



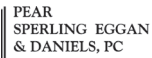
The New Enterprise Forum

Entrepreneur's Link to Resources

Vol. XXVI, No. 2 • February 2011

www.newenterpriseforum.org

NEF Stakeholder Members



Join the Party on Feb. 17 NEF To Celebrate Showcase Companies, Coaches, Supporters of Past 25 Years

The New Enterprise Forum's 25th Anniversary Gala on February 17 will celebrate the more than 320 firms coached to "investor readiness" by volunteer NEF coaching teams since the organization's founding in 1986. The gathering will honor these presenters, their coaches, the behind-the-scenes volunteers and sponsors of NEF, stars of the entrepreneurial community, and the many, many business, finance, academic, and service professionals whose efforts drove NEF's early vision and have sustained its outstanding success over the last 25 years. Please plan to join us -- to look back, to appreciate where we are, and to anticipate the opportunities ahead for entrepreneurship at this special time in Michigan's economic history!

An Evening of Awards... NEF Entrepreneur of the Year



Farnam Jahanian is Co-Founder of **Arbor Networks**, a network security company that utilized technology based on research conducted at the University of Michigan. The Company was acquired by Tektronix Communications, a division of Danaher, in August, 2010. Farnam currently serves as Chair for U-M Computer Science and Engineering and is affiliated with the Software Systems Lab. His on-going research centers on scalability, dependability, and security of networked systems and applications.

Special Awards

Tom Porter will be honored for his extensive and varied contributions to "the business" of entrepreneurship. Tom is Founding President of the New Enterprise Forum and served for five years in that position. His success in founding, managing, and advising successful technology growth companies began at a time when many could neither pronounce nor spell "entrepreneur" correctly. He co-founded and is a General Partner Emeritus

in EDF Ventures, an Ann Arbor VC firm, where he served as interim CEO for five portfolio companies: Theragen, Inc.; Coagulation Systems, Inc.; Matrigen, Inc.; IntraLase Corp.; and HandyLab, Inc. He is currently Executive-in-Residence at the Zell Lurie Institute for Entrepreneurial Studies, an Adjunct Lecturer of Entrepreneurial Studies, and General Partner for Trillium Ventures in Ann Arbor. He is also active in assisting universities and leading research institutions (Van Andel Institute, Michigan University Commercialization Initiative, and U-M's National Technology Transfer Advisory Board) with technology commercialization.



Dick Sarns will be honored for his long career in innovative entrepreneurship. As an engineer in the 1950s, Dick collaborated with U-M surgeons in the development of the heart/lung machine used in open-heart surgery, (most famously by Dr. Christian Barnard when he performed the first human

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734/ 527-9151, diane@gleq.org

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helen@ewinggroup.com

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Write on... , 734/996-0566
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734/ 214-7720, uahmad@dykema.com

LeAnn Auer, MI Venture Capital Association
734/223-3750, lauer@michiganvca.org

Lauren Bigelow, CleanTech Venture Network LLC
734/ 678-5161 cell, laurenbigelow@yahoo.com

Paul Brown, MI Economic Development Corp.
517/241-5231, brownp@michigan.org

Rick Galdi, Great Lakes Angels
248/648-4747, rick@windfallprojectz.com

Wayne Harvey, U-M Tech Transfer
734/ 936-1955 , waharvey@umich.edu

Gary Hesseaur, Hesseaur & Assoc., CPA, PC
810/231-2050 or 734/663-9306
gary@hesseaur.com

George C. Levy, GDI Infotech, Inc.
734/477-6900, ext. 211, glevy@gdii.com

Andrew McColm, Early Stage Partners
734-748-7859, amccolm@esplp.com

William McPherson
McPherson Commercial Capital, LLC
734/429-2524, wmcpherson@mcphersoncc.com

Claudia Rast, Butzel Long
734/995-3110, rast@butzel.com

David Ruby, Beringea
248/489-8819, druby@beringea.com

Barbara Shoffner, Shoffner & Associates
734/827-2230, bshoffner@comcast.net

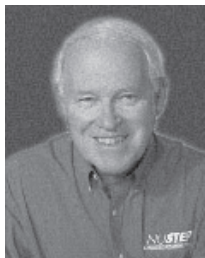
Skip Simms, Ann Arbor SPARK
Skip@annarborspark.org

Phil Tepley, SBTDC
734/547-9170, tepleyp@gvsu.edu

Ray Waters, Enterprise Detroit
313/886-2163, ray_waters@sbk.com

February Program, Cont. from Page 1

heart transplant in Cape Town, South Africa, in 1967). The machine was just one of many successful medical devices developed and



those with heart disease and other physically debilitating conditions to transform their lives. NuStep manufactures and sells specialty exercise machines and physical rehabilitation equipment to hospitals, physical therapy centers, cardiac rehab clinics, and health and wellness centers.

sold by Sarns' company, Sarns Medical. In 1987, Dick and his wife Norma, sold the Company to 3M (it is now part of Terumo). and turned their focus to cardiac rehabilitation, founding NuStep, Inc. in hopes of helping

2010 Showcase Presenter Awards

Our February meeting will also recognize "The Best of..." among Showcase Presentations delivered at the monthly Forum meetings in 2010. Categories are for Best Business Model, Best Presentation, and Best Technology. We keep the winners a secret until the evening of the event. Hopefully, all of our 2010 Presenters (and their coaching teams) will be in attendance to gather the kudos they deserve, whether award winners or not!

The awards themselves are one-of-a-kind works of art -- shadowboxes incorporating logos and company artwork specifically designed for each honoree by Annette Rolands of Engraved4U, Tecumseh, MI (Visit www.engraved4u.com/home.html).

...and Celebration!!!

The venue for our party, EMU's new Student Center, will be decorated with 25 dated "memory tables" bearing signage of the important happenings of that year. Sponsorship of these tables for Showcase Presenters, Board Members, or others who hold a certain "affection" for a particular year are available for purchase on our website, as are sponsorships of the memory book (a 25-year who's who in text and pictures), filming opportunities of various types, and VIP ticket packages. Major Sponsors for the event are **Michigan Economic Development Corporation** (Silver Sponsor) and **Butzel Long** (Bronze Sponsor). Thank you to these firms for your generous support of this gala celebration!

For sponsorship details and to register, visit www.newenterpriseforum.org. See you all on February 17!!!



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!

8 a.m., Workantile*

118 South Main, Ann Arbor

*Note location

Address questions about Program Committee or becoming a Showcase Presenter to Committee Chair, Helen Ewing, at programchair@newenterpriseforum.org

*Our next Program Committee meeting is **Thurs., February 24.**

GLEQ News

New Enterprise Forum 25th Anniversary Celebration February 17, 5 to 9 p.m.

EMU Student Center, Ypsilanti, MI

Honoring the 320 Showcase Presenters, coaching teams, volunteers, and sponsors who have made NEF's outstanding success possible!

GLEQ looks forward to seeing you there!

Register at www.newenterpriseforum.org

Beringea Venture Capital "Office Hours" Wednesday, February 23

Troy, MI

An open investor pitch forum for Michigan entrepreneurs. Eleven sessions in locations around the state. Get perspective, feedback and advice from the Beringea VCs on topics ranging from business ideas to fundraising to the market opportunity for technologies or services.

Pre-registration required. Visit <http://www.beringea.com/officehours.php>

Spartan Innovation Celebration Tuesday, March 15, 4-6 p.m., MSU Union Ballroom, Abbot Rd. at Grand River Ave., East Lansing Showcasing Research, Discovery, and Entrepreneurship at MSU.

Technologies available for licensing and those recently licensed will be on display. Details at www.technologies.msu.edu

Last Meeting Highlights

Showcase Presenters

MitoStem Jim Eliason, Presenter

MitoStem is a regenerative medicine technology startup that is developing proprietary new techniques to advance stem cell research. MitoStem will make this technology available to stem cell researchers first as a service, and later as a research kit for their own use. The Company's proprietary protein transduction techniques deliver reprogramming proteins into the nuclei of ordinary cells to generate cells having the coveted characteristics of embryonic stem cells -- thus increasing the supply of these valuable cells without the moral ramifications. MitoStem's methods promise to be more safe, simple, affordable, and efficient than other methods currently being explored. To learn more, visit mitostem.com.

Therapy Charts Ryan Dibble, Presenter

Therapy Charts has developed a web-based electronic health records (EHR) system for clinical psychologists, social workers, and mental health counselors. The Company created its own software and now has 100 clients, including Madonna University, which uses the program for its training clinic. Therapy Charts promotes its system as providing "a pleasant and affordable way to manage patient records, keep up with best practices, and stay on top of insurance claim requirements." For more information, visit www.therapycharts.com.

Ace '11 Awards/NEF Connections

Several awards handed out at the ACE '11 event on Jan. 31 at Skyline High featured an NEF connection we're proud to report!

Winner of the ACE Pitch Competition, Erica Block of Local Orbit, was a recent NEF Showcase Presenter. Her ACE presentation coach was NEF Board Member and Program Committee Co-Chair Helen Ewing of The Ewing Group. Helen was also named the GLEQ Coach of the Year for her volunteer work with companies in the GLEQ Fall Business Plan Competition. She coached Fusion Coolant Systems which took the First Place Emerging Company Award (\$5000). MitoStem (NEF Showcase Presenter in January 2011, coached by an NEF team including GLEQ coach Lee Gorman) took Third Place (\$2000) in that category.

Both Fusion Coolant and InPore Technologies, an Exhibiting Company at ACE '11 (Interim CEO is NEF VP Gerry Roston), were selected to participate in the upcoming Michigan Growth Capital Symposium, "the premiere event where deals get done and financiers meet the 'Best of the Midwest' in new businesses and emerging technologies." This year's Symposium will be held on May 10-11.

Congratulations, All!

Featured Speakers

"Do You Know What Your Customer Really Wants?"

Debra Power
Power Marketing and Research

Paula Sorrell Rhoades,
Market/Marketing Specialist

Moderator:
Deb Mondro
U-M Business Engagement Center

Our panel left no wiggle room for a business NOT to know what their customers really want! Simple survey tools can be developed at no cost, if necessary, by using library resources (which can also help with good design and examples of open-ended questions that get you good [honest] information). Surveys should be administered by someone outside your company, but again can be no cost (your teenage son probably isn't the best choice to administer the survey, but a professional colleague who owes you a favor, an intern...you get the picture.)



Debra Power

Some factoids:
How much will it cost? Depending on methodology, a professionally developed survey of 15 customers could run \$6-8K. But look at it as a benefit to customers, not as an expense for the company.

How soon should market research occur? Before you start (with ideal/potential) customers; then with actual customers going forward (secret shopper research is very insightful).

Both experts recommended industry-appropriate trade shows as a generally time- and cost-effective way to gather potential customer feedback, as well as to scope out the competition (the better to differentiate yourself...)

For more info/tips/help, contact Debra at www.getmarketingpower.com and Paula at www.thirdyeinnovation.com.



Paula Rhoades

THANK YOU!

January Meeting Sponsor:
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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, February 17, 2011
"25th Anniversary Celebration"

Join us as we honor Showcase Presenters, coaching teams, volunteers, sponsors, and friends whose efforts have supported 25 years of entrepreneurial growth and success.
Visit newenterpriseforum.org for registration and sponsorship opportunities.

Special Awards

NEF Entrepreneur of the Year
Farnam Jahanian
Co-Founder of Arbor Networks

Tom Porter
Founder, New Enterprise Forum
Entrepreneurial Business Pioneer
and Advocate

Dick Sarns
Serial Entrepreneur
Co-Founder of NuStep, Inc.

Showcase Presenter Awards

Best Presentation
Best Technology
Best Business Model

And the winner is...
a secret until announced at the meeting.
Be on hand to congratulate them --
and the coaching teams who helped them
polish their pitches!

Event Sponsors


Silver:
Michigan Economic Development
Corporation



Bronze:
Butzel Long
ATTORNEYS AND COUNSELORS

Eastern Michigan Student Center • (on Campus) 900 Oakwood Street • Ypsilanti, MI,
5:00 to 9:00 p.m. • General Admission, \$35.00
VIP Reception and ticket packages available. Visit www.newenterpriseforum.org

Meetings are videotaped by Vince Chmielewski of VC Web Design
(734/217-4530 or vince@vcwebdesign.com)

 New Enterprise Forum
115 W. Huron at Main, 3rd Floor
Ann Arbor, MI 48104
February 2011

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