

The New Enterprise Forum

Entrepreneur's Link to Resources

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www.newenterpriseforum.org

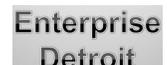
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Catching up with... NEF Entrepreneurs

Presenters at the 5-year mark ERT Systems (March 2006) Dennis Carmichael and John Ellis

The Company website reported continued growth with customer adoption of the OnSite ERT™ product, a portable and rapidly-deployable system for tracking and locating personnel and equipment on scene at emergency events. Four fire departments in Pulaski County, Arkansas are the latest new customers. In addition to single-department solutions, the firm also offers ERT Central™, an on-line database for automatic info sharing in real time between mutual-aid partners. To learn more, visit www.OnSiteERT.com.

Crime Cog (April 2006)

In December 2007, CEO Tim Daley introduced in area forums his "Expanding Four Ways," a plan to build Crime Cog to \$150M in revenue over the next three years. The Crime Cog website now morphs to the eJusticeSolutions website

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Upcoming Events GLEQ News

MichBio Annual Meeting
Monday, April 18, 9 a.m.-5 p.m.
Inn at St. John's, Plymouth, MI

Agenda includes a GLEQ-sponsored **Afternoon Workshop** (optional) 1-5 p.m., "BioBriefing: Industry Knowledge for the Non-Scientist"

Strolling Dinner/Exhibits 5-7 p.m.,
Keynote Address 7-8 p.m.

Keynote Speaker is Jeff DeGraff, Clinical Professor, Management and Organizations, U-M Ross School of Business; Managing

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April Program B2B or B2C? Which is Best for Your Venture?

Each business channel has distinct advantages and attributes that affect early-stage planning. Unfortunately, putting off the decision until you know your business better will cost both time and money. So how do you choose which is right for your business? Learn from our April panelists how to identify where the greatest potential lies.

April Panelists



Joe Ferrario, VP, Bandals International of Rochester, MI has eclectic experience in sales and marketing which spans many industries, from particle beam welders to women's shoes. Ferrario will talk about the similarities and differences between commercial and consumer channels. His present company manufactures and markets footwear with an interchangeable upper, allowing consumers to create their own personal footwear look. Despite numerous competitors now entering the market, Bandals expects continued strong sales and work force expansion. It has raised about \$600,000 in seed capital, including a \$250,000 loan from Hennessey Capital last year.

Marisa Smith, President, The Whole Brain Group LLC, helps clients navigate social media; she will discuss these methods' advantages and explain when they are, or are not, appropriate for a startup company.



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Gerry Roston, President
Pair of Docs Consulting,
734/516-6715, gerry@pairofdocs.net

Diane Durance, Vice President
Great Lakes Entrepreneur's Quest
734/255-3183, diane@gleq.org

Helen Ewing, Program Committee Chair
The Ewing Group, 810/360-5153
helen@lewinggroup.com

Joan Hutchinson, Secretary
Write on... 734/996-0566
writeon@iserv.net

Chuck Rubin, Treasurer
C.H. Rubin & Co. CPA, P.C.
734/665-6688, chrubincpa@sbcglobal.net

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Hutchins Crang Marketing Group
734-945-8570, scrang@hutchinscrang.com

Steve Field, Membership Chair
Ann Arbor/Ypsilanti Chamber
734/214-0103, steve@A2YChamber.org

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

Jan Gensheimer, Seracon, Inc.
734/944-1065, Seracon@aol.com

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

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

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

Andrew McColm, Early Stage Partners
734-748-7859, amcolm@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

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Smith developed AccrediStation, software that streamlines the application process to the Association for the Accreditation of Human Research Protection Programs' (AAHRPP). The software collects and organizes necessary documents into a central location. In 2002, Smith launched her one-person, home-based firm to offer the service to hospitals and community institutions. The company grew; she acquired a business partner who is located in Madison, WI; and in 2007, DataSmith merged with Streamline Studio LLC to form The Whole Brain Group LLC. Today, clients include educational institutions, community hospitals, healthcare systems, independent Institutional Review Boards (IRBs), and Department of Veterans Affairs facilities.



Richard Beedon is an Ann Arbor-based serial entrepreneur and currently serves as Founder and Chairman of uRefer. The Company's process software helps marketers leverage existing relationships into an effective sales channel. Previously, Beedon successfully built two Internet-based companies: University Netcasting, which he merged with Student Advantage and took public in 1999; and Entyre, a business process management applications provider serving the mortgage industry that he grew substantially and sold in 2005 to Wolters Kluwer.

Showcase Presentation

Also on the program is a 10-minute pitch by an early-stage firm of its present business development and market opportunity. The presenting company is still to be decided. Stay tuned!

As always, we will have great hors d'oeuvres, networking, and our Open Forum, during which attendees may introduce themselves and their company resource needs. Please plan to join us on April 21!

Entrepreneurs, Cont. from Page 1

which touts Law Enforcement and Police Record Management via its products EJustice Online and others that assist law enforcement and court management. EJustice Online is described as an "affordable, robust, web-based law enforcement records management and jail management system that provides uncomplicated records management and workflow at the point of enforcement for on-the-go officers." No mention in the site's history of a Crime Cog acquisition. Seems to be the same company, now grown as planned! Let us know if you know more! Thanks!



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., A2Y Regional Chamber
115 W. Huron, Third Floor

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

* Note
Location

*Our next Program Committee meeting is **Thursday, April 28.**

GLEQ News, Cont. from Page 1

Partner of Competing Values Company, and Executive Director of Innovatrium Institute for Innovation.

For more info and to register, visit <http://www.michbio.org/eventcalendar/2011-michbio-annual-meeting-showcase>.

Michigan Celebrates Small Business Thursday, April 28, 4:30-9:30 p.m., The Lansing Center

333 E. Michigan Avenue, Lansing, MI
This much-anticipated annual gala evening event features the "Michigan's 50 Companies to Watch" awards.

More than 1,000 entrepreneurs, small business owners, community leaders, small business supporters, universities, community colleges, and investor groups are expected to attend this year.

Event presented by MI-SBTDC, SBAM, and the Edward Lowe Foundation.

For more info and to register, visit <http://www.michigancelebrates.biz/event/>

GLEQ Business Plan

Competition Dates:

April 22: Deadline for SmartZone Award documents to be submitted.

May 6: Documents due in the New Business Idea and Emerging Company Categories.

June 9-10: Two-day Entrepreneur Connect 2011, with GLEQ Awards Banquet on Thursday evening, June 9
For more info, visit <http://www.gleq.org/>

LAST MEETING HIGHLIGHTS

Showcase Presentation

My Interactive Vision **Jim Jung, Presenter**

The Company helps businesses and their brands reach targeted audiences with unique advertising in the “out-of-home” media market. The initial product, MySportsVision™, provides digital media on select large screen televisions in sports bars. The product combines real-time, live content for the seven major sports with the capability for fans to personalize the information to their own fantasy team on the public screen by using their regular cellphone as a remote control. It also establishes an interactive connection between fans and advertiser sponsors. Patent is published. The Company seeks \$300K to purchase equipment, to prepare the software for production and scalable deployment, and for marketing and advertising. For more information, visit www.myinteractivevision.com or www.mysportsvision.com

Sunapten **James Mobley, Presenter**

The Company has developed a proprietary technology for producing therapeutic vaccines that will engage a patient’s own immune system in the fight against cancer and autoimmune diseases. Initial target is metastatic prostate cancer. The technology uses very specific, small, organic compounds that the company says “paints a target” on the cancer cell and only the cancer cell. This gives it a “foreign” signature that draws the fire of the patient’s antibodies, destroying the modified tumor cell. Sunapten says its vaccine will be inexpensive to produce, easy to administer, and will have few, if any, side effects. They are seeking \$7 million to move forward with early vaccine therapy development. For more information, visit www.sunapten.com.

Open Forum

Entrepreneurs

Home Aide LLC; Bruce Kaufman (313/549-1880)

Company offers Internet-based foreclosure prevention services, loan restructuring. Seeking personnel and advice.

King Technical Services; Andrew King (734/904-3943)

Company provides design engineering and prototyping services to tech companies.

Global Invention Solutions & Services; Michael Wiley (810/691-4451)

Company provides R&D prototypes and manufacturing. Seeking capital and facility.

Energy Power Tech Inc.; Richard H. Ross Sr. (734/663-7082)

Company has energy technology in R&D. Seeking capital, facilities, personnel, advice.

Talent Available

Kolins Group (Peel’NSave); Roger Kolins (248/813-9109)

Company provides couponed retailer loyalty system and promotion programs. Seeking companies with new products/services in B2B or middle-market space.

Featured Speakers

“Secrets of the Investor/ Investee Relationship”

Panel:

**Co-Founders of HandyLab: Kalyan Handique and
Sundaresh Brahmasandra
Interim President, William Wood
Early Investor with EDF Ventures, Jim Adox**

The discussion reviewed the early years of technology development and the founders’ interests, skill sets, and even lucky breaks that allowed them to catch the interest of VCs early in the game. (“Perhaps before we were ready,” said Handy). These connections were invaluable, getting them a first office at EDF and attracting the attention of other investors for funding to continue development of their “lab on a chip”. But that did not prevent severe challenges and hard times due to a drift in vision and lack of direction at the top.

Wm. Wood was hired to “steady the ship” and develop a sound market strategy. His six-month proposed tenure went 16 months as they struggled to keep the technical team together. It worked, Wood said, largely because of Handy and Sundu themselves. Adox agreed, citing their willingness to learn from mistakes, to get disciplined and “go lean,” and to persevere.

Success was ultimately a matter of lots of little things, some designed, some serendipitous. All agreed that “the people”, the team, were key. Everyone pulled together at the important moments. And they “let the market shape the product” it wanted. All we had to do, Sundu said, was “do it!”

Talent Needed

H&T Medical Solutions; Elizabeth Lawrence (866/611-6665)

Company provides MentalNoteOnline.com, which allows clinicians to simplify their notetaking/creating electronic documentation. Seeking a graphic designer.

Servant Systems Inc.; Don DeSmith (734/475-1619)

Company offers custom software development for the franchising industry. Seeking Microsoft.NET developer.

THANK YOU!

**March 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, April 21, 2011
"B2B Or B2C? Which Channel Is Best For Your Venture?"**

Showcase Presenter

TBA

Panel

**Joe Ferrario, VP,
Bandals International**

**Marisa Smith, President,
The Whole Brain Group LLC**

**Richard Beedon, Founder/Chairman
uRefer**

**Moderator:
Andrew McColm
Early Stage Partners**

Choosing the right business channel early on saves time and money. Hear from the experts how to decide which is best for your company.

Open Forum

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

**Meeting Sponsor
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ATTORNEYS AND COUNSELORS

**Holiday Inn North Campus • Plymouth Road at US-23 • 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**

**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
April 2011**

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