

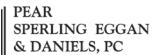
# The New Enterprise Forum

The Entrepreneur's Link to Resources

Vol. XXV, No. 3 • March 2010

www.newenterpriseforum.org

## NEF Stakeholder Members



### Introducing...

## New NEF Board Members

The New Enterprise Forum is pleased to announce the election of three new Board Members:



Uzma Ahmad

**Uzma Ahmad** is a Dykema associate whose practice focuses primarily on business planning, general corporate and securities matters, with an emphasis on mergers and acquisitions,

financing transactions, public company securities compliance, and general corporate representation. Prior to joining Dykema, Uzma was a corporate and securities associate in the Philadelphia and Boston offices of Dechert LLP. For more information, visit <http://dykema.com/bio/display.asp?empID=564>.



Wayne Harvey

**Wayne Harvey** is a member of the Office of Technology Transfer Business Development Group which assists the creation of new businesses based on technologies invented and developed at U-M. His primary focus is on the life sciences. To learn more, visit

**See New Board, Page 2**

### Upcoming Events

## GLEQ News

### SBIR/STTR 101:

#### Introduction & Overview

Tuesday, March 16, 9 a.m.-noon  
Michigan Works Office, Traverse City  
Workshop on SBIR/STTR program basics by  
Biotechnology Business Consultants  
<http://www.misbtdc.net/events.aspx>

**See GLEQ, Page 2**

### March Program

## Secrets of Investor/ Investee Relationship

Considering an investor for your business? What should you look for? What will the investor expect? At our March event, an investor and principals from two of his portfolio companies will square off about the inside details that help make this important relationship work.

### Panel

Participants are:

#### The Investor

Rick Galdi, Great Lakes Angels

#### The Investees

Laura Khoury of C'est Moi, LLC  
Doug Kinnison, Producer and CEO  
of P15 Studios, an iPhone app creator  
based in Birmingham, MI.

#### The Moderator

Ray Waters, Detroit Community Loan Fund

Bring your questions for our panel -- no secrets here!

### Showcase Presentations

Presenting this month are:

#### Family Mint (Jeff Eusebi/Bob Masterson)

The Company is developing a functional and educational online money management application for kids and their parents to guide and teach financial literacy in a fun and easy way. For more info, visit [www.familymint.com](http://www.familymint.com).

Coaching Team for Family Mint's presentation: Gary Hessenaur (content lead), Stew Nelson (lead), Sherry Marcy, Miche Suboski, Lisa Pasbjerg, Mark Reynolds.

#### Classic Labs (Jason Carpenter)

The Company is an internet aggregator of information about construction projects and buildings. It is presently operating in the Grand Rapids area, expanding geographically, and broadening the content being collected.

**See March Program, Page 2**



## BOARD OF DIRECTORS

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

## In the News NEF Entrepreneurs

**Accuri Cytometers Inc.** (NEF presenter October 2005 as Accuri Instruments) received additional press with the strategic resignation of co-founder and CEO Jennifer Baird and replacement by Jeff Williams, most recently President and CEO of HandyLab Inc. Baird will now focus on her other entrepreneurial interests, including Sonetics Ultrasound, Inc., a firm developing 3D/4D ultrasound technology, funded largely to this point with SBIR grants. For more information, see [www.mlive.com/rebrandingmichigan/.../accuri\\_cytometers\\_ceo\\_jenn\\_bai.html](http://www.mlive.com/rebrandingmichigan/.../accuri_cytometers_ceo_jenn_bai.html)

**Aastrom Biosciences** has a new CEO, Tim Mayleben, formerly a Board Member with Esperion Therapeutics and having long experience starting, building, financing, and exiting life science and healthcare companies. Aastrom also recently kicked off a new round of fundraising with a public stock offering to generate \$11 million. Aastrom develops personalized medicine technologies. For more info, visit [www.aastrom.com](http://www.aastrom.com).

### March. Program, Cont. from Page 1

Coaching Team for Classic Labs' presentation: Jason Widman (lead), Claudia Rast (content lead), Sherry Marcy, Helen Ewing, Lanny White.

As always we will have great networking and hors d'oeuvres before and after the program, and the Open Forum, during which we pass the mic for audience introductions. So please bring a big appetite to meet, greet, and learn to the NEF meeting on March 18!

### New Board, Cont. from Page 1

[http://www.techtransfer.umich.edu/about/bio\\_wayne\\_harvey.php](http://www.techtransfer.umich.edu/about/bio_wayne_harvey.php).



David Ruby

**David Ruby** is an Associate with Beringea Investment Banking in the Detroit office. David conducts industry research and assists in company valuation and transaction due diligence. Prior to joining Beringea, David was an analyst with Plante & Moran Corporate Finance (PMCF) in Chicago. For more information, visit <http://www.beringea.com/press/2007/view/ruby.html>.

Welcome -- and thank you to these three busy and talented people for their willingness to serve NEF.

### 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, March 25.**

### GLEQ, Cont. from Page 1

#### Investpreneur™ Roundtable: Green Technology

with the Birmingham Bloomfield Chamber  
Tuesday, March 16, 2010, 4 - 6 p.m.

The Townsend Hotel, Birmingham

Speakers: Mitchell Mondry, M Group  
Michael T. Kulka, PM Environmental, Inc.

Mark J. Bennett, Miller Canfield  
\$65 Members, \$85 Nonmembers prior to 3/15/10; after, \$75 Members, \$95 Nonmembers.  
Register at <http://www.bbcc.com/events/rsvp/?id=701>

#### Entrepreneur Education 1.0 Product Innovation

Wednesday, March 17, 5 p.m.-7 p.m.  
SPARK Central, 330 East Liberty

Lower Level, Ann Arbor

Define your customers and their needs to create product strategies for various market segments.  
Register at [www.annarborusa.org](http://www.annarborusa.org)

#### Boost Mid-Michigan: MSU-Lansing Thursday, March 25, 4-7 p.m.

MSU Union, East Lansing

For entrepreneurs interested in getting in front of investors; top two vote getters will win a virtual board dinner that same evening from 7-9 p.m. (following the competition).

Register at <http://gleq.net/gleq/events.aspx> and send an e-mail to GLEQ ([diane@gleq.org](mailto:diane@gleq.org)) with the name of your venture, a two-sentence description, and your base of operation (city) if you'd like to present your business.

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# LAST MONTH MEETING HIGHLIGHTS

## NEF Entrepreneur of the Year

This year's award went to HandyLab and embraces the team of entrepreneurs who nurtured the firm from founding through acquisition: Sundu Brahmasandra, Kalyan Handique, and Jeff Williams.



Sundu  
Brahmasandra



Kalyan  
Handique



Jeff Williams

And how did they do it?

To hear former CEO Jeff Williams tell it, the marketplace very nearly did it for them! "We never really changed our vision," he said.

The Company developed a fully integrated molecular diagnostic system that allowed hands-off operation for both batch and on-demand testing in a simple, flexible, efficient bench-top configuration. Because the early market was expanding very rapidly, the time was ripe for new entries to the industry. No other manufacturers were meeting the needs of the small-to-medium-size customer. And the Company continually evolved the technology to acquire "customer comfort". On the other side of the success equation, they were able to keep instrument costs low and get high margins on the consumables of the system. And finally, they kept their own manufacturing facility rather than outsourcing. When it came time for funding rounds and later the acquisition, it was easier for investors to "see" the company, to wrap their minds around it.

As a part of BD, they will continue to develop and commercialize molecular assays on the HandyLab Jaguar™ platform. The Ann Arbor personnel and facilities will remain here. To follow the continued adventures of the technology, visit <http://www.bd.com/geneohm/english/handylab/>

## Open Forum

### Entrepreneurs

#### AA Engineering Services; Mike Deering (734/347-0811)

Company offers electronic circuit design to small companies and entrepreneurs; 20 years' experience in various manufacturing industries. (email [mikedeering@juno.com](mailto:mikedeering@juno.com))

#### Ascribe; Jason Carpenter (616/726-2490)

Ascribe is a SAAS program to manage and market project profiles for project-based service companies. Seeking capital. (email [jason@ascribehq.com](mailto:jason@ascribehq.com))

If you would like to have information about your company's present resource needs published in the NEF newsletter, please fill out the Business Introduction Form available at meetings on the literature table and return it to any Board member (red ribbon). Or mail completed form to:

New Enterprise Forum  
115 W. Huron St., 3rd Floor  
Ann Arbor, MI 48104

## Entrepreneur Awards

### Best Technology – Audiallo

Aaron Nelson, CEO



Audiallo is designing a biologically inspired processor for hearing aid use and consumer electronics. The technology replaces DSP with analog-based processing, which is more natural and eliminates latency. The Company is targeting the large hearing aid and Bluetooth consumer headset markets. Some pre-prototypes are developed and they are raising funds.

Coaching Team: Lisa Pasbjerg (lead), Gerry Roston (content lead), Ed Clarke, Robert Shannon, Helen Ewing

### Best Presentation – Dermanaut (f/k/a Daixo)

Jon Baugh



Dermanaut is bringing to market the only electronic medical record (EMR) application with a visual workflow for use in dermatology. They have developed a system that allows the physician to record an exam as it happens in a visual format, consistent with their existing exam paradigm. The application will be delivered via a website as a subscription service (software as service).

Coaching Team: Sean Ainsworth, Gary Hessenaur (content lead), Tom Kelly, Sherry Marcy (lead), Rob Shannon

### Best Business Model – Algal Scientific

Paul Horst



Algal is developing a modular algae-based wastewater treatment system that removes nutrients from industrial and municipal waste water and produces the raw materials for bioenergy production.

Coaching Team: Ray Gaynor (lead), Gerry Roston (content lead), Bill McPherson, Sandra Cochrane, Sherry Marcy, Lee Gorman, Stew Nelson

## THANK YOU!

### Meeting Sponsor

Bank of Ann Arbor

And thanks for the delicious birthday chocolates!!!

### Awards Creator

Annette Rolands

Engraved4U, Tecumseh, MI

Visit <http://www.engraved4u.com/home.html>

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: Thursday, March 18, 2010

## "Secrets of the Investor/Investee Relationship"

### Showcase Presentations

#### Classic Labs Jason Carpenter

Company is an internet aggregator of information about construction projects and buildings. Presently Grand Rapids-based, they are expanding geographically, and broadening the content being collected.

#### FamilyMint Jeff Eusebio, Bob Masterson

Company is developing an online money management application for kids and their parents to teach financial literacy in a fun and easy way.

### Featured Speakers

#### The Investor:

Rick Galdi, Great Lakes Angels

#### The Investees:

Laura Khoury of C'est Moi, LLC  
Doug Kinnison, CEO of P15 Studios

#### The Moderator:

Ray Waters, Detroit Community Loan Fund

### Open Forum

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

### Meeting Sponsor

Stakeholder Member  
Ann Arbor SPARK



**Holiday Inn - North Campus • US-23 at Plymouth Road • Ann Arbor, MI**  
**Registration and networking begin at 5:00 p.m., program at 5:45 p.m.**  
**Non-members \$20 at the door; students \$5**



**New Enterprise Forum**  
**115 W. Huron at Main, 3rd Floor**  
**Ann Arbor, MI 48104**  
**March 2010**

### Inside:

- ✓ **March Program: "Secrets of the Investor/Investee Relationship"**
- ✓ **New Board Members**
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- ✓ **Get Involved in NEF!**

Thank You to Our Program Partners...



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