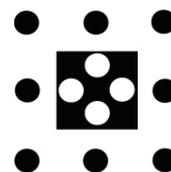


# The New Enterprise Forum

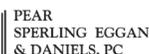


## The Entrepreneur's Link to Resources

Vol. XXIII, No. 6 • June 2008

www.newenterpriseforum.org

### NEF Stakeholder Members



inner circle media



Hutchins Crang Marketing Communications



## Catching up with NEF Entrepreneurs

### Quick bites...

**Octodog Sighting:** On May 10, a Today Show segment with Steve Greenberg pitching his new book, "Gadget Nation," featured Octodog in a demo and referenced "the gadget's inventor located in Detroit." That would be Ed Suer, (Featured Unusual Entrepreneur, July 2004). To learn more, visit [www.octodog.net](http://www.octodog.net).

**Esperion Reincarnation** with Pfizer's sale of the closed-down entity to a group of investors headed by Esperion founder Roger Newton (NEF Entrepreneur of the Year, 2001). Read the whole story at [http://blog.mlive.com/annarbornews/2008/05/pfizer\\_selling\\_esperion\\_therap.html](http://blog.mlive.com/annarbornews/2008/05/pfizer_selling_esperion_therap.html).

**Adaptive Materials Rides MI's New Energy Wave:** The firm (Showcase Presenter, May 2002; 2002 Best Presentation Award) celebrated the grand opening of its new headquarters in Pittsfield Township and a terrific year of growth in employees (from 20 to nearly 60) and in manufacturing size (four times the space). All indicators point to first prototypes of their fuel cells being

See Entrepreneurs, Page 2

## June GLEQ Events

Make a day of it!  
Thursday, June 12

### Michigan Entrepreneurs' Golf Outing

Forest Akers Golf Course - Lansing  
\$75 per person – Entrepreneurs, GLEQ coaches/judges, and MITEF members.  
Registration 10:30 a.m.; driving range open from 10:30-11:20 a.m. Shotgun start at noon. Includes 18 holes, bag attendant, golf cart, box lunch,

See GLEQ, Page 2

## June Meeting Topic Open Innovation: Collaborating to Build a Better Mousetrap

These days, innovation and project development are all about collaborative teams. But members of today's "team" may be sitting in several different offices -- or even working for several different companies! Large companies and small ones now find the talents, services, technologies, materials, and delivery systems needed for innovation among existing business entities, and bring them together in creative new ways. For our June program, we've gathered a panel and moderator of folks who either have served as "one of the pieces" in a collaborative effort or themselves have searched out "the pieces" they needed for their innovative venture.

### Our Panelists



Nicholas Darby

Nick Darby is Director of Physical Sciences with the Dow Chemical Company Venture Group: Nick has spent most of his business career at Dow Chemical in senior roles at the interface of science and technology, commercial development, and finance. He has led the early-stage development of several new businesses across a range of technologies, and also lectures on entrepreneurship at many top-tier universities.

Julie A. Rajzer, Associate Attorney at Butzel Long, concentrates her practice in the area of intellectual property law. She

See June Meeting, Page 2



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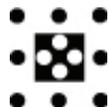
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**Ray Waters, Detroit Community Loan Fund**  
313/886-2163, ray\_waters@sbk.com



### Get Involved in NEF!

**Become a Member**  
(Visit [www.newenterpriseforum.org](http://www.newenterpriseforum.org))

\*Our next Program Committee meeting is Thurs., June 26.

### Join Our Program Committee

8 a.m., Ann Arbor Area Chamber of Commerce, 115 W. Huron at Main,  
3rd Floor, Ann Arbor, MI 48104 • 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](mailto:gerry@pairofdocs.net).

### June Meeting, Cont. from Page 1

has expertise in all aspects of intellectual property and information technology law, including patents, trademarks, licensing agreements, IT/e-commerce/Internet policies and agreements, copyright, and computer fraud and abuse. Serving in these capacities for many clients, she has facilitated both the connection and the protection aspects of innovative collaborations.

**Paula Rhoades**, long-time A2 marketing specialist, is now Managing Director of the Cleantech Accelerator. Her previous positions as VP of Marketing at four successful technology companies morphed over the years toward strategic planning services as well. At Cleantech, she combines that expertise with technology roadmapping, and marketing and commercialization guidance for technology firms. She has also taught classes on commercialization and on methodology for assisting technology companies.



**Paula Rhoades**

**Larry Schmidt**, President and Co-Founder, of Inovo Technologies, Inc. will be our Moderator. Larry has worked with innovative companies to create competitive advantage and market leadership for over 35 years. He has a career-long interest in identifying the new opportunities that arise from emerging customer needs and new capabilities.

### Also on tap...

Check out our website for late-breaking news on who will be our Showcase Presenter -- either an NEF-coached start-up or one of the GLEQ winners. As always we will have lots of great networking and hors d'oeuvres both before and after the formal meeting. So please plan to join us, back at our regular location (Holiday Inn North Campus on Plymouth at US-23), on Thursday, June 19.

### Entrepreneurs, Cont. from Page 1

ready for automotive markets this year -- if partnering and funding efforts go as hoped. Learn more at [www.adaptivematerials.com](http://www.adaptivematerials.com).

**Biomedware/TerraSeer Refines Cancer-Stalking Technology:** The firm (Showcase Presenter April 2001, Best Presentation Award 2001) has developed new cancer-cluster mapping methods and tracking software that accounts for space and time. Learn more at [www.biomedware.com](http://www.biomedware.com) and [www.terraSeer.com](http://www.terraSeer.com).

**Aastrom Dilemma:** Despite a "tissue repair cell" process that heals bone, blood vessel, nervous system, and heart tissue, Aastrom's funding faucet is just 18 months from running dry and it is counting down to Nasdaq delisting on June 17. Read the full story, *Ann Arbor News* (May 25, 2008/Business).

**Mobius Microsystems Comes Home:** Firm (Showcase Presenter March 2002) leaves its Detroit location and tax incentives to move back to Ann Arbor's "centrality" and better engineering recruiting. To learn more, visit [www.mobiusmicro.com](http://www.mobiusmicro.com).

### GLEQ, Cont. from Page 1

beverages and cash bar. It's a four-person scramble with individual golfers welcome!

And then, in the evening....

### GLEQ Entrepreneur Awards Event

James B. Henry Center, MSU, Lansing  
4:30 p.m. to 8:15 p.m.

includes dinner, keynote address by Dr. Michael Long of Velcura Therapeutics (NEF Showcase Presenter, June 2001 as Osteomics, Inc.) and 2008 GLEQ Business Plan Competition Winner Announcement of cash awards from \$1,000 to \$25,000.

For more info on these events, email [diane@gleq.org](mailto:diane@gleq.org)

Please also pre-register at [www.gleq.org](http://www.gleq.org) by June 16.

## Last Meeting Highlights

### Showcase Presenter

**DevHive**  
**Mike Burba, CEO, Presenter**

The Company offers medium-sized businesses an affordable alternative to expensive custom software by offering a Software-as-a-Service platform from which thousands of reusable software components can be “snapped together” like Legos to build custom business applications. DevHive gathers the many components through “Swarm Development,” a process in which developers all over the world create components for others’ platforms, and make money when they are used by firms such as DevHive. DevHive’s platform uses an open-standards approach that developers are familiar with, and thus benefits from an increasingly rich and diverse component repository. They will reach the market through indirect sales, targeting resellers and system integrators who already service medium-sized businesses; revenues will come primarily from a monthly subscription fee for applications built with DevHive components and deployed on their platform. For more information, contact Gerry Roston (See Board List, Page 2.); DevHive’s Executive Summary contained no contact info.

### Open Forum

Because of our special program in May, there were no Open Forum business introductions. If you would like information on your business and its current resource needs printed in our monthly newsletter, please fill out the Business Introduction Form (green sheet) available on our literature table at monthly meetings and return to:

New Enterprise Forum  
Attn: Newsletter  
115 W. Huron at Main, Third Floor  
Ann Arbor, MI 48104



**Sponsored by New Enterprise Forum**  
**eleni speaks presents...**

**Be There and Be Heard:  
Presentation Techniques  
for Entrepreneurs**

A workshop with  
Executive Speech Coach Eleni Kelakos  
Thursday, June 19, 8 a.m. to 1 p.m.  
SPARK Central, Ann Arbor  
\$175  
with Continental breakfast at 7:30 a.m.

- Learn how to
- energize your presenting skills
  - improve your persuasive power

To register, email [eleni@s-p-e-e-k.com](mailto:eleni@s-p-e-e-k.com)  
by Friday, June 13.

### Featured Speakers

**Second Annual Entrepreneurial Improv:  
“Battle of the Elevator Pitch”**

#### **The Combatants:**

2007 Champ, Dick Beedon  
Ron Reed, Founder, Fullscope  
Rich Sheridan, CEO, Menlo Innovations  
Roger Newton, Founder, Esperion Therapeutics

#### **The Judges**

Pete Farner, T-Gap Ventures  
Michael Cole, Bank of Ann Arbor  
Mina Sooch, Apjohn Ventures  
Rick Galdi, Great Lakes Angels

#### **Moderator**

Dr. David Brophy, U-M Ross School of Business

#### **Special Guest**

Eleni Kelakos, eleni speaks

This year’s zany venture was a project to get Gilligan’s Island, that lovely, isolated, peaceful fantasy land of our youth, off the grid and reworked into a sustainable community. Investors were seeking plan repeatability and proven project leadership as top characteristics in the winning plan/person.

Presentations by the four would-be winners quickly degenerated into silliness (coconut opening machines, plant molecule isolates, repeat Nobel Prize pretensions, Trump reality shows) and sexism (sorry about that, Ginger, Marianne, and women everywhere...).

After a quick Q&A, the judges conferred and returned with rebukes for all presentations. They decided the least offensive (and/or most over the top) came from Champ Beedon and crowned him again. Cackling all the way, Beedon then took a victory lap of the room, complete with Nobel robe, crown, and trophy.

See the video on our website at [www.newenterpriseforum.org](http://www.newenterpriseforum.org).  
And the trash talk begins for 2009....

### **THANK YOU!**

To NEF stakeholder members,  
Pear Sperling Eggen & Daniels, PC  
and  
Menlo Innovations  
for sponsoring the May 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.

# Next Meeting: Thurs., June 19, 2008

## "Innovative Collaboration: Building a Better Mousetrap"

### Showcase Presentation

TBA

Ten-minute presentation by an emerging firm outlining their product/service, business model, strategic advantage, and present resource needs.

### Featured Speakers

#### Panelists:

Nick Darby, Director of Physical Sciences  
Dow Chemical Company Venture Group  
Julie A. Rajzer, Associate Attorney  
Butzel Long  
Paula Rhoades, Managing Director  
Cleantech Accelerator

#### Moderator:

Larry Schmidt, President and Co-Founder  
Inovo Technologies, Inc.

### Open Forum

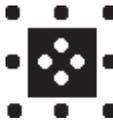
Brief turn at the mic for all attendees who wish to introduce their company's product/service and resource needs.

### Meeting Sponsor Stakeholder Member

Plante Moran

plante  
moran

**Holiday Inn North Campus • Plymouth Road at US-23 • 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**

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

### **INSIDE:**

- ✓ **June Topic: Innovative Collaboration**
- ✓ **NEF Entrepreneur News**
- ✓ **GLEQ Events**
- ✓ **Last Meeting Highlights**
- ✓ **Get Involved in NEF!**

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