



The New Enterprise Forum

Entrepreneur's Link to Resources

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www.newenterpriseforum.org

NEF Stakeholder Members



Catching up with... NEF Entrepreneurs

May Presenters 2010

InPore Technologies (Gerry Roston, Interim CEO) The Company is commercializing its Silipor™ particles which simultaneously improve strength, stiffness, durability, and other desirable characteristics of polymer composites. The initial market is wind turbine blade manufacturers. In June 2010, the Company won the first Smart-Zone Award (\$100,000), based on the strength of its business plan, the industry, the team's technical and entrepreneurial experience, and its ability to raise funds. For more information, contact Gerry Roston at Pair of Docs Consulting, 734/516-6715, gerry@pairofdocs.net.

2006

Hybra-Drive Systems (Jim O'Brien, President and Co-Founder) The company, now known as **NRG Dynamix**, is commercializing a hydraulic hybrid powertrain for military applications, delivery trucks, and mini-excavators.. The new system offers significant performance improvements

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Upcoming Events GLEQ News

Entrepreneur Connect 2011

June 9 and 10
6/9/ 7:30 a.m. to 6/10 4 p.m.
MSU James B. Henry Center
Lansing, MI
and

GLEQ Awards Banquet

(including Automation Alley Advanced Manufacturing Award) and SmartZone award on Thursday evening, 5 p.m.-8 p.m.
MSU James B. Henry Center
Lansing, MI

For more info, visit <http://www.gleq.org/>

May Program 5th Annual Battle of the Elevator Pitch

During this popular annual event, we spotlight leading entrepreneurs who know how to have fun while demonstrating what a great business pitch looks like.

We'll give the participants an imaginary, offbeat company to pitch – with almost no time to prepare! Our panel of judges will take it all in, assessing substance as well as style. Past events have been based on Gilligan's Island, Dr. Seuss, Columbus' presumed discovery of America, and some of the world's silliest inventions.

Defending Champ

Returning to defend his title as Pitch Champ is **Mike Korybalski**, founder of



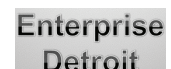
Mechanical Dynamics, who won impressively last year with a scheme that almost made sense! Mr. Korybalski became president and CEO of Mechanical Dynamics in 1984, then served as chairman of the board

from 1997 until 2002, when the company was acquired by MSC Software Corporation. He received both his B.S. and M.S. degrees in mechanical engineering, as well as a master's degree in business, from the University of Michigan. In 2003, he endowed a scholarship earmarked for a U-M student in the Department of Mechanical Engineering.

Pitch Competitors

Hoping to unseat the current Champ is a Buckeye State techie-turned-farmer,

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Charles C. Fry, Founder and CEO of American Sweet Bean Company, Seneca County, OH. The Company is the leading producer of edamame soy in the US. They sustainably farm, harvest, process, and package edamame for the US market. Previously, he was Managing Director of Charles Fry Consulting, which provides experienced technology and executive leadership to companies seeking to upgrade their IT capabilities or staff.



The identities of **The Other Competitors** were still cloaked in secrecy at press time. Are they afraid of Mr. Korybalski's incisive intellect and adroit wit?! Or that Mr. Fry, skilled in converting home-grown opportunity to market dominance, will sleuth out their strategies and weak spots?! Man/woman up, people!! Watch for the reveals on our website and in special press releases as we near the event!

Pitch Judges

Trying to find logic in the pitches' flights of fancy will be **Dale Grogan**, Michigan Accelerator Fund 1; **Ray Waters**, Enterprise Detroit; **Jack Miner**, Tech Town Capital Champion; and **Gary Baker**, the Internet Advisor. The group's vast experience in things entrepreneurial and financial will not, in this case, be any help to them in making a good decision!

Pitch Meister

Keeping relative order over the competition nonsense will be **David J. Brophy**, Director of the Office for the Study of Private Equity Finance and Associate Professor of Finance at the University of Michigan. Dr. Brophy's research focuses on pricing of initial public offerings of common stock and characteristics of the venture capital market -- certainly suitable qualifications for his arduous May program role!



The Wild Card

Eleni Kelakos, motivational speaker, keynote speaker, entertainer, and creative bottle rocket will provide another compelling performance. We just don't know what magical role



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- Stakeholder \$500
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- 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

*Our next Program Committee meeting is **Thursday, May 26.**

* Note
Location

May Program, Cont. from left

she will play -- and that is the spark that keeps this annual event so fresh and fun!

Showcase Presentations

Also on the program are pitches by two early-stage firms: **Fusion Coolant Systems**, which provides a patented metal-working coolant system for use in the machining and forming of metals that increases production rates and extends tool life, and **Lektromotiv**, which is developing technology for making high performance, high efficiency electric motors that can increase power buy as much as 100% or size by 50%, while reducing total system costs.

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 May 19!

Entrepreneurs, Cont. from Page 1

and faster return on investment than electric hybrid and other hydraulic-based systems. NRG has attracted \$4 million in venture capital and a \$3.3 million loan from the 21st Century Jobs Fund. Their Deerfield MI presence has expanded from 5,600 sq. ft. to 17,000 sq. ft. with a move into a former bowling alley next to the original facility. They have also grown from 6 to 30 employees. According to a recent post (<http://detroit.cbslocal.com/2011/02/06/michigan-made-hydraulic-hybrids-move-closer-to-market/>), they are looking for 30,000 to 50,000 sq. ft. of space in Washtenaw, Lenawee, or Monroe county. For more info, visit www.nrgdynamix.com/

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LAST MEETING HIGHLIGHTS

Showcase Presentation

**ERT Systems (March 2006)
Take Two
Dennis Carmichael, CEO**

The Company's product, OnSite ERT™, is a portable, rapidly deployable system for tracking and locating personnel and equipment on-scene at emergency events. 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.

Carmichael said the Company knew from the beginning it would need to shift from a direct to a channel operation, tapping suppliers and big resellers in order to gain broad market coverage affordably and efficiently. It made "all the difference" in sales, he said, when they finally hired someone who "knew what they were doing" and the firm quickly moved to the next level -- where they were challenged again with issues they had not thought about. Among these: how to select out the best reps; how to communicate with and continually train new reps; how to leverage early legitimacy attained through distributors.

The hurdles remain, he said. The municipal market waits for companies to prove themselves before jumping in. So ERT's job is continue to do just that. To learn more and to follow ERT's continuing progress, visit www.OnSiteERT.com.

Open Forum

Entrepreneurs

Right There Ware; John Heed (734/461-2270)

Company has transportation management software based on patentable technology. Seeking capital, telecom expertise, and network admin help.

eVitamins; Thomas Wiell (586/731-6101)

Company offers retail vitamins, supplements. Seeking capital.

Urobiologics; Dr. Kuldeep Verma (313/574-7500)

The Company offers gender planning and gender determination services. Seeking capital to prepare test strip for above.

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

Featured Speakers

**"B2B Or B2C: Which Is Best
for Your Venture?"**

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



Joe Ferrario, VP, Bandals International of Rochester, MI pitched the basic question of the panel discussion: A company may know who the customer is, but who do they need to sell to? Deciding requires determining who/where are the decision makers or their "influencers". To save time and money (not to mention stress), he said, try to make this determination early in the venture.

Marisa Smith, President, The Whole Brain Group LLC, first developed her online business around a product-as-service to other businesses, but discovered these businesses (and many others) needed help developing websites and learning how to market via social networks. Whatever your business, she said, you have to find where the customers are -- and take your message (or product) there!



Richard Beedon, currently Founder and Chairman of uRefer, has used both B2B and B2C in his several previous ventures, and is basing his new firm on a service system that helps companies leverage their customers, friends, and other businesses into their own effective sales network. Big accounts, he said, want a semblance of control -- so give it to them. "Above all, it's service first!"

Other sound advice:

- Forget the dream of selling consumer products to WalMart: the deals are all *their* way.
- Social media are free -- but have heavy time and energy requirements, so develop a strategy and track results.
- Get momentum and keep it going! No time off to celebrate!

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, May 19, 2011
"Fifth Annual Entrepreneurial Improv:
The Battle of The Elevator Pitch"**

Showcase Presenters

**Fusion Coolant Systems
Tom Gross, CEO**

The Company provides a patented metal-working coolant system for use in the machining and forming of metals that increases production rates and extends tool life.

Lektromotiv, Inc.

John Shabino, VP Sales/Marketing

The Company is developing technology for making high performance, high efficiency electric motors that can increase power buy as much as 100% or size by 50%, while reducing total system costs.

Cast of Characters

Defending Champ

Mike Korybalski, Founder, Mechanical Dynamics

Competitors

Charles Fry, American Sweet Bean Co.
Others, TBA.

Judges

Dale Grogan, Michigan Accelerator Fund 1
Ray Waters, Enterprise Detroit
Jack Miner, Tech Town Capital Champion
Gary Baker, the Internet Advisor

Moderator

David J. Brophy, Director of the Office
for the Study of Private Equity Finance;
Associate Professor of Finance U-M

The Wild Card

Eleni Kelakos, motivational speaker, entertainer

Open Forum

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


Meeting Sponsor

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**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
May 2011**

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