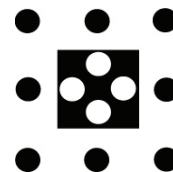


The New Enterprise Forum

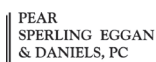
The Entrepreneur's Link to Resources



Vol. XXIV, No. 1 • January 2009

www.newenterpriseforum.org

NEF Stakeholder Members



On a Roll...

NEF Alt-Energy Firms Making News

Two NEF Showcase Presenters are busy making news for their alternative energy technologies. A123Systems Inc., the MA-based firm that purchased ion battery developer T/J Technologies (Showcase Presenter, April 1997) in 2006 was named a "state Center for Energy Excellence"; Adaptive Materials Inc., (Showcase Presenter, May 2003, 2003 Best Presentation Award) also received the designation. Both firms will receive development grants from the state (\$10M and \$3M, respectively). Energy Centers are matched with universities, national laboratories, and training centers to partner in research and commercialization.

Late breaking news: A123 announced on 1/7 that it is applying for DOE funding to build battery manufacturing plants, some in Michigan. Project cost, \$2.3B and creating 14,000 new jobs.

GLEQ News

Phase I Business Plan Competition Winners will be announced at ACE on January 22 (See story, right) 600+ attendees expected this year!

Mid-MI Business Plan Workshop

Friday, January 16; Friday, January 30; and Friday, February 13, 1-4:30 p.m., Delta College, Room H113, University Center, Bay County

Learn the components of business development and translate them into the specific goals and financial projections of a business plan. Appropriate for existing businesses planning expansion as well as start-up ventures.

See GLEQ, Page 2

Ninth Annual

ACE Celebrates Regional Entrepreneurship

The Annual Collaboration for Entrepreneurship (ACE) event, to be held on Thursday, January 22, 2009 at Washtenaw Community College's Morris Lawrence Building from 4:00 – 9:00 p.m., will gather entrepreneurs, investors, and support organizations from across the Great Lakes region to showcase innovative business ventures and to celebrate the spirit of entrepreneurship.

Showcase Presentation

by Roger Newton, CEO of Esperion Therapeutics, a Plymouth, MI-based firm that "discovers and develops therapies to prevent, treat, and reverse cardiovascular



Roger Newton

and metabolic diseases." A recently completed Series A funding round of \$22.7M will allow Esperion to continue its R&D in lipid management, including HDL therapy. Investors include Alta Partners of San Francisco, New Jersey-based Domain Associates, Aisling Capital of New York, and Ann Arbor's Arboretum Ventures. For more information, visit www.esperion.com.

Elevator Pitch Competitions

The "ACE Pitch," comprised of firms selected from the event organizations' network of new and emerging companies, will compete before a panel of angel and venture capital investors. The winner will be recognized with a nice prize.

New this year is an intercollegiate pitch with entrepreneurs from The University of Michigan, Eastern Michigan University,

See ACE Program, Page 2



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ACE Program, Cont. from Page 1

University of Toledo, Bowling Green State University, and other schools who will go head-to-head in three-minute presentations. The winner gets regional bragging rights.

Workshops

"Innovation in the Great Lakes Region," led by Philip Power of the Center for Michigan; "Globalization and Opportunity in the Region," moderated by Sonja Johnson of the Van Andel Global Trade Center; and "Attracting C-Level Talent," moderated by Jim Adox of Venture Investors.

Exhibit Hall Displays

by entrepreneurial companies and support organizations, including an early-stage poster presentation area.

GLEQ Phase I Business Plan Winners Announcement

Presentation of the Great Lakes Entrepreneur's Quest Phase I Awards for the GLEQ Business Plan Competition. The top new Emerging Company will receive \$5000, and the top New Business Idea will receive \$2000.



Chris Holman

Returning as Emcee for the evening is Chris Holman, Small Business Advocate at the Michigan Economic Development Corporation, publisher, and TV and radio host.

Event organizers include the New Enterprise Forum and MIT Enterprise Forum of the Great Lakes, the two founding partners of the event in 2000, as well as Ann Arbor SPARK, Automation Alley, Great Lakes Entrepreneur's Quest, Michigan Small Business & Technology Development Center, Regional Growth Partnership and Rocket Ventures of Toledo, The University of Michigan College of Engineering, and The University of Michigan Technology Transfer Office.

Major sponsors of this year's event include Butzel Long, Hylant Insurance Group, Entrepreneurial Initiative of SE Michigan, and Michigan Business Review.

For online pre-registration, visit www.ace-event.org. Admission is \$9 for pre-registered attendees, \$20 the day of the event. Additional information of interest is at the ACE blog: www.ace-event.org/blog.



Become a Member

- **Stakeholder (Negotiated Fee)**
- **Corporate \$275**
- **Individual \$100**
- **Student \$50**

For details of category benefits and payment of membership fees, visit www.newenterpriseforum.org

Join Our Program Committee All are welcome!

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.

*Our next Program Committee meeting is Thursday, January 29.

Other Events...

**Mingle & Match:
Connecting Startups and Talent
February 3, 5-7pm,**
SPARK Central, 330 E. Liberty,
downtown Ann Arbor
Find the help your start-up needs.
Contact Amy@AnnArborSPARK
for participation details.

**Small Company Career Fair
February 11, 2009, 11 a.m. – 4 p.m.**
Registration: 10 a.m.
Duderstadt Center, Chrysler Center, Pierpont
Commons and EECS Building
U-M North Campus, Ann Arbor, MI
Find U-M students
for your full-time and internship
opportunities.

GLEQ, Cont. from Page 1

**Mi-MI Celebrates Entrepreneurship:
The Big Leagues
Wednesday, February 4
5:30-9 p.m. Dow Diamond,
825 E. Main, Midland, MI**
Inaugural event celebrating and recognizing entrepreneurs and companies that have cultivated mid-Michigan's entrepreneurial environment, including established and emerging companies that are critical to growing Michigan's new economy. Keynote by Bill Banholzer, Executive Vice President/CTO, Dow Chemical Company. Details at <http://www.mmic.us/>.

New Enterprise Forum 2009 Calendar

January 22, 2009

**(Meeting held at Washtenaw Community College
Morris Lawrence Building)**

**ANNUAL COLLABORATION FOR ENTREPRENEURSHIP
(ACE) '09**

This special event gathers hundreds of forward-thinking innovators, entrepreneurs, and business leaders from across the Great Lakes region to network, learn, and connect. NEF is a partner in producing ACE. We encourage our members to attend!

February 19, 2009

NEW ENTERPRISE FORUM ANNUAL AWARDS

Happy 23rd Birthday, NEF! Join us to recognize and honor the NEF Entrepreneur of the Year, selected from the region's deal-news-makers of 2008, as well as the best 2008 Showcase Presenters in several key business categories.

March 19, 2009

UNDERSTANDING THE INVESTOR/INVESTEES RELATIONSHIP

When an investor enters your business, what changes? What requirements will your investors place on you, the entrepreneur, and what steps should you take to address those expectations? Find out in a frank discussion by an investor/investee team.

April 16, 2009

HOW TO KILL A DEAL? LET US COUNT THE WAYS.

Think your potential investors will see everything your way? Agree to operate on your schedule? Enthusiastically applaud your present or planned marketing strategy? Learn from those who have frequently held the purse-strings what NOT to bring to your meeting with them!

May 21, 2009

**(Meeting held at Marriott Eaglecrest
following the Midwest Growth Capital Symposium)**

**THIRD ANNUAL ENTREPRENEURIAL IMPROV:
THE BATTLE OF THE ELEVATOR PITCH!**

For two years straight, Dick Beedon has redefined "the pitch" with eccentric, energetic performances that are yet to be matched. Can anyone out-pitch our defending champion? Come see what makes a great pitch -- and which antics most impress our investor panel.

June 18, 2009

YOU'RE THE FOUNDER - BUT ARE YOU A CEO?

OK, you've started a company. Now what? Should you be CEO? Step aside? Take another job? This program will explore what makes a good CEO, how to honestly appraise whether you have what it takes to grow your company and how to recruit and develop the management team you need.

July 23, 2009

**(Meeting held on the 4th Thursday
due to Ann Arbor Art Fairs)**

**SIXTH ANNUAL "UNUSUAL ENTREPRENEURS SHARE
THEIR WILD SUCCESS STORIES!"**

Sometimes it's luck or timing that catapults a new company to success -- and other times, it's the sheer genius of a wacky idea! Hear from entrepreneurs who've discovered and capitalized upon unusual or obscure market needs to build a business.

August 20, 2009

NO MEETING

September 17, 2009

(Meeting held at SPARK Central)

**THE DEVIL IS IN THE DETAILS, PART 1:
TERM SHEETS AND INVESTOR RIGHTS**

When it's time to ink a deal for your business, things get serious in a hurry. Investors and entrepreneurs alike will want to attend this meeting as we explore how term sheets spell out the specifics of funding agreements -- and the on-going expectations between the players.

October 15, 2009

(Meeting held at SPARK Central)

**THE DEVIL IS IN THE DETAILS, PART 2:
VALUATION AND WHAT COUNTS**

What's the process for determining valuation, and who sets it? How do you get the best valuation for your business? Join us to learn what the realities of valuation actually are -- and how they affect not only your investment but your continuing business development.

November 19, 2009

SALES & MARKETING:

DO YOU KNOW THE DIFFERENCE?

So you've got a hot new product and funding from investors. Do you focus on sales first, or marketing -- and where do these activities tie into your business plan? How do you reach and engage your customers? How do you convince them to buy? Learn the answers to these questions and more about building (and re-building) effective sales AND marketing efforts.

December 2009

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.

ACE Meeting: Thursday, January 22, 2009

Calling All Regional Entrepreneurs!

Showcase Presentation

Roger Newton, CEO
Esperion Therapeutics

ACE Elevator Pitch Competition

Six competitors pitch before a panel of angel and VC investors.

Intercollegiate Pitch Competition

Entrepreneurs from regional universities compete for bragging rights.

Interactive Workshops

“Innovation in the Great Lakes Region”
Philip Power, Center for Michigan

“Globalization and Opportunity in the Region”
Sonja Johnson, Van Andel Global Trade Center

“Building and Retaining Talent for Our Future”
Jim Adox, Venture Investors

Presentation of GLEQ Phase I Awards

Winners of Business Plan Competition receive cash prizes.

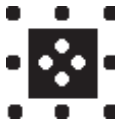
Meeting Sponsors

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Washtenaw Community College Morris Lawrence Building • Ann Arbor, MI
Registration & networking begin at 4:00 p.m.
\$9 for those pre-registered at www.ace-event.org by 1/21 • \$20 day of event

 **New Enterprise Forum**
115 W. Huron at Main, 3rd Floor
Ann Arbor, MI 48104
January 2009

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T/J Technologies (A123)
Adaptive Materials
- ✓ GLEQ News
- ✓ NEF 2009 Program
Calendar
- ✓ Get Involved in NEF!

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