



# The New Enterprise Forum

## The Entrepreneur's Link to Resources

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www.NewEnterpriseForum.org

### NEF Stakeholder Members



### Tenth Annual July program Unusual Entrepreneurs (Revisited)

July is Unusual Entrepreneurs month at NEF and this will be our tenth year of looking at business success stories hinging on a wacky product or service idea, lucky timing in a market segment, or a chance encounter that became the "big break". To celebrate the decade mark, this year our panel will be comprised of some of our favorite previous "unusuals" to learn how they are doing today.



### Panelists

#### Tanya Allen, CEO and President, Forever Fresh Disposable Undergarments



Tanya Allen

Tanya saw a need and created a solution; she designed disposable underwear in bikini and brief styles, initially for women to avoid menstrual staining of expensive underwear or clothing, but evolving into other applications -- for travellers, minor incontinence, post-surgery, and during disaster relief. ForeverFresh is sold at participating MI Walgreen stores and on Amazon.com. The product is also featured in the 2012/13 catalog of *School Health*, a national distributor to over 60,000 schools and colleges across the country. Tanya believes that whatever you aspire to do in life is attainable with faith, perseverance, and the willingness to continue to learn;

she grows the business with the credo, "Lift as you climb" and has donated her product to shelters, schools, and disaster relief organizations. For more information, visit <http://www.youtube.com/user/myforeverfresh>

#### Howdy Holmes, CEO and President, Chelsea Milling/Jiffy Mix

After successfully competing in the world of motor sports for 20 years, completing six Indy 500 events, operating a motorsports marketing company and an advertising firm, authoring an award-winning book, contributing stories to motor sports magazines and color commentary to racing broadcasts for ESPN, Howdy returned to the family business, Chelsea Milling, in November of 1987. There, he applied his leadership and competitive spirit to leading the company in a transformation: from a then-100-year-old (and slightly behind the times) family operation into a professionally managed company with a strategic vision for the future. Today, Jiffy Mix



Howdy Holmes

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### GLEQ News

GLEQ hosted its Statewide Business Plan Competition Award Ceremony on Tuesday, June 18, 2013 at the James B. Henry Center on the Michigan State University campus. GLEQ announced more than \$216,000 in awards, and partner organization Michigan Corps more than \$96,000 in Social Entrepreneurship prizes.

An event highlight was the presentation of the \$100,000 SmartZone Award, sponsored

See GLEQ, Page 2

### Coming Next Month...

**No Meeting in August!**

**Next Meeting  
September 19 \***

**\*Location SPARK  
GETTING GOOD ADVICE EARLY:  
A START-UP PRIMER**

Financial and/or legal basics  
for start-ups. A panel offering lots  
of practical how-to's.



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



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### July Program, Continued from Page 1

is the market-share leader in retail prepared baking mixes. To learn more, visit <http://www.policymic.com/articles/30626/7-reasons-this-muffin-mix-can-save-america>

### Brad Morgan, Morgan Composting/ Dairy Doo



Brad Morgan

Morgan Composting is a family business founded in 1996 by Brad and his father Dale on their farm in Sears, Michigan. The Morgans began composting as a solution to the manure produced in their 200-head dairy operation. Now, the cows have been sold, and the composting operation produces a line of potting soils, and stocks a large assortment of biological soil amendments.; they also have a vermicompost operation in which more than 2 million worms are working hard to produce top quality castings to be used in premium potting mediums. Today, the products are shipped directly to farms in large quantities and are also available at more than 60 different retail locations across the state of Michigan. Get more info at [http://www.dairydoo.com/Morgan\\_Composting/Home.html](http://www.dairydoo.com/Morgan_Composting/Home.html)

### Moderator

#### Jesse Bernstein, Serial Entrepreneur

Jesse is former President/CEO of the Ann Arbor Area Chamber of Commerce (2006-2009) and AATA board member (2008-2013), where he served as chair of the board, chair of the performance monitoring and external relations committees, the CEO executive search committee, and played a pivotal role in the development of the AATA's transit master plan. He is the former President of Strategic Performance Planners, LLC, a human resource management and performance strategies firm, and worked with Capacity Building Consultants advising non-profits on staff and volunteer issues.



Jesse Bernstein

### Showcase Presentation

Our Showcase Presenter this month is Orni-cept® whose SaaS product GeoTraverse™ reduces natural resource field study costs by about 30% and eliminates data collection bottlenecks that cost individual customers millions of dollars per year due to lost data, additional expenses, and organizational inefficiencies. Orni-cept has been a prize winner in both the Accelerate Michigan and Great Lakes Entrepreneur Quest business plan competitions.

Please plan to join us for this fun and informative program: Thursday, July 25 (one week later than usual due to Ann Arbor Art Fairs) at 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 Stew Nelson, at [programchair@NewEnterpriseForum.org](mailto:programchair@NewEnterpriseForum.org)

\*Our next Program Committee meeting is Tuesday, July 30, 2013. Special date due to Art Fairs

### GLEQ, Continued from Page 1

by the Michigan SmartZones and funded through the Michigan Pre-Seed Capital Fund. The award went to Plymouth-based BioSavita (Nalini Motwani, Ph.D., President and Chief Science Officer).

Other GLEQ Awards included:

- Spirit of Entrepreneurship Award – Grace Hsai, Warmilu
- Coach of the Year – John Gills, First Light
- Vision to Action Challenge – Loch McCabe, Shepherd Advisors
- Green Chemistry – GANTEC, Inc.
- New Business Idea 1st Place – Data Speaks Health Solutions
- Emerging Company 1st Place – ENT Biotech Solutions, LLC

### GLEQ Announces Fall Business Plan Competition Dates

Registration opens: Monday, August 26  
Registration closes: Wed., October 30  
Documents due: Monday, December 16  
Awards: ACE'14, Thursday, January 30

Entrepreneurs will have the opportunity to engage with one-on-one coaching and get judges' feedback to build a better business. The three tracks for the upcoming round are Emerging Company, New Business Idea and Vision to Action Challenge.

## LAST MEETING HIGHLIGHTS

### Showcase Presentation

#### G Wizicon Technology (GAPro System)

Herb Gibson, Founder and CEO

The Company has a disruptive SaaS platform, the GAPro System, that eliminates the need for Certificates of Insurance as proof of insurance coverage. The System improves transparency and efficiency in the insurance industry and can prevent billions in losses due to fraud and misrepresentation with insurance gaps.

The GAPro System is the first industry-wide solution that connects and empowers all four dimensions of the insurance information ecosystem (insurance companies, agencies, the insured, and 3rd parties). It is a single-source, cloud-based system that accepts, verifies, and warehouses policy data in real-time. GAPro quickly and securely relays the data with permission to the interested party to achieve insurance contract compliance.

The addressable market includes banking, construction, real estate, transportation, and flood insurance -- \$6.9 billion, with the potential to reduce adopter industry costs by more than 80%. The founders have invested \$35K to date and a provisional patent is filed. The company is nominated for the insurance industry's innovation award for 2013.

GAPro is presently seeking \$500K in a convertible debt or equity investment. For more information, visit <http://www.gaprossystem.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

**THANK YOU!**

June Meeting Sponsor:  
Rehmann

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### Featured Speakers

#### "Cyber Security: Protecting Your IP and Your Deal"

Thank You to Our June Panel!



William J. Kowalski



Scott Bailey



Stew Nelson



Claudia Rast  
Moderator

Some fascinating stories on local cyber incidents and insider looks at how companies can better protect themselves.

Thank you all for this interesting discussion!

### Entrepreneur Updates

#### Presenter June 2012

##### SurClean (Susan Sprentall, CEO)

The Company is developing technology spun-out from American Laser Enterprises for a hand-held laser paint removal system for the aircraft industry. The company continues its system development while aggressively pursuing grants, strategic partners, and angel funding to complete their first commercial sale. They recently were selected to participate in the Michigan Growth Capital Symposium, as well as for a regional entrepreneurs conference, one of only 16% of applicants selected.

#### GCI Global Healthcare Solutions

##### Naren Balasubramaniam, President & CEO

GCI has been busy opening a new office in Southfield, MI and continuing their effort to be a trusted and most-preferred provider of strategy, management, and technology services to develop world-class healthcare. GCI's programs and services allow healthcare providers, payors, and employers to co-create value that provides access to the highest quality and safest healthcare to patients globally.

#### Other NEF Entrepreneurs in the News

##### MitoStem (Presenter, January 2011)

James Eliason, founder of MitoStem, gave an update at Entrepreneurs Connect on the company's progress since June 2012, when he was awarded the \$100,000 SmartZone Award. MitoStem made great strides during the past 12 months, he said, in technology validation, new leadership from CEO Audrey Hutter, and significant customer growth. For more information, visit <http://www.mitostem.com/>

#### Integrated Sensing Systems Inc. (ISSYS) (Presenter, May 2003)

The company announced recently that the US Patent Office has granted patent protection on their wireless, battery-less implantable hemodynamic heart monitoring sensor. The company is a leader in advanced MEMS technologies for industrial, medical, and scientific/analytical sensing applications. Learn more at <http://www.mems-issys.com/>

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.



## Tips on Networking with Investors

You've paid the registration for an investor event, donned your best suit, and have a fresh stack of business cards. How do you make the most of the limited networking time?

- **Prep – Research/target investors**  
Know three things about each investor firm: specialty by industry, whether early or late-stage investors, geography.
- **Prep - Practice your elevator pitch**  
Perfect your short pitch of 60-90 seconds.
- **Prep - Bring materials**  
Deck up to date, demo connection or screen shots ready.
- **Onsite - Move out of your comfort zone**  
Approach new or potentially influential people.
- **Onsite – Be succinct**  
Just your pitch, plus great details about product.
- **Onsite - Be yourself**  
Investors invest in people.
- **Afterwards - Follow up**  
Fulfill the deliverables requested or email with key metrics of the business, money you need, what you'll do with it.  
(Excerpted from Lauren Bigelow article at <http://www.concentratemedia.com/features/>)

## HHS Seeking Applicants for HHSentpreneurs Program

Health and Human Services (HHS) announced in late June that the Department is again seeking innovators and entrepreneurs to apply for the HHSentpreneurs Program. HHSentpreneurs connects private sector innovators and entrepreneurs with teams of federal employees to work on projects addressing challenges in health, health care and human services.

Individuals hired through HHSentpreneurs last October, the first year of the program, are now working on critical projects including the Affordable Care Act, health resilience technology, and the nation's organ transplant system. This year, the program intends to place six to eight external entrepreneurs into projects starting in the fall of 2013. A descriptive list of projects may be found on the website.

Applications are being accepted until Aug. 16, 2013. For more information and to apply, visit <http://www.hhs.gov/open/initiatives/entrepreneurs/index.html>.

### NEXT MEETING

Thursday, July 25, 2013\*\*\*

\*\*\* One week later than usual due to Ann Arbor Art Fairs

## "Tenth Annual: Unusual Entrepreneurs (Revisited)"

### Showcase Presenter

**Ornicept**  
Justin Otani, CEO

The Company provides an SaaS natural resource data management product, GeoTraverse™, that designs and manages field studies; collects data in the field, stores it in the cloud; and generates data-driven analytic reports via a web-interface.

### Featured Speakers

**Panelists**  
Tanya Allen, Forever Fresh

Howdy Holmes, Chelsea Milling/Jiffy Mix

Brad Morgan, Morgan Composting/  
Dairy Doo

**Moderator**  
Jesse Bernstein, Serial Entrepreneur

### Open Forum

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

### Meeting Sponsor

Stakeholder Member

PNC Bank



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

Thank You To Our Program Partners...



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