



# The New Enterprise Forum

## The Entrepreneur's Link to Resources

Vol. XXVIII, No. 2 • February 2013

www.NewEnterpriseForum.org

### NEF Stakeholder Members



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### Happy Birthday, NEF!

The February 2013 meeting is our 27th birthday party, where we celebrate the entrepreneurial spirit with awards to our NEF Entrepreneur of the Year and Showcase Presenters of 2012 forums who were outstanding in their presentations, technology, or business models. Come join the party, as we both wrap up and kick off another great year of helping entrepreneurs connect with the resources they need to thrive!

#### Daniel R. Rhodes NEF Entrepreneur of the Year



Daniel R. Rhodes

Dr. Rhodes is CEO of Compendia Bioscience, located in the University of Michigan Center for Translational Pathology. He received a Ph.D. in Bioinformatics from the University of Michigan and led the original development of Oncomine,™ the Company's flagship product that aggregates and analyzes the world's growing collection of published genomic oncology data, and provides practical, actionable views on the data and results. Rhodes co-founded Compendia with Dr. Arul Chinnaiyan in 2006 with the goal of building a commercial version of Oncomine™ that would have a greater ability to impact drug development and clinical practice.

Their ensuing infomatics products and services were so successful that in 2010, Compendia

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#### NEF Entrepreneur Updates

##### LogiCoul, David Stout (February 2012)

The Company has had significant positive test results with their AGM lead batteries and have moved testing to Michigan. They will be going for outside verification testing in Warren soon. They received Patent Trade Office notification that their core patent claims are approved. Two 12V battery companies are now evaluating their product. On the funding side, LogiCoul is working with an angel investor and is also in the application process for Michigan matching seed funding.

**3D Biomatrix, Laura Schrader (October 2011)** was Runner-up in the WSJ Tech Innovation Awards for 2012. The competition invites individuals, companies, organizations and govern-

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#### GLEQ News

##### GLEQ Fall '12 Winners Announced at ACE'13

The Fall 2012 GLEQ Business Plan Award Winners were announced at ACE'13 on January 31st in Livonia. They are:

Spirit of Entrepreneurship -  
Barry Paxton, Pharma Form Solutions

Coach Recognition Award -  
John Balbach, Tech Team Consultant  
for MI-SBTDC

**Emerging Company**  
First Place - Monarch Antenna, Inc.  
Second Place - Blue Water Bioproducts  
Third Place - Exo Dynamics

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Support our stakeholder companies! They are working actively to enhance the entrepreneurial community in southeast Michigan!



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changed its mission -- to curing cancer. Their products' wide use in the pharmaceutical industry to identify novel gene targets for drug discovery and development led to Compendia's acquisition by Life Technologies (NASDAQ:LIFE) of Carlsbad, CA in October 2012.

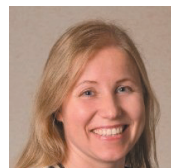
### Best of 2012 Awards

The February meeting also celebrates our 2012 Showcase Presenters with awards to those who were outstanding in their presentation, technology, or business model.

Companies in the running are:  
GANTEC, Inc. - Ric Olson; Histosonics - Christine Gibbons; Patient Provider Communications - Jon Baugh; SurClean - Susan Sprentall; Sterilogy - Hal Zaima; Vestaron - Robert Kennedy; Advanced Cooling Therapies - Erik Kulstad; LogiCoul (Clean Energy Innovations) - David Stout and Larry LaFranchi; and Varsity News Networks - Ryan Vaughn. Winners' names remain secret until showtime. Hopefully, all of our Presenters will be in the audience to celebrate with us as we celebrate them!

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

### Showcase Presentation



Railii Kerppola

Also on the Program will be a 10-minute presentation by Railii Kerppola, CEO and co-founder of ONL Therapeutics, an Ann Arbor-based start-up that is developing new therapies for retinal detachment. The new technology, which also could potentially prevent post-combat blindness in soldiers, has caught the attention of the U.S. Dept. of Defense. ONL was spun-out of the U-M Kellogg Eye Institute in early 2012. The firm's co-founders are Dr. David Zacks (the inventor of the technology and an associate professor of ophthalmology at U-M) and Dr. Jeffery Jamison.

As always, we will have great hors d'oeuvres and the most effective networking in town before and after the program. It's sure to be a fun-filled evening! So, please plan to join us: Thursday, February 21 at the newly remodeled **Holiday Inn North Campus, 3600 Plymouth Road at US 23, Ann Arbor.** See you then!



### 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, Ann Arbor, MI  
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, February 28, 2013.

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#### New Business Idea

First Place - AdAdapted  
Second Place - Beet Analytics  
Third Place - Kymeira Advanced Materials

More details @  
<http://gleq.org/gleq.nsf/index.html>

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ment agencies world-wide to apply. They seek "technological breakthroughs...in medicine, software, wireless and consumer electronics" and innovations that "go far beyond marginal improvements in existing products and services." More info at @ <http://on.wsj.com/T8r9zU>

#### LocalOrbit, Erika Block (September 2010)

Start Garden decided to take part in an investment round of \$50,000 after several discussions with founder Erika Block impressed them. "Local Orbit is solving a basic communication problem between producers and wholesale buyers," said Start Garden's portfolio relations manager Mike Morin, "They already have traction and we're excited to see where they go." Read more at <http://bit.ly/RG0Zkx>

#### Patient Provider Communications (September 2012)

reports receiving grant funding and looking for talent (Senior Project Engineer). More at <http://patientprovidercommunications.com/> and <http://www.concentratemedia.com/innovationnews/patientprovidercommunications0201.aspx>

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# LAST MEETING HIGHLIGHTS

## Showcase Presentations

### Eco Fueling

#### Paul Chandler, President and CEO

The Company is developing products that improve fuel consumption and emissions for diesel engines. They have designed, built, independently tested, and road-tested a retrofit system, the ECO Injection System (ECOIS), which offers an average 15% improvement in net fuel consumption; 15% increase in torque and HP; 50% reduction in particulates; 20% reduction in nitrogen oxides; quick Return on Investment (<1 year); and easy installation (no changes to engine control unit).

EcoFueling has delivered its first customer order for a trial vehicle and an order for four Class 8 trucks; they also have a potential follow-on order for up to 300 vehicles. The present funding effort (\$2.7M equity investment) will be used for engineering, marketing, initial inventory, and facilities. For more information, visit <http://eco-fueling.com/>

### Coliant Corporation

#### John Swiatek, Co-founder

The Company is developing a system of electrical components to conveniently install outlets for electrical devices on open-cabin vehicles. The market includes motorcycles, ATVs, personal watercraft, and snowmobiles, as well as industrial and military vehicles. Coliant's rugged Electrix product line is reliable, withstanding water, vibration, UV rays, and oil/gas. The line includes outlets, cables, plugs, sockets, mounting systems, heated clothing, and entire riding systems. Users can power a range of electronics, from iPods to mini-usb devices, with a single Powerlet 12V outlet.

The Company has generated more than \$6M in revenue since its founding in 2004, with more than 6800 customers and sales in 50 countries. They are seeking \$1.75M to aggressively expand sales/marketing and product development/tooling. The present funding request is targeted primarily at the Harley-Davidson and BMW motorcycle markets. For more information, visit <http://www.powerlet.com/>

## Open Forum

If you would like your business needs published in this newsletter, please fill out the Business Introduction Form on the literature table at monthly Forum meetings and return it to a Board member (red ribbon), or mail to:

New Enterprise Forum  
115 W. Huron St., Third Floor  
Ann Arbor, MI 48104

## Featured Speakers

### "Networking for the Close"

#### Panelists:

**Gary Baker; Former Director of IT/CIO, Society of Mfg. Engineers (SME), WJR "Internet Advisor"**

**James Corey; Associate Director of Development for Western and Mid-Michigan, U-M (unable to participate)**

**Greg Peters; Consultant, Coach, Trainer, Columnist, "The Reluctant Networker" blog**

#### Moderator:

**Shannon Beeman; Client Engagement Manager, The Whole Brain Group**



Gary Baker

Gary said his networking began as a search for people with common interests, but as his circle expanded, became an enjoyable way to pay favors forward or back. Finding people generally interesting and friendly, he concentrates on learning their business needs and offering solutions, making further introductions when necessary, and contributing time and energy to the network itself to build relationships that generate mutual respect, awareness, and sales.

**Greg** takes a more proactive approach, cultivating people who either use or need the services he provides and following a call/recall schedule to stay in touch with prospects and his list of close contacts. He recommends continually practicing people-connection skills and asking questions that get others to talk about themselves -- also a good way to learn more about them and about what they might need.



Greg Peters



Shannon Beeman

**Shannon** noted the contrast between Gary's and Greg's styles, and stressed the importance of finding our personal way of networking; of educating others on what we do/offer; of using online networks such as Linked In; and of searching for commonalities in all conversations -- face or digital -- because we are all always networking!

**THANK YOU!**

**January Meeting Sponsor:  
MI-SBTDC**



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.

It's Our  
Birthday Party!!!



**NEXT MEETING:**  
**Thursday, February 21, 2013**



## "Best of 2012" Awards Program

### Showcase Presenter

**ONL Therapeutics**  
**Raili Kerppola, CEO**

ONL is an ophthalmic therapeutics development firm focused on preventing vision loss due to retinal diseases.

The Ann Arbor-based start-up is currently working on a drug for treatment of retinal detachment. The new technology, which also could potentially prevent post-combat blindness in soldiers, has caught the attention of the U.S. Dept. of Defense.

### Entrepreneur Awards

**NEF Entrepreneur of the Year**  
Daniel R. Rhodes  
Co-founder & CEO, Compendia Bioscience

#### Best of 2012 Awards

Best Presentation  
Best Technology  
Best Business Model

Winner is selected from the group of entrepreneurs who presented to the monthly NEF meetings in 2012.

Come celebrate these entrepreneurs' successes and hear from them what worked -- and what didn't!

### Open Forum

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

### Meeting Sponsor

**Program Partner**  
**Great Lakes Entrepreneur's Quest ( )**



**Holiday Inn North Campus • 3600 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**



**New Enterprise Forum**  
**115 W. Huron at Main, 3rd Floor**  
**Ann Arbor, MI 48104**  
**February 2013**

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