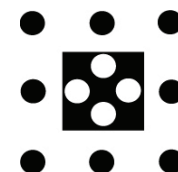


# The New Enterprise Forum

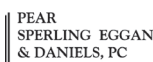
## The Entrepreneur's Link to Resources



Vol. XXIV, No. 6 • June 2009

www.newenterpriseforum.org

### NEF Stakeholder Members



### NEF Entrepreneurs Presenter Updates

**SciTech** (NEF Presenter June 2008) completed its pre-IND process with the FDA, clearing a path for the company to complete its pre-clinical toxicology studies and apply with the FDA to conduct Phase I clinical trials in humans. The company reports that a funding event is likely to follow soon. For more info, visit [scitechdevelopment.com](http://scitechdevelopment.com).

**Buttoned Up Inc.** (NEF Presenter June 2007) just celebrated its 5th anniversary ([www.getbuttonedup.com](http://www.getbuttonedup.com)). It currently has more than 50 organizational products in the marketplace. In October 2008, Buttoned Up signed a licensing agreement with Franklin Covey Products to produce and distribute its products. Alicia Rockmore and Sarah Welch, co-founders, are currently working on their second organization book due in the marketplace in January 2011.

**Xoran Technologies** (NEF Presenter March 2002) received feature coverage as a local business growing strongly despite the economy (*Business Monthly* May 2009). Xoran has grown from a team of two at its founding eight years ago to more than sixty employees. Xoran's product line now includes the initial

See **Entrepreneurs**, Page 2

### GLEQ News

GLEQ is hosting three Community Conversations on entrepreneurship as part of the Michigan's Defining Moment Public Engagement Campaign. Our issue is entrepreneurship; our goal is to build a pragmatic, solutions-oriented agenda for the state's future. Join us to have your voice be heard as we develop a powerful

See **GLEQ**, Page 2

### June program

#### Founder, Yes..., But CEO?

Often, the developer of a core technology, new software tool, or business process also founds a company to "bring their baby to market," but successfully commercializing a product or service requires very different skills. Our June program will discuss the special issues of selecting appropriate leadership for growing companies.

#### Featured Panelists

**Chris Rizik**, co-founder and Board member of Ardesta, has two decades of experience in technology, finance, and law as a principal player in more than 50 multi-million dollar venture capital transactions. Rizik is also CEO and Fund Manager of the Renaissance Venture Capital Fund, and was previously Managing Director of Avalon Investments.



**Ian Bund**, Chairman and Co-Founder of Plymouth Venture Partners, as well as co-founder and General Partner of Innovation Capital. He has been an investor in many companies, more than 30 listed on NASDAQ, including Lifescan, Stratacom, Ventana, and Neogen.



**George C. Levy**, Executive VP and CFO at GDI Infotech, Inc. In addition to GDI, he has assisted the growth of three other Inc. 500 companies: New Methods Research, founded with his wife, became an Inc. 500 company in 1989; the others are T/J Technologies and Advanced Modular Power Systems.



**Deborah VandenBroek**, Director in the Healthcare practice of Navigant Consulting, Inc. VandenBroek leads hospital turnarounds,

See **June Program**, Page 2



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**Ray Waters, Detroit Community Loan Fund**  
313/886-2163, [ray\\_waters@sbk.com](mailto:ray_waters@sbk.com)

### June Program, Cont. from Page 1



Deborah  
VandenBroek

new facility projects, interim management and performance improvement engagements at the CEO and COO levels.

Panel Moderator will be NEF Board Member **Claudia Rast** of Pear Sperling Eggan & Daniels, P.C.

Rast specializes in business, technology, and environmental law and is currently Chair of the Environment, Energy, and Resources Law Section of the American Bar Association.



### Showcase Presentation

Also on the program is a 10-minute presentation by Pinckney start-up Blaze Medical Devices who will present their business model, marketing strategy, and present resource needs.

As always at our monthly meetings, we will have great networking, hors d'oeuvres, and the Open Forum, during which we pass the mic for audience introductions. Please plan to join us on June 18!

### Entrepreneurs, Cont. from Page 1

dental CT scanner that allowed in-office imaging, the xCAT<sup>®</sup> ENT that enables ear, nose and throat surgeons to image while operating, and soon the new xCAT<sup>®</sup> for Neuro-ICU which will allow daily required imaging to check for after-surgery brain bleeds, while eliminating costly and dangerous transporting of patients to the hospital imaging center.

### Stakeholder Prouds

Early member and present NEF Stakeholder **Online Tech, Inc.**, which incorporated as one of the area's first dial-up Internet Service Providers, is celebrating 15 years in the IT outsourcing industry. New investors in 2003 funded growth of the firm's data center and network infrastructure into one of Michigan's largest operators, offering a range of co-location, dedicated server hosting, and managed data center service options. For more information, visit [www.onlinetech.com](http://www.onlinetech.com).

NEF Stakeholder **Menlo Innovations** has been named one of forty companies worldwide on the "Most Democratic Workplaces"<sup>™</sup> list. The honor recognizes organizations whose workplace practices increase freedom and peace in the world. In that spirit of flexibility, Menlo employees work without cubicles, designated equipment, or job assignments; rather, they are continuously re-grouped into working teams for various projects. For more info, visit [www.menloinnovations.com](http://www.menloinnovations.com).



### Become a Member

- Stakeholder \$500
- Corporate \$275
- Individual \$100
- Student \$25

For details of category benefits and payment of membership fees, visit [www.newenterpriseforum.org](http://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, Diane Durance, at [diane@gleq.org](mailto:diane@gleq.org).

\*Our next Program Committee meeting is Thursday, June 25.

### GLEQ, Cont. from Page 1

common ground agenda to guide state and local leaders. Mark your calendar today to contribute to a solid plan for entrepreneurship tomorrow:

### Community Conversation: Entrepreneurship

**Tuesday, June 30, 2:30-4:30 p.m.**,  
Automation Alley Headquarters, Troy

**Wednesday, July 1, 5-7 p.m.**,  
Southwest Michigan Innovation Center (SMIC), Kalamazoo

**Thursday, July 2, 8-10 a.m.**,  
MITC, Ann Arbor

Register at <http://www.gleq.org> > <http://www.gleq.org/www.midwesttechnologyleaders.com/>.

Experience local tech for young and old!

### Hands-On Local Tech Event. Saturday, May 30, 6 p.m.-9 p.m., Ann Arbor Hands-On Museum, 220 East Ann, Ann Arbor

The evening includes refreshments, live music, activities for children, and the local tour de force of A2 technology companies. Register at <http://www.aahom.org> > <http://www.aahom.org/>

# Last Month Meeting Highlights

## Showcase Presentations

### **Husk Insulation** **Ian Dailey, CEO, Presenter**

Husk Insulation is an early-stage firm that converts plant-based agricultural waste into high-grade insulation that is a fraction of the thickness of conventional insulation. The Husk insulated panels will be used initially in refrigeration (\$260M market), and eventually in refrigerated trucking and housing (\$1B market). The Company recently shared the \$100K Clean Energy Prize, a competition for alternative energy start-ups sponsored by the University of Michigan and DTE Energy. The management team includes individuals experienced in high-tech, chemical engineering, marketing, and finance. They are seeking consultant assistance for scale-up, then will be hiring both a VP Operations and an experienced CEO.

## Open Forum

### Entrepreneurs

#### **Worknet Systems; Dean Jeffery (734/622-8484)**

The company acts as a part-time IT department, providing “a predictable result for a predictable fee,” for companies with 20-100 employees. Visit [www.worknetsystems.com](http://www.worknetsystems.com).

#### **Dataspeaks Inc.; Curtis Bagne (248/952-1968)**

The company offers scientific software for pharmaceutical industry productivity and healthcare cost control. Seeking business strategy development and management. Visit [www.dataspeaks.com](http://www.dataspeaks.com).

If you would like your business information to appear in the newsletter, please fill out the Business Introduction Form on the meeting literature table and return to an NEF Board member or mail to:

NEF Newsletter  
c/o 115 W. Huron, 3rd floor  
Ann Arbor, Michigan 48104

## **THANK YOU!**

To NEF stakeholder member  
**RPM Ventures**  
for sponsoring the May meeting.

**Videographer:**  
Pinckney High School AV Volunteer

**Podcaster:** MITechNews  
<http://mitechnews.mediarica.com/archives/category/nef>

## Featured Cast of Characters

### **3rd. Annual Entrepreneurial Improv: “Battle of the Elevator Pitch”**

**Reigning Champion: Dick Beedon (MacBeedon Group)**

**Challengers: Keith Brophy (SageStone)  
Mike Klein (Steeplechase)  
Josh Linkner (ePrize)**

**Judges: Patrick Morand, SWMF Life Sciences Fund  
Bill Orabone, “Maverick” Entrepreneur  
Tom Porter, Trillium Ventures  
Bob Payne, Credit Suisse**

**Moderator: Dr. David Brophy, U-M Ross Bus. School**

**Wild Card: Eleni Kelakos, SPEEK  
as Queen Isabella**

The Pitch Premise was for the First North American Land Deal, i.e., the voyage of Christopher Columbus to the New World. The problem: Queen Isabella wants someone other than Chris to make the voyage; that person would become Viceroy of All New Land and would control revenues and positions. What opportunities awaited? How would each entrepreneur tap those resources to provide the gigantic financial return the venture’s benefactors, Queen Isabella and King Ferdinand, expected?

**Champ Beedon** proposed using Chris as CTO, finding Tonto, who speaks the people’s language, and initially commercializing an agricultural crop that would be rolled and smoked; later developing computer-assisted roadways and a thing called cars.

**Linkner** acknowledged that dreams are good, but doing is better. He proposed reducing risk with an award-winning team (Bill Gates, Steve Jobs, Arnold Greenspan) obtained through a patented time machine that would also import future technology, including Twitter and GPS.

**Brophy** hulked up with maize and blue muscles and spelled out his plan for profits in a Village People chant (P-R-O-F-I-T), stressing his plan was cheaper, better -- but who was listening?

**Klein’s** “safer and faster” plan would claim more land, he said, and increase the initial \$10M in revenues by means of a “place beamer” that was safe for dogs, monkeys, and kids...? And cost \$19.99 each...? Perhaps I missed something during the thunderous laughter?

The judges praised Klein’s creativity, Linkner’s vision, Beedon’s use of reverse psychology (his wife wants the trophy “out of here”), and Brophy’s costume and cleverness, then announced the winner:

**2009 Champ in the Battle of the Pitches is...  
Keith Brophy!!!!**

**Let the 2010 trash talk begin!  
(See the video @ [www.newenterpriseforum.org](http://www.newenterpriseforum.org))**

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., June 18, 2009

## "You're The Founder, But Should You Be The CEO?"

### Showcase Presentation

**Blaze Medical Devices**  
**Michael Tarasev**

The Company is designing equipment and consumables to measure degradation in the quality of blood being stored for transfusions.

The products will improve blood supply and patient care, while reducing medical costs.

### Featured Speakers

**Chris Rizik, Ardesta**

**Ian Bund**  
**Plymouth Venture Partners**

**George C. Levy**  
**GDI Infotech, Inc.**

**Deb VandenBroek**  
**Navigant Consulting, Inc.**

**Moderator:**  
**Claudia Rast,**  
**Pear Spierling Eggan & Daniels, P.C.**

### Open Forum

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

### Meeting Sponsor

#### **Griffioen Consulting**

"Helps companies grow sales, increase profits, become stronger competitors in their existing markets, and successfully enter new markets."



**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**

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

### Inside:

- ✓ "You're The Founder, But Should You Be The CEO?"
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Buttoned Up  
Xoran Technologies
- ✓ **GLEQ News**
- ✓ **Last Meeting Highlights**
- ✓ **Get Involved in NEF!**

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