

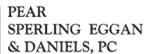
# The New Enterprise Forum

## The Entrepreneur's Link to Resources

Vol. XXVI, No. 6 • June 2011

www.newenterpriseforum.org

### NEF Stakeholder Members



### Catching up with... NEF Entrepreneurs

#### June Presenters 2010

**Knowledge Watch (Don Hogan, Presenter)**  
The Company tracks multiple news feeds, blogs, and other information sources to deliver highly specialized, custom, real-time alerts to knowledge workers and decision makers. Since presenting, the Knowledge Watch has released an expanded version of its software called Navigator 3.0, which manages multiple harvesting profiles and significantly reduces the cost of finding key subject content. Content managers can thus manage information overload and keep up with rapid changes in their fields. Also, two individuals with information industry strategic sales, Web, media, and financial experience, Manfred Heisen and Dennis Stepaniak, have joined the Advisory Board.

#### 2009

**Blaze Medical Devices (Michael Tarasev, Presenter)** The Company designs equipment and consumables to measure degradation

See **Entrepreneurs**, Page 2

### Upcoming Events GLEQ News

#### Small Business Association of Michigan Annual Meeting & Networking Luncheon

Thursday, June 23, 2011

11:30am - 1:30pm

Kellogg Hotel & Conference Center, East Lansing

Keynote Speaker: Governor Rick Snyder  
Single tickets: \$40 (\$50 after June 3rd);  
or a table of eight for \$300 (\$325 after June 3rd)

For more info, visit [www.sbam.org](http://www.sbam.org)

See **GLEQ News**, Page 2

### June Program Building Your First Team

How do you find, recruit, and pay for the talent you need to help grow your start-up? Our June panel will share their experiences and offer some innovative suggestions.

#### Panelists

**Bhushan Kulkarni**, CEO, InfoReady Corporation and former CEO of GDI Infotech.



Kulkarni resigned from GDI in March 2010 to lead the spinoff, a software start-up whose initial product helps users mine databases for government funding opportunities. InfoReady has since landed \$1.1M in venture capital to fund sales and product expansion.

**Ted Dacko**, Founder and CEO of Arbor Dakota and previously CEO of HealthMedia® Inc. Arbor Dakota "helps early stage companies implement growth strategy which will in turn, enhance shareholder value." The firm has "particular expertise with 'Software as a Service' (SaaS)...and helps companies with their growth acceleration strategies, strategic marketing plans, and sales discipline."



**Adrian Fortino**, CEO, Shepherd Intelligent Systems, which is commercializing the University of Michigan's Magic Bus program. That software, tested by the Ann Arbor Transportation Authority earlier this

See **June Program**, Page 2



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**Ray Waters, Enterprise Detroit**  
313/886-2163, rwaters@enterprisetroit.com

### June Program, Cont. from Page 1

year, allows system riders to follow bus progress on their smart phones. Adrian has an extensive background in engineering, operations, entrepreneurship, venture capital and private equity. He also volunteers at Ann Arbor Spark, helping area talent transition from corporate to entrepreneurial environments.

**Moderator** for the June program will be **Elliot Forsyth**, Vice President and COO for talent enhancement at the Michigan Economic Development



Corp. Forsyth was previously vice president of human resources and business services at Ann Arbor-based information technology company ProQuest. In his new position at MEDC, he oversees all work force development and adult education programs.

### Showcase Presentation

Also on the program is a 10-minute pitch by early-stage firm **Own Point of Sale Corporation**, a startup company that provides a web-based cash register that allows business owners to track sales by product, keep tabs on revenues, run reports, and more. For more information on the Company, visit <http://ownpointofsale.com>.

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 June 16!

### Entrepreneurs, Cont. from Page 1

in the quality of blood being stored for transfusions. The products will improve blood supply and patient care, while reducing medical costs. Since presenting, the Company has completed a working prototype that has demonstrated "proof of concept." Mayo Clinic is working with Blaze on funding blood analysis samples and assisting their submission of a paper to the AABB. Mayo has also expressed interest in helping the Company prepare an NIH grant later this year. Recently, Blaze also initiated fund raising activities by participating in the Michigan Growth Capital Symposium, where they sought a \$500K round of convertible debt, plus a matching round of \$250K.



### 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., 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](mailto:programchair@newenterpriseforum.org)

\*Our next Program Committee meeting is **Thursday, June 23.**

\* Note  
Location

### GLEQ News, Cont. from Page 1

#### Michigan Energy Fair

June 24th - 26th, 2011

Mason County Fair Grounds  
Ludington, Michigan

A fun event that combines networking with those in the sustainable energy industry and educating the public. Local food, fun activities, workshops, engaging speakers, and music. For more info, visit [www.gleqa.org](http://www.gleqa.org)

#### Boost Northwest Michigan - Traverse City

Wednesday, June 15, 2011

4:00 p.m. - 7:00 p.m.

Hosted at Good Work Collective  
A continuing series of "Boost" events, this pre-pitch night is for entrepreneurs interested in getting in front of investors at the Blue Water Angels or other Angel Investor events in Michigan. Participants compete for the votes of an expert panel and audience of professionals. The top two vote-getters win a virtual board dinner that same evening from 7-9 p.m. Everyone is welcome to attend. [www.gleq.org](http://www.gleq.org)



ACCELERATE MICHIGAN  
INNOVATION COMPETITION

**Accelerate Michigan  
Innovation Competition**  
Applications open  
Monday, June 6, 2011  
Company deadline August 10

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# LAST MEETING HIGHLIGHTS

## Showcase Presentation

### 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. The firm's patented CHIP Lube technology is a direct replacement for the use of liquid flood coolants for all metal removal machining operations. Potential applications include sawing, milling, boring, honing, drilling, tapping, turning, forming, and grinding. Potential customers include all companies fabricating metal parts or working on the machining of metals. The management team has broad and deep experience in entrepreneurial/start-up growth, engineering, machining, and marketing/sales in the machine tools and automotive industries. Funded to date via more than \$1M in government grants and economic development initiatives, they are seeking \$550K to expand sales/marketing and complete initial customer installations. For more info, visit [www.FusionCoolant.com](http://www.FusionCoolant.com).

### Lektromotiv, Inc. John Shabino, VP Sales/Marketing

The Company is developing technology for making high performance, high efficiency electric motors that can increase power by as much as 100% or size by 50%, while reducing total system costs. The business model is to custom-engineer motor solutions for targeted customer alliances, with business development to date focusing on critical customer collaborations with Tier 1 automotive and military suppliers. The management team have more than 35 years' combined experience in marketing, finance, manufacturing, design, development, and quality. In addition, each has launched startups in the fields of materials, trading, manufacturing, and automotive component/equipment distribution. They are seeking \$1.5M for operations and capital equipment, with an additional \$1.5M to automate assembly in 2013. For more information, email [JShabino@lektromotiv.com](mailto:JShabino@lektromotiv.com) or call 248/840-1578.

## Open Forum

### Entrepreneurs

**Gormley System Engineering Inc.; Joe Gormley (734/432-0643)**  
Inventor has patented product and service, "DigiDrive", bringing drivers safety, security, connectivity. Seeking market distribution partner and funding.

**Brio Device; Laura Walz/Hannah Hensel (734/945-5728)**  
Medical device company spunout of U-M. Flagship product is a smart airway that improves safety and efficacy of emergency intubation. Seeking seed funding of \$550K and professional services (general council, CPA, etc.)

## Featured Speakers

### "Fifth Annual Entrepreneurial Improv: Battle of the Elevator Pitch"

#### Defending Champ

Mike Korybalski, Founder, Mechanical Dynamics

#### Competitors

Charles Fry, American Sweet Bean Co.  
Keith Brophy, entrepreneur and 2009 winner  
Skip Simms, Ann Arbor SPARK

#### Judges

Dale Grogan, Michigan Accelerator Fund 1; Ray Waters, Enterprise Detroit; Jack Miner, Tech Town Capital Champion; and 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

### The premise this year: The End of the World (Rapture) The Task: A Plan to Save (Some of) Us

Keith: Use the hot air in MI's capital dome to go to Mars, use the water there to make Oberon beer, take Charlie Sheen and The Donald for perpetual H2, something about a "tough bird" and a harvest of 10M beers for a 400% return.

Mike: Idea hatched in a golf game with Donald Trump, Brophy (Canadian) Ian Bund (Australian). In Dr. Strangelove style, they would bomb Fort Knox. Trump and Mike would get the gold and the Miss Universe pageant girls. "What's in it for investors? Gold, prestige, women..." Think he's pitching for a different kind of Rapture...

Charles: (with pitchfork). Those in deal would escape in the naval submarine fleet, pay \$100M for seats auctioned on Ebay. Investors would also get a coupon for carry-on snacks (He's been flying US Air waaaaay too much!) Afterward, they would come back and make money selling name and photo rights on the new currency.

Skip: "Catholics do miracles." At the Rapture, God will pick up the Catholics and Tea Party people; then after seven days in heaven, the saved will come back to the US heaven in A2 and will procreate. Investors will pay \$1.5M to train in Catholicism and do Brownfield cleanup credit deals... or join the goats in the underground...or something.

And the winner? Skip Simms "USA, USA"  
(See the video on our website: [www.newenterpriseforum.org](http://www.newenterpriseforum.org))  
Thanks to all for a wonderfully fun evening!!!



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, June 16, 2011 "Building Your First Team"

## Showcase Presenters

**Own Point of Sale Corp.  
Verdi Ergan, Presenter**

The Company is "a hosted point of sale that runs on tablets...[is] less expensive than cash registers, and [is] the most convenient way to run a business. Customers "can access, analyze, and edit their business data in real-time at home, at work, or at play. One store, ten stores, or ten-thousand. Social media, check."

## Panel of Experts

**Bhushan Kulkarni**  
InfoReady Corp.

**Adrian Fortino**  
Shepherd Intelligent Systems

**Ted Dacko**  
Arbor Dakota

**Moderator  
Elliot Forsyth, MEDC**

Learn from those those who know --  
how to find, attract, and pay for  
the talent you need to grow your company.

## Open Forum

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

## Meeting Sponsor

**Stakeholder Member  
Brown & Brown**



**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**  
**June 2011**

### Inside:

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**Thank You to Our Program Partners...**



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