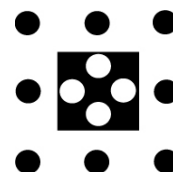


The New Enterprise Forum

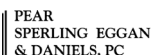


The Entrepreneur's Link to Resources

Vol. XXIII, No. 7 • July 2008

www.newenterpriseforum.org

NEF Stakeholder Members



Catching up with NEF Entrepreneurs

Just-in-time moment...

Aastrom Biosciences Inc. (Showcase Presenter 9/93; founder Doug Armstrong, NEF Entrepreneur of the Year, 1998) received FDA authorization in June to begin its first Investigational New Drug (IND) trial with cardiac repair cells at five US clinical sites. The treatment uses a mixture of stem cells derived from the patient's own bone marrow. Aastrom is a regenerative medicine developer with tissue repair cells for bone, neural, and vascular disease treatments in various stages of development toward FDA approval. The IND approval for the cardiac cells came just days before the firm was to be delisted from the NASDAQ due to a below-minimum stock price. It will now receive a 180-day extension to raise the bid price, which closed up 1 cent, at 40 cents per share, on the day of the announcement. Ah, entrepreneurship...!

Five-Year Update

CrimeCog was the Showcase company in July 2003, with Tim Daley, President/CEO, presenting. The Michigan-based firm had developed TRW technology that provided an affordable system of records management

See **Entrepreneurs**, Page 2

GLEQ News

Statewide Business Plan Competition Winners

Emerging Company: Winner (\$25,000) OcuSciences, Inc. of Ann Arbor; Runner-up (\$5,000) DevHive of Livonia.
New Business: Winner (\$5,000) 3D Biomatrix; Runner-up (\$1,000) Dusoto.com, both companies of Ann Arbor.

Other awards went to Dr. Shridhar Kota, U-M Professor of Mechanical Engineering

See **GLEQ**, Page 2

July Meeting Topic Unusual Entrepreneurs Share Their Success Stories

This month we present our Fifth Annual "Unusual Entrepreneurs" program which celebrates the creativity, vision, drive, (and sometimes) sheer dumb luck that helps entrepreneurs bring their ideas to market. They are an inspiration for many in our meeting audience who are hoping to hatch a new idea.

Our Entrepreneurs

Bruce Fridd, Founder of Cuttswright LLC: The Company developed and sells the Fridder Digger, a patented golf hole location and cutting device which is used on golf courses worldwide. Bruce became a golf professional at age 17, eventually becoming Head Professional at Tecumseh Country Club in 1983. He was a member of the PGA from 1984 through 2007. Learn more at www.fridderdigger.com.

Abhi Lath, Owner of Sensitiles, a line of award-winning pavers and tiles that use fiber-optics in a unique way to create changing light patterns. Abhi invented the product, which has a variety of applications, while a graduate student in architecture at U-M. The Ypsilanti-based manufacturer now has a global customer base, and more than doubled its sales over the past two years.



Brian Pearson

Brian Pearson, Founder of BPNC Distillery which creates cutting-edge packaging for the alcoholic beverage industry. He founded the company, whose products include Zippers Jell-O Shots, Zeus Juice, Tiki Rita, and many

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Get Involved in NEF!

Become a Member
(Visit www.newenterpriseforum.org)

*Our next Program
Committee meeting
is Thurs., July 31.

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@paifoldocs.net.

June Meeting, Cont. from Page 1

others in 1998 and moved the business from Ohio to Temperance, MI (destiny does have a sense of humor...!). Like many entrepreneurs, Brian's previous "careers" were eclectic and high-energy, and included college sports, pouring concrete, cooking, welding, and four years with the US Marine Corps.



Jesse Bernstein

Our Moderator for the evening will be **Jesse Bernstein**, President and CEO of the Ann Arbor Area Chamber of Commerce. Jesse himself has a long history of hanging out with energetic entrepreneurs, although usually on the investment side. What better proof that he's a guy who knows a good business when he sees one!?

Showcase Presentation

Also on the program will be a 10-minute presentation by RealKidz, a clothing manufacturer for plus-size children, ages of 5-12, coupled with an online social network for parents to help them make healthy lifestyle choices for their families. The idea for RealKidz came to Founder, Merrill Guerra, after she experienced frustration trying to find clothing for her plus-size daughter. Founded in Fall 2007, the company is based in Ypsilanti and uses a three-pronged sales approach: Internet, catalogs, and network marketing using an independent sales corps much like Avon or Tupperware. For more information, visit realkidzclothing.com.



Merrill Guerra

Please plan to join us on Thurs., July 24, one week later than usual due to the Art Fairs. See you then!

Entrepreneurs, Cont. from Page 1

and communication services to small and mid-sized municipal law enforcement and justice agencies. The Homeland Security initiatives after 9/11 made federal funding available to local municipalities for purchasing such products and the company thrived. The present website touts a suite of web-based tools, known as E*Justice Systems, offering features to streamline and improve data integration and sharing. Tim Daley, Founder, now serves as Chairman; Joe McKeown is President and COO. For more information, call 1-800-890-8950 or visit www.crimecog.com.

Also on the July program was Dr. E. Delbert Gray, President and CEO of the Michigan Minority Business Development Council, who spoke about how minorities would continue to change the face of American business in the coming decades. His advice then: "Your vendor base, personnel, buyers, and advertisers should look like your customers." Today, that is a given.

Interesting how much the world -- and business -- has changed in just five short years.

GLEQ, Cont. from Page 1

and Founder of FlexSys, which is developing alternative blades for wind turbines (Alternative Energy Innovation Award of \$12,500), and OPS Solutions of Belleville, MI (Automation Alley Advanced Manufacturing Innovation Award of \$12,500).

Keynote Speaker at the Awards Ceremony was Dr. Michael W. Long, Ph.D., President/CEO, Velcura Therapeutics, who has a long association with both GLEQ and the New Enterprise Forum. Dr. Long expressed appreciation to both organizations for their business development assistance in the early years. His talk stressed the importance of such resources in creating a supportive environment in Michigan for innovation to flourish.

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Last Meeting Highlights

Showcase Presenter

SciTech Development
Earle Holsapple, Presenter
Cofounder, President/CEO

SciTech is an early-stage biopharmaceutical company developing anti-cancer drug and drug-delivery technology in concert with Wayne State University and The Karmanos Cancer Institute for specific indicated uses. Present emphasis is on a promising drug which uses a lipid nanoparticle delivery system. IP protection covers both use and substance claims in patents pending to clearly differentiate SciTech products from others' and to make it difficult for competitors to design around SciTech patents. Collaborative partnering with a pharmaceutical firm and manufacturing scale-up preparatory to Phase I human trials are complete. The firm is based at TechTown, a Wayne State University business incubator in Detroit, MI. They are seeking \$2.25 million now, and up to \$6.5 million over 2-3 years. For more information, phone 313/254.4755 or visit scitechdevelopment.com.

Open Forum

Entrepreneurs

Sentry Medical Technologies; David Perlman (734/476-8502)

The Company is developing devices to monitor the position of at-risk patients and to alert caregivers. Will have two completed prototypes soon. Continuing to seek capital and advice.

Hybra Drive; Jim O'Brien (www.Hybra-Drive.com)

The Company is commercializing a cost-effective hydraulic powertrain. Still seeking money for expansion.

Talent Available

Entrepreneurial Operating System; Steve (877/367-1877)

Livonia-based company offers tools and consulting to assist entrepreneurial businesses. Learn more at www.eosprocess.com.

David Hawkins (dave@davehawkinseco.com)

Contract CFO who has diverse experience in entrepreneurial firms. Seeking new opportunities.

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

Featured Speakers

**"Open Innovation:
How To Build A Better Mousetrap"**
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 innovations seeks to tap into networks of talent to speed development of new products or processes, to reduce development or product costs to customers, and/or to increase the potential spectrum of creativity or specialization. Each of the panelists (and the moderator) has experience with such methods -- and for the most part, highly recommended it as a powerful business tool. Some insights:



Nicholas Darby

- The landscape is changing; large companies are collaborating with small companies for new products.

- Many large companies are also trying to change their "bully" reputation. Do your research on which are which.



Paula Rhoades

- Find a champion to run the collaborative idea up the chain of decision-makers.

- Despite protestations that "they don't do business with firms requiring non-disclosure agreements, all parties need to protect themselves before meeting (differing opinions here on how to do so...).

- Many opportunities lie in joining "the disconnect" between technology development and initial commercialization.

For more info on this topic, contact Nick at 989/636-1846, Julie at 248/258-2610, Paula at 810/224-4310, and Larry at 734/ 213-2100.

THANK YOU!

To NEF stakeholder member
Plante Moran
for sponsoring the June 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.

