture Investors; Eric Olson, DFJ Portage; Bob Savage, Rocket Ventures; and Chris Sklarin, Chrysalis Ventures.

Intercollegiate Pitch Competition

University of Michigan - Winner

Teams from Bowling Green State University, Grand Valley State University, University of Michigan, University of Toledo, and Wayne State University.

Thanks to:

Workshop leaders

Philip Power, Center for Michigan, "Innovation in Great Lakes Region;" Sonja Johnson, Van Andel Global Trade Center, "Globalization and Opportunity in the Region;" and Jim Adox of Venture Investors "Attracting C-Level Talent."

Registration

Susanna Thomashefski and the crew at the tables. Thank you!

Event organizers

New Enterprise Forum and MIT Enterprise Forum (founders); Ann Arbor SPARK, Automation Alley, Great Lakes Entrepreneur's Quest, Michigan Small Business & Technology Development Center, Regional Growth Partnership and Rocket Ventures of Toledo, University of Michigan College of Engineering, and University of Michigan Technology Transfer Office.

Major sponsors

Butzel Long, Hylant Insurance Group, Entrepreneurial Initiative of SE Michigan, and Michigan Business Review.

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, February 19, 2009

"Annual Awards for 'Best of 2008'"

Showcase Presentation

Peter Tchoryk, CEO
WindSight

The Company is commercializing laser-based wind measurement products that provide atmospheric information essential to maximizing energy production while reducing maintenance costs.

The technology was spun-off from Michigan Aerospace Corporation of Ann Arbor.

Featured Speaker

NEF Entrepreneur of the Year
Ted Dacko, Health Media

The Company offers Web-based health consultation. Recently acquired by J&J.
Hear how they did it!

Presentation of Entrepreneur Awards

Best Presentation
Best Technology
Best Business Model

Open Forum


Brief turn at the mic to introduce your business, marketing strategy, and present resource needs.

Meeting Sponsor

Bank of Ann Arbor



Holiday Inn - North Campus • US-23 at Plymouth Road • Ann Arbor, MI
Registration & networking begin at 5:00 p.m.
\$20 for non-members • Students \$5

 **New Enterprise Forum**
115 W. Huron at Main, 3rd Floor
Ann Arbor, MI 48104
February 2009

Inside:

- ✓ **Annual Awards Meeting**
- ✓ **Entrepreneur News**
- ✓ **GLEQ News**
- ✓ **ACE Meeting Highlights**
- ✓ **Get Involved in NEF!**

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