The New Enterprise Forum

The Entrepreneur's Link to Resources



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www.newenterpriseforum.org























SPERLING EGGAN & DANIELS, PC



National City

















NEF Stakeholder Members









Catching up with **NEF Entrepreneurs**

In the News

Accuri Cytometers received a state tax credit worth \$1.4M from the MI Economic Growth Authority to expand its Scio Township operations.

Integrated Sensing Systems Inc. (ISSYS) received a Phase II SBIR contract from NSF for development of a novel MEMS packaging method. The company holds patents for its fluid sensing device in medical, analytical, and industrial applications; the new patent extends the technology to fuel cell applications as well.

Velcura Therapeutics Inc. has hired former Pfizer Inflammatory Molecular Sciences director Richard D. Dyer as VP Product Development for its inflammatory disease initiatives.

Inner Circle Media LLC has launched a new website for the Ann Arbor Downtown Development Authority (see www.a2dda.org).

ThreeFold Sensors and GeneVivo have received low interest loans from the Company Formation and Growth Fund, a Michigan setaside to encourage retention of Pfizer assets and creation of new jobs. The monies are managed by SPARK.

Five-Year Update

Roger, Inc. (John Gary, President)

The Company developed products for the fitness and coaching industries (see Push XL and Push AD@ www.roger-inc.com). Gary reported the firm is presently "dormant." He is in Ann Arbor "doing eCommerce sales for MyBuys (headquarters in CA, but opening an office here). Contact him at jgary@roger-inc.com.

February Birthday Bash NEF Celebrates with Special Awards

Our February meeting is our 22nd Birthday party! Hard to believe we've been having this fun soooooo long! We'll be celebrating with special awards to the "Best of 2007" Showcase Presenters in several categories, and to our NEF Entrepreneur of the Year, an individual who typifies the "entrepreneurial spirit" at the core of NEF's service mission.

NEF Entrepreneur of the Year



Randal Charlton

This year's winner is Randal Charlton, who has decades of broadly based experience with start-ups and development-stage companies in both the US and Europe. Charlton's special expertise lies in technology transfer, public relations, and marketing for

commercialization of agricultural and medical technology. In 2000, he founded Asterand, which provides human tissue and data to the medical research community for diagnostics and new drug development. The company received many research achievement awards during his tenure as CEO, including the Governors Award in 2006 as the Michigan Technology Company of the year. Asterand went public on the London Stock Exchange in January of that year. In 2007, he was named Entrepreneur in Residence and Special Assistant to the President of Wayne State University for Economic Development, also serving as interim Director of TechTown, the

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bodman



BUTZEL LONG





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

Entrepreneurial Opportunities Day

19 March 2008 **UM North Campus**

TALENT: Meet and interview UM students interested in internships and jobs here in MI KNOWLEDGE: Join UM faculty-led roundtable discussions

RESOURCES: Meet UM representatives who can connect you to researchers /resources **COMMUNITY**: Visit the Community Resource Fair and connect with legal, accounting, financial, PR, and investment banking experts

More Info: www.TheMOREprogram.com

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university's high-tech business incubator park. In 2007, the Washington, DC-based nonprofit Physicians Committee for Responsible Medicine, which promotes preventative medicine, selected him for its Henry J. Heimlich Award for Innovative Medicine, an award which recognizes inspiration in medicine and research. Charlton also served as Chairman of Michigan Biotechnology Industry Association (MichBio) from 2004 to 2007. Despite his innumerable awards, Charlton was "delighted to be chosen" as our award recipient this year and will undoubtedly offer us an entertaining, inspiring, and informative acceptance presentation.

Entrepreneur Awards

Three 2007 Showcase Presenters (winners kept secret until showtime) will receive awards for outstanding achievement in the following categories:

Best New Product Best Business Strategy Best Presentation

The awards are customized shadow-boxes, created by Annette Roland of Roland's Crystal Creations, Tecumseh, MI (517/423-5923), and are themselves works of art which the companies will be proud to display throughout what we predict will be many years of successful growth.

Showcase Presentation

will feature Torrey Path, which is developing a Research Decision Support product that combines biotechnology, information technology, and statistical analysis to address and manage the TMI (too much information) problem that stems from computations necessary to pharmaceutical and biotech decision-making. Peter Dresslar, President and CEO, will present.

As always, we will have great networking and hors d'oeuvres both before and after the program. You're apt to meet that "perfect contact" or "needed management team member" in our highly talented group of attendees. So please plan to join us, Thursday, Feb. 21, as we celebrate 22 great years of linking entrepreneurs with the resources they need to grow and succeed!

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@pairofdocs.net.

> *Our next Program Committee meeting is Thurs., Feb. 28.

New Enterprise Forum

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□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

Membership Category: (please check one) $\hfill \square$ Service Professional ☐ Entrepreneur ☐ 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.

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ACE Meeting Highlights

The Eighth Annual Collaboration for Entrepreneurship was an attendance blow-out! What started as a simple joint meeting between the New Enterprise Forum and the MIT Enterprise Forum of the Great Lakes (Detroit), attracting perhaps 100 mostly-members of the two organizations, grew this year to nearly 400 of the region's movers and shakers! The January 17 event at WCC also got great reviews for quality of presentations, content of workshops, and terrific networking among some 20 informational tables and exhibits by entrepreneurial firms and resource organizations. The great turnout was due in large part to the highly successful PR provided by Hutchins-Crang (shameless boasting and thanks to Steve Crang, NEF Board Member).

Worker Bees

Kudos to Event Coordinators, Diane Durance (GLEQ Director and NEF Board Member) and Charles Penner (MI-SBTDC), ACE Co-Chairs. They give lots of credit to volunteers from their partnering organizations: New Enterprise Forum (pitch coaching and Showcase Presenter coaching), MIT Enterprise Forum of the Great Lakes, Ann Arbor SPARK, Automation Alley, Great Lakes Entrepreneur's Quest, Michigan Small Business & Technology Development Center, and University of Michigan Technology Transfer Office.

Workshops

There was record attendance also at this pre-event segment, which offered three topics and panels of insider experts: "Innovation in Michigan," (emerging MI firms); "Tapping Michigan Resources," (where and how to get them); and "The Migration from GM to Gee-Whiz" (business/strategic planning for the "new" MI).

Moderator

Chris Holman, host of WILS Talk Radio's "Michigan Business Beat" and MEDC Business Advocate did his usual great job keeping order despite rampant chaos -- all with his trademark smile and wry wit.

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Showcase Presentation

featured Cielo MedSolutions, which provides Chris Holman clinical quality-management software and IT services to improve efficiency and quality of care in primary care practices (Dave Morin, President and CEO, Presenter). To learn more, visit www.cielomed solutions.com.

Elevator Pitch Competition

Pitches by six regional entrepreneurial firms. Competitors were: Sridhar Kota, President/CEO, FlexSys, Inc.; Sean Ainsworth, CEO, GeneVivo, LLC; Todd Gross, CEO, Lambert Technologies; Tom Meloche, CEO, Procuit, Inc.; Merrill Guerra, CEO RealKidz, Inc.; and a stand-in for Gene Thomas, CEO, SAM Systems, Inc., who was pitching to a "real, live investor."

Judges included Jack Miner of BC Ventures; Ron Reed, Endurance Ventures; Mike Staebler, Pepper Hamilton; and Jody Vanderwel of Grand Angels.

And the winner was... Merrill Guerra of RealKidz Inc.! The Company provides a complete line of clothing to plus-size girls between the ages of 5-12, coupled with an online social network for the parents of these children to help them support their daughters and make healthy lifestyle choices for their families. To learn more, visit realkidzclothing.com/about. While the publicity for winning is priceless, the Pitch Prize will come in handy, too! It's a one-year membership in NEF, SPARK, and Automation Alley. Lots of good contacts to be made there!

GLEQ Awards

Winners of the Fall Round of the GLEQ Business Plan Competition received awards in two categories: New Business Idea and Emerging Company. And the winners were...

Emerging Company - First Place: sci_Zone; Second Place: BioLumix, Inc.; Third Place: OPS Solutions, LLC

• Sci_Zone (\$5,000 top prize, shown at right with GLEQ Director Diane Durance), is developing programming and flight systems for unmanned aerial vehicles(UAVs). The vehicles will be used to fight crime and forest fires, as well as in homeland security.



New Business Idea - First Place: OcuSciences, Inc.; Second Place:

Ajlsoft, Inc.; Third Place: Clean Emission Fluids, Inc.

• OcuSciences, Inc. (\$2,000 top prize), is exploring market potential for technology developed at U-M that evaluates metabolism of the eye for possible diagnostic and ocular treatment applications.

Displays, Refreshments, Networking, Fun

Tabletop displays by lead sponsor (Butzel Long), sponsors (GLEQ, EISEM, and MEDC), program-piece sponsors (Business Review, GDI Infotech, and Zell Lurie Institute), and other partners/contributors to the event got lots of traffic. The highlight of lobby activity, however, were the entrepreneurial firm displays which offered literature on their business development. Lots of new energy-source, automotive, business solution, and biomedical technology was in evidence, which bodes well for Michigan's push to redevelop its future economic base in high/bio tech.

The food, prepared by WCC's Culinary Arts students, was tasty and plentiful as always (best brownies and chocolate chip cookies ever...!) and kept the crowd energized throughout the evening.

All in all, a great event! As the crowd was beginning to thin and meeting materials were going back into boxes, a few ACE workers still at their posts were already thinking aloud about, "Next year..."

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.

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Next Meeting: Thurs., February 21. 2008

NEF's 22nd Birthday Party and Presentation of "Best of '07" Awards to Special Entrepreneurs

Showcase Presentation

Torrey Path Peter Dresslar, President and CEO (presenter)

The Company is developing Research Decision Support software to handle computational overload in the research and discovery processes of pharmaceutical and biotech decision-making.

Featured Speaker NEF Entrepreneur of the Year

Randal Charlton

Former CEO of Asterand Entrepreneur in Residence, Wayne State Interim Director, TechTown

Learn from one who has experienced pitfalls and proud moments a'plenty during decades of leadership in medical/technical entrepreneurship.

His stories -- and continued enthusiasm for the challenges -- will inform and inspire you. Don't miss it!

Awards to '07 Showcase Presenters for:

Best Product
Best Business Strategy
Best Presentation

Meeting Sponsor

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Holiday Inn - North Campus ● US-23 at Plymouth Road ● Ann Arbor, MI Registration & networking begin at 5:00 p.m.; program starts at 5:45 \$20 at the door for non-members ● Students \$5

We've Moved!!



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

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