The New Enterprise Forum

The Entrepreneur's Link to Resources

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Presenter Updates

NEF Entrepreneurs

April '08: Lambert Technologies

Commercializing a strain sensitive skin (S^3) technology that reveals the surface stresses in objects. Lambert's website offers no news on growth since its Presentation. Visit www.lamberttechnologies.com

April '09:
Ventech

Commercializing Liquid Heat Generator technology; signed four agreements to distribute and sell the LHG in Feb. '09, shortly before its Presentation to NEF, and was seeking additional partnerships. No further news on continuing development or progress toward goals. Visit www.ventechlhg.com.

SPINN (White Pines Systems)

Built its online records provider system on Microsoft's HealthVault; chose Online Technologies to host its Secure Personal Information & Notification Network, (www.spinnphr.com). Won Third Place Award of $1,500 in GLEQ's Business Plan Competition for 2009 in the Emerging Company category. For more news on new product, partners, and growth, visit www.spinnphr.com.

Upcoming Events

GLEQ News

Ask-the-Investors Roundtable Series

Ask questions, get answers about your business plan from venture capital and angel investors.
April 12, 5-7 p.m.
Lawrence Tech, Southfield, MI
April 14, 5 to 7 p.m.
Opera House, Howell, MI
April 19, 5-7 p.m. TBA
with Detroit Boost
Register at http://gleq.net/gleq/events.aspx

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April Program

NEW TECH TRENDS – HOT OR NOT?

New technology is increasingly being introduced with the promise of radically remaking our lives and economies. Because the business models are often new as well, how can you tell what directions life science, clean technology, and information technology are headed, and how do you evaluate the opportunities they present? Hear what our April panelists have to say.

Medical/Life Science

Mina Sooch, Triathelon Medical Ventures

Mina Sooch

Mina has more than fifteen years of pharmaceutical and healthcare experience as an entrepreneur, strategy and finance advisor, and venture capitalist. She co-founded Apjohn Ventures Fund in 2003, has served on all the portfolio company Boards, including Asterand, ProNAi, Svelte, ZyStor, and Nephrion, and currently chairs the board of the Michigan Venture Capital Association. Mina received an MBA from Harvard Business School as well as a B.S. in Chemical Engineering from Wayne State University.

Clean Tech

Richard Stuebi, Early Stage Partners

Richard Stuebi

Richard has more than 20 years' experience as an executive, entrepreneur, and consultant in the energy industry, with

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

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wide knowledge of energy sector participants, activities, economics, and regulations, as well as strong business perspectives on the energy sector's likely evolution. Since March 2006, Richard has been the Fellow for Energy and Environmental Advancement at The Cleveland Foundation, where he specializes in wind manufacturing and offshore wind development. Richard is currently on loan to NorTech, where he is a founding Principal in its advanced energy initiative to foster regional commercial activity. For more information, check out Richard's weekly blog at www.cleantechblog.com.

Technology

David Hartmann, Ann Arbor Angels

David is a Mentor-In-Residence in the UM Office of Technology Transfer, and President of ArborBlue, an Ann Arbor based business planning and product development firm. Previously he served as President, CEO, and founder of Avail Networks, and as CTO of Network Express from its founding, through its 1995 IPO and acquisition in 1996. He is an advisor at the Ross School of Business at the University of Michigan and holds both a Bachelor's and Master's degree in Electrical Engineering from Western Michigan University.

David Hartmann

Showcase Presentation

We will also have a 10-minute presentation from RetroSense Therapeutics. NEF Coaching Team was Jan Gensheimer (content lead), Lee Gorman (lead), Robert Kiss, Sandra Cochrane, Noura Bashshur, and Scott Belanger.

The Company is commercializing a treatment to restore vision in patients with retinal degenerative disorders; namely retinitis pigmentosa (RP) and dry age-related macular degeneration (dry AMD). The intellectual property was developed at Wayne State University, in the lab of Dr. Zhuo-Hua Pan, and at Salus University in the lab of Dr. Alan Dizhoor. The company is being led by CEO, Sean Ainsworth,

As always we will have great networking, plentious food, and Open Forum, during which we pass the mic for audience introductions. Hope you'll plan to join us on Tax Day, April 15, for this interesting and informative program!

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

Join Our Program Committee*
All are welcome!
April, May, and June
8 a.m., Workantile,
118 South Main, Ann Arbor
Enter through Mighty Good Coffee.

Note special location and April date

Address questions about Program Committee or becoming a Showcase Presenter to Committee Chair, Diane Durance, at diane@gleq.org.

*Our next Program Committee meeting **is Thursday, April 29*.**

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Savvy Entrepreneur Series
Guidance on key topics for early to mid-stage technology entrepreneurs.
April topic: "Managing Cash Flow"
Register at gleq.net/gleq/events.aspx.
Series is five monthly sessions, $30 ea., online option for full series at $100.
Locations:
April 28, 5:30 to 8 p.m.
Host MMIC, Midland, MI

April 28 5:30-8 p.m.
Host: SES Menlo Innovations,
Ann Arbor, MI

April 28 5:30-8 p.m.
Hosts: Michigan Tech and Keweenaw Econ. Dev. Alliance, Houghton, MI

Courting an Investor: Designing a Seductive Business Narrative
April 29, 12:30 p.m. to 5 p.m.
Automation Alley HQ, Atrium Room,
2675 Bellingham, Troy, MI
Learn to shape a solid pitch that will make investors want to know more.
Part of the Detroit Boost entrepreneurial education series.
Fee $35
Visit gleq.net/gleq/events.aspx to register.

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LAST MONTH MEETING HIGHLIGHTS

Showcase Presentations

Classic Labs; Jason Carpenter, COO

Company is an internet aggregator of information about construction projects and buildings. Currently, there is no effective method of communicating and marketing past project experience online to increase market share. Classic Labs has developed a subscription-based web tool called Ascribe in which entities can manage, communicate, and market their project experience. The Company has customers in West Michigan and the tool has been fully operational since 2008, with more than 800 users having annual subscriptions. The program uses a SAAS business model, with upgrades to paid accounts to gain increased exposure and customization capabilities. Management team is in place. The company seeks $600K for marketing and application improvements, and foresees exit through sale or recapitalization by 2014. For more information, visit www.ascribehq.com.

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. The application can also be used in an educational setting. There are Free and Pro versions of the application through internet traffic to the Company's website, as well as B2B licensing of the Pro version to financial organizations for distribution to their customer base. The initial market is households with children 6-18 years old and broadband internet access. The company is seeking $300K to be used for development and launch of public beta release, marketing, launch, and filing of trademarks and patents. For more information, visit www.FamlyMint.com

Open Forum

Entrepreneurs

Local Orbit; Erika Block (734/418-0680)
Service that connects consumers, chefs, and institutions to local food producers. Seeking capital, people, and coaching.

Wolter Works; John S. Wolter (734/665-1263)
The Company designs, installs, and supports internet connections, computers, networks, software, and telephone systems. Seeking capital, personnel, advice, and facilities.

Qisol, LLC; David Collins (734/761-8900)
Company produces energy meters marketed to utilities and solar water heating professionals to help them meet state-imposed RPS requirements. Seeking business structure development, capital. See www.qisol.com.

3-D Vision Systems; Bill Parker (734/604-8047)
Company has a real-time 3-D vision system for dental and medical applications. Seeking capital and business mentoring.

Featured Speakers

"Secrets of the Investor/Investee Relationship"

The Investor:
Rick Galdi, Great Lakes Angels
Rick started his first company in college, made lots of money "way too young", became an angel investor, lost some money way to quickly, then joined GLA and made (and sometimes lost) some money again. And so it goes. He was fortunate, he said, to have good coaching by smart people, and now wants to pass that on.

The Investees:
Laura Khoury, MyStyleGenie
Launched her Company website the day of NEF Presentation. The concept is an on-line "closet" -- an inventory of one's clothes to simplify wardrobe building, decision making, elimination of fashion repetitions and mistakes, i.e., shopping list made easy for busy people. The data aggregate can also assist retailers, allowing them to serve as customers' fashion advisor. For more info, visit mystylegenie.com.

Doug Kinnison, P15 Studios
P15 Studios™ is a production team comprised of video and software professionals who are passionate about the gaming community and entertainment. The team is developing content for a new genre of television and gaming called "RPTV", a two-fold product that is an interactive show, as well as a game that players will download bi-monthly. For more info, visit www.p15studios.com.

This investor/investee relationship, all said, is conducted via texting back and forth every few days in very open and informal conversations. At meetings, they discuss key issues, and quickly learned to deal with one another honestly and with respect, i.e., to hide nothing. The most important trait in this investor, the entrepreneurs said, is his refusal to accept generalities, instead asking difficult questions about competition and market challenges. The investor agreed that openness between them all has been key. The occasional need for "woodshed" experiences are valuable, he said, but must be done respectfully. And after a "mess-up"? Investor and investee must talk about it fully, identify the why, and go on.

A big thank you to **Moderator Ray Waters,** Detroit Community Loan Fund and long-time entrepreneur and investor, for facilitating this smooth and informative discussion. Well done!

Thank You!

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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, April 15, 2010
"New Tech Trends -- Hot Or Not?"

Showcase Presentation

RetroSense Therapeutics
Sean Ainsworth, CEO

The Company is commercializing a treatment to restore vision in patients with retinal degenerative disorders, namely retinitis pigmentosa (RP) and dry age-related macular degeneration (dry AMD).

Featured Speakers

Medical/Life Science area:
Mina Sooch, Triathelon Medical Ventures

Clean Tech area:
Richard Stuebi, Early Stage Partners

Technology area:
David Hartmann, Ann Arbor Angels

Moderator:
Andrew McColm
Early Stage Partners

Open Forum

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

Meeting Sponsor

Stakeholder Member
U-M Tech Transfer

TECHtransfer
UNIVERSITY OF MICHIGAN

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
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