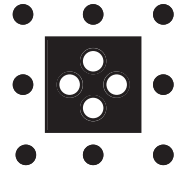


The New Enterprise Forum

The Entrepreneur's Link to Resources



Vol. XXIII, No. 1 • January 2008

www.newenterpriseforum.org

NEF Stakeholder Members



January Special Event ACE '08 Showcases Michigan's New Economic Heroes: Innovative Technology Entrepreneurs



The Eighth Annual Collaboration for Entrepreneurship will be held this year on January 17, once again at the Morris Lawrence Building, Washtenaw Community College. ACE originated as a joint meeting between the New Enterprise Forum and the MIT Enterprise Forum of the Great Lakes (Detroit) as a way to gather and showcase the region's entrepreneurial firms and resources.

featuring a panel of top execs from four innovative MI companies; "Tapping Michigan Resources," featuring entrepreneurs who have tapped them and some of the people who helped them do it; and "The Migration from GM to Gee-Whiz" with heads-up advice from four new-generation Michigan business management and strategic planning firms.



The ACE event now attracts 200-300 attendees each year, including entrepreneurs representing all stages of business maturity and a wide range of industries, as well as investors, service providers, government and support organization reps, and students for an evening of learning, networking, and celebration. Volunteers from seven partnering organizations assisted ACE Committee Co-Chairs Diane Durance (Great Lakes Entrepreneur's Quest) and Charles Penner (MI-SBTDC) with this year's expanded hours and offerings. Partners include New Enterprise Forum and MIT Enterprise Forum of the Great Lakes (Co-Founders), Ann Arbor SPARK, Automation Alley, Great Lakes Entrepreneur's Quest, Michigan Small Business & Technology Development Center, and University of Michigan Technology Transfer Office. All of these organizations are primary players in the region's entrepreneurial development and (dare we say...) its burgeoning success.

Then, the Program...



Chris Holman

Chris Holman, host of WILS Talk Radio's "Michigan Business Beat" and MEDC Business Advocate, will use his breezy style and quick wit to keep the program moving through its many pieces.



Showcase Presentation

Dave Morin, President and CEO of Cielo MedSolutions, will give a 10-minute presentation on the firm's product development, target market, business model, and current resource needs. Cielo "provides clinical quality management software and IT services that optimize practice efficiency and increase quality of care for primary care healthcare providers." To learn more, visit www.cielomed solutions.com.



First, the Learning...

New this year are three event-opening workshops on must-know topics for Michigan entrepreneurs: "Innovation in Michigan,"

Elevator Pitch Competition

Six regional entrepreneurial firms will offer tight and intriguing "elevator pitches" about their companies to a panel of four investor/

See ACE, Page 2



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Sonali Vijayavargiya, Augment Capital
734/730-6390, Sonali@augmentcapital.com

Ray Waters, Detroit Community Loan Fund
313/886-2163, ray_waters@sbk.com

UPCOMING EVENTS

Mingle & Match: Connecting Startups and Talent

February 7th, 5-7 p.m.
SPARK Central, 330 E. Liberty
Downtown Ann Arbor

Attendees will have one minute to tell about their business and needs. To participate, send one-paragraph description of business concept and talent you are seeking to: Amy@AnnArborSPARK.org by January 31.

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judges: Jack Miner of BC Ventures; Ron Reed, Endurance Ventures; Mike Staebler, Pepper Hamilton; and Jody Vanderwel of Grand Angels. The winner will be announced later in the evening.

GLEQ Awards

Winners of the Fall Round of the GLEQ Business Plan Competition will find out who they are when Jack Ahrens, Managing Director of TGap Ventures, announces the names and presents them with oversize check replicas of their cash prizes. Ah, the tension...

Displays, Refreshments, Networking, Fun

As always, there will be tabletop displays and literature handouts from the lead sponsor (Butzel Long), sponsors (GLEQ, EISEM, and MEDC), program-piece sponsors (Business Review, GDI Infotech, and Zell Lurie Institute), and other contributors to the event. Twenty entrepreneurial firm displays will offer literature on their business development, and will have representatives available to answer questions. New this year are poster presentations (literally, on the wall) by additional companies. The food, prepared by WCC's Culinary Arts students, is always terrific, so bring your appetite as well as your business cards!

Cost to pre-registered partner organization members is \$8; walk-in attendees will pay \$20. To register, visit www.ace-event.org.

Register now! See you on January 17!

Get Involved in NEF!



Become a Member

Submit completed membership coupon below, or join online! (Visit www.newenterpriseforum.org)

Join Our Program Committee

8 a.m., Ann Arbor Area Chamber of Commerce, 115 W. Huron at Main, 3rd Floor, Ann Arbor, MI 48104

(Note new address)

734/665-4433 • FAX: 734/665-4191

Address questions about Program Committee or becoming a Showcase Presenter to Committee Chair, Gerry Roston, at gerry@paifoldocs.net.

*Our next Program Committee meeting is Thurs., Jan. 28.

New Enterprise Forum

Membership Application

Date _____
Name _____
Title _____
Company _____
Address _____
City/State/ZIP _____
Phone _____
E-mail _____

Partner Negotiated Fee
(Not-for-profit organizations only)

Stakeholder Member \$500 per year
(Includes year-round promotion in NEF printed and e-mail materials, sponsorship and podium time at one meeting, unlimited corporate attendees.)

Corporate Member \$275 per year
(Unlimited corporate attendees.)

Individual Member \$100 per year

Student Member \$ 50 per year

Newsletter \$ 15 per year

Membership Category: (please check one)

- Entrepreneur Service Professional
 Capital Provider Other

Mail this completed form, with your check, to:

New Enterprise Forum
115 W. Huron at Main, 3rd. Floor
Ann Arbor, Michigan 48104

Meeting Information

Meetings are held on the third Thursday of each month except August and December. Registration begins at 5:00 p.m.

Membership is not required for attendance at meetings. Door price for non-members, \$20.

Meetings generally end at approximately 7:30 followed by a wealth of networking. For more information call the Ann Arbor Area Chamber of Commerce at (734) 665-4433.

NEF Programs for 2008

January 17, 2008

SPECIAL EVENT: 8th ANNUAL COLLABORATION FOR ENTREPRENEURSHIP (ACE) '08

NEF is a co-founder of ACE and a long-time player in its evolution and core mission. ACE promotes the development in Michigan of high-growth, innovative technology business ventures having national and international potential. The program will include workshops, a Showcase Presentation by an emerging firm, Elevator Pitch Competition, GLEQ Fall Session Business Plan Competition Awards, entrepreneur and sponsor displays, networking, and refreshments. Entrepreneurs, investors, support organization reps, government decision-makers, students, and service providers (200-300 of them!) from all over Michigan typically attend this event. Don't miss it!

February 21, 2008

NEW ENTERPRISE FORUM ANNUAL AWARDS

Happy 22nd birthday, NEF! Join the party as we honor the best NEF entrepreneur presenters from 2007, and hear from our NEF Entrepreneur of the Year, an entrepreneurial "star" chosen from the region's larger business community. Our celebration begins another year of great Showcase Presenter pitches, expert panels, and the priceless, informal education of great networking!

March 20, 2008

INSIDE THE INVESTOR/INVESTEE RELATIONSHIP

Considering an investor for your business? What should you look for? What will the investor expect? Our panel of experts from both sides of "the deal" will address the details of identifying the right partner and learning to work with them.

April 17, 2008

AMERICA'S NEXT TOP BUSINESS MODEL

Some business models are tried and true. Increasingly, however, new business models better suited to today's new products, processes, and markets are taking hold and transforming the way we work and build -- think virtual manufacturing, distributed product development, licensing strategies, and Web 2.0.

May 15, 2008

ENTREPRENEURIAL IMPROV: THE BATTLE OF THE ELEVATOR PITCH

We turn the tables on four investors who have "heard 'em all" -- and it's their turn to come up with the perfect (impromptu) pitch! Last year, Dick Beedon delivered an energetic performance to win the competition (...er, free-for-all?!) This year's contenders will have to dig deep in their creativity, inanity, and performance skills to beat that one (see website for replay). Don't miss the fun!

June 19, 2008

OPEN INNOVATION: COLLABORATING TO BUILD A BETTER MOUSETRAP

These days, it's all about teams, but that necessary team may not already be sitting in your office. This program will examine the ways and rewards of collaboration to create innovation, and will explain how collaboration can synergize product and business development.

July 24, 2008

5th ANNUAL "UNUSUAL ENTREPRENEURS SHARE THEIR WILD SUCCESS STORIES!"

(NOTE: MEETING IS ON 4TH THURSDAY DUE TO ANN ARBOR ART FAIRS)
Sometimes it's luck; sometimes it's timing -- and sometimes entrepreneurs succeed due to the sheer genius of a wacky idea. Hear from several entrepreneurs who have discovered and capitalized on unusual product ideas or obscure market needs to build a business.

August 2008

NO MEETING

September 18, 2008

WHO NEEDS A @#! VC?

There are lots of ways to fund a dream, but for many companies, venture capital is neither an appropriate nor desirable way to grow. This program explores other ways to finance your venture -- from grants to customer investment -- and offers tips on how to tell which is right for your goals, your management style, and your company.

October 16, 2008

BEYOND YOUR FIRST CUSTOMERS

So, you've wooed your first customers and delivered the goods. What's next? How do you grow your business to the next level and the one (or more) after that? What is different about serving government, Fortune 500, national retailers, or other large customers? Our panel will help you see the whole growth picture so you can point toward that "right size."

November 20, 2008

IS YOUR MANAGEMENT TEAM SMARTER THAN YOU?

Running a business requires leading a team of people who each know more about their area of expertise than you -- or any of the others on the team -- know. How do you manage such a team, help them develop and practice their individual skills, and still lead the company toward your vision of success? Our panel has been there/done (or doing) that, and will share their insights on "herding entrepreneurial cats."

December 2008

NO MEETING

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.

January Special Event

Annual Collaboration for Entrepreneurship (ACE) '08

Thursday, January 17, 2008

Workshops 4:30-5:30

Three topics to choose from -- and a panel of experts for each.

Moderator

Chris Holman, Talk Show Host and MEDC Business Advocate.

Meet and Mingle

with 200-300 of your closest colleagues, whose efforts support Michigan's economic revival!

Program 6:30-8:00

Welcome & Introductions

Diane Durance and Charles Penner,
ACE Co-Chairs

Showcase Presentation

Dave Morin, President and CEO
Cielo MedSolutions LLC

Elevator Pitches

Six entrepreneurs pitch
to a panel of investor/judges
(Winner announced at 8:00 p.m.)

GLEQ Awards


Fall Session Winners of Business
Plan Competition announced
and presented with cash awards.

**Displays, Networking,
Refreshments, and Fun**
until 9:00 p.m.

Major Sponsor
Butzel Long

WCC Morris Lawrence Building • 4800 E. Huron River Dr. • Ann Arbor, MI
Registration & networking begin at 4:00 p.m.; workshops 4:30, program at 6:30
\$20 at the door • \$8 pre-register@www.ace-event.org

We've Moved!!

 **New Enterprise Forum**
115 W. Huron at Main, 3rd Floor
Ann Arbor, MI 48104
January 2008

INSIDE:

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From Joint Meeting to
Regional Spectacular!
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Plan to join us at every meeting
for info entrepreneurs need
to have -- and the best
networking in town!
- ✓ **Get Involved in NEF!**
Membership Coupon
Program Committee

Thank You to Our Program Partner...



www.gleq.org