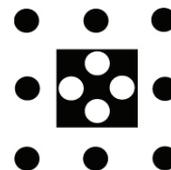


The New Enterprise Forum



The Entrepreneur's Link to Resources

Vol. XXIV, No. 3 • March 2009

www.newenterpriseforum.org

NEF Stakeholder Members



NEF Announces New Board Members

The New Enterprise Forum Board recently elected five new members for one- and two-year terms. They are:



LeAnn Auer

LeAnn Auer, Executive Director of the Michigan Venture Capital Association, where she is responsible for “developing the MVCA into a highly focused and proactive organization that helps Michigan-based venture funds develop and succeed”;

Rick Galdi, who is currently President of Great Lakes Angels, has a “deep” background in creative media production, accounting, and finance, and is CEO of Windfall Projectz LLC;



Rick Galdi

See Board, Page 2

GLEQ News

Deadline to register for the business plan competition is March 30!

Community Ties to Entrepreneurship
MSU forum to learn about opportunities for new economy entrepreneurship in Northern Michigan communities.

Saturday, March 21 - Traverse City
Saturday, March 28 - Marquette
Saturday, April 4 - Gaylord

See GLEQ, Page 2

March meeting Inside the Investor/ Investee Relationship

When a young firm needs financing to continue their growth -- and they've already exhausted the resources (and patience) of friends and family, it's time to turn to angel investors -- a whole 'nother breed of funding cat than venture capitalists. Our program this month will take an up-close look at this type of investor-investee relationship.

The Company

Accuri Cytometers, Inc. was founded to commercialize a flow cytometer that addressed life scientists' need for an instrument having rapid cell-by-cell analysis capability, but was also affordable, easy to use and maintain, and smaller than other available products. Obviously, there was a market with a need for solutions. But was this it? And if so, why?

The Entrepreneur

Jennifer Baird first presented to NEF in June 2003 for her medical device company, Sonetics Ultrasound, which was developing next generation 3D/4D ultrasound technology. Company funding to that point, she said, was from “Principal investment, contracts, and SBIR and DOD grants.” Then in October 2005, Baird presented for Accuri Instruments Inc., a company she co-founded to commercialize technology spun-off from U-M. At that time, she reported having raised \$2.7M and was seeking an additional \$7M “to meet plan objectives.” Obviously, Baird is a successful fund-raiser. But why?



Jennifer Baird

See Mar. Program, Page 2



BOARD OF DIRECTORS

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Ray Waters, Detroit Community Loan Fund
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March Program, Cont. from Page 1

The Angel Investor

Walter Young is an angel investor also affiliated with White Pines Ventures, LLC. As an angel, Young may or may not have selected Accuri because of White Pines' preferences in portfolio companies. He has a lengthy career in general management positions for large companies including Champion Enterprises, The Henley Group, The Budd Company, and BFGoodrich. With these firms, he has completed numerous turnarounds, acquisitions, and divestitures, so is well-versed in what it takes to grow a vibrant company. But why Accuri?

Get the answers in what is sure to be a lively discussion of the investor/investee relationship!

Showcase Presentation

Also on the program is a presentation by Dermanaut, which is bringing to market an electronic medical record (EMR) application with a visual workflow for use in dermatology. Their system allows the physician to record an exam as it happens in a visual format, and will be delivered via a website as a subscription service.

Please plan to join us on March 19 for this great program and lots of productive networking. See you there!

GLEQ, Cont. from Page 1

Presentations by Diane Durance, Executive Director, GLEQ and Craig Schroeder, Rural Policy Research Institute Center for Rural Entrepreneurship. Multiple breakout sessions. For more info, visit www.communityties.us/traverse or call 231/995-7085.

Lakeshore e2e Series Entrepreneurship

Lakeshore Advantage and the Holland Young Professionals host this networking program. Presentations by Lakeshore Business Garden Entrepreneurs. Tuesday, March 24, 5:30-7 p.m., Colonial Clock Building, 201 West Washington, Zeeland. Visit www.lakeshoreadvantage.com

Michigan Agri-Energy Conference
Explore opportunities for bioenergy and renewable fuels for Michigan's agricultural community. Learn about biomass processing, wind contracts, and energy conversion technologies. Monday, March 30, Tuesday, March 31 Kalamazoo Radisson Hotel, Kalamazoo. Visit www.agenergy.org.



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, Diane Durance, at diane@gleq.org.

*Our next Program Committee meeting is Thursday, March 26.

Board, Cont. from Page 1

Paul Brown of the Michigan Economic Development Corporation, the State of Michigan's "one-stop" source for business development assistance;

William McPherson, Managing Director of Saline-based McPherson Commercial Capital, which provides businesses in a variety of industries with capital and funding solutions, consulting, and assistance in raising equity; and



Bill McPherson

Claudia Rast of Pear Sperling Eggan & Daniels, P.C. Claudia specializes in Business, Technology and Environmental law, is currently Chair of the Environment, Energy, and Resources Law Section of the American Bar Association, and has authored numerous articles and chapters for IT and legal publications.



Claudia Rast

Last Month Meeting Highlights

Showcase Presentation

Peter Tchoryk, CEO, WindSight

The Company is a new start-up, spun-off from Michigan Aerospace Corporation of Ann Arbor. It is commercializing laser-based wind measurement products that provide 24/7 atmospheric information essential to maximizing energy production while reducing maintenance costs. The technology, Direct Detection Lidar, is offered in two solutions, Max Wind and Site Assessor, both using eye-safe, invisible, ultraviolet lasers to measure temperature and air density in addition to the usual wind direction and speed. The units will be compact, highly portable, and able to transmit or store collected data. Such pre-mapping of proposed wind farm sites determine best placement of proposed turbines and thus, result in maximal efficiency of wind capture. Product development to date has included investments of \$76M from NASA, NOAA, and DOD. For more information contact Cliff Williams, Director of Product Development at 734/975-8777, x161 (cwilliams@windsightllc.com) or Peter Tchoryk, CEO at 734/975-8777, x108 (ptchoryk@windsightll.com).

Best of 2008 Presenter Awards

Best Technology

Ake Elhammer, AureoGen Biosciences - (“...leaving research, moving into development.”)

Best Business Model

Peter Dressler, Torrey Path (Sean Ainsworth accepting) - (“...receiving growing investor interest -- that’s where Peter is tonight.”)

Best Presentation

Earle Holsapple, SciTech - (“...have filed an Investigational New Drug (IND) application for low risk, re-purposed oncology drug.”)

NEF Entrepreneur of the Year

Ted Dacko, Health Media

...or as Ted amusingly put it, “Health Media, the Company that was left for dead in 2000.” The firm was founded by Dr. Victor Strecher, a U-M prof, in the ‘80s to commercialize the principle that health care solutions tailored to each individual work best. Going from topical health brochures and the speaking circuit, to print and web versions that emulate personal coaching sessions on various health topics, the company grew and attracted an investor. When the investor reached his company limit and HM was burning through money without any revenue, the firm went from 85 people, to 50, to 30, then to 22. They eliminated expensive top management, missed payroll three times, borrowed from employees, but kept plugging. Little by little they turned the ship, got to break even, completed clinical trials that showed proof of concept, gained an international presence -- and “the VCs woke up.” With some just-in-time funding, the company added people, got a CFO and financial discipline. With additional investors, including Ann Arbor’s Arboretum Ventures, the Company grew solidly, it’s business model the “right plan at the right time.” as Dacko put it. Then, Johnson & Johnson, seeking an investment in MI, bought the Company and kept the team. A happy ending. Says Dacko, the success wasn’t because of him, but because of the wonderful 22 people who stayed. “I just get to wear the C,” he said. As a J&J subsidiary, the firm will stay -- and hopefully continue their growth -- in Michigan.



Ted Dacko

THANK YOU!

Stakeholder sponsor:

Bank of Ann Arbor for the great birthday cupcakes!

Videographer:

Siegemedia.com;
info@siegemedia.com
(734/323-4901)

Video coming soon to a TV channel near you!

Podcaster: MITechNews

Hear the voices of NEF entrepreneurs
on the new podcast channel at
<http://mitechnews.mediarica.com/archives/category/nef>.

Award Artist:

Annette Roland of Anything Engraved, Tecumseh, MI
(517/424-1781 or Ann@Ngraved4u.com)

Award Liaison:

Diane Durance for your time and attention to detail
in collecting the materials for the shadowboxes.

Gerry Roston

for two superb years leading the Program Committee.

Phil Tepley, retiring NEF President

for your solid leadership and vision.
The NEF gavel now passes to VP Jan Gensheimer.
Go, Jan!

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., March 19, 2009

"Inside the Investor/Investee Relationship"

Showcase Presentation

Dermanaut
Jonathan Baugh, CEO

The Company is commercializing an electronic medical record (EMR) application with a visual workflow for use in dermatology. The system allows the physician to record an exam as it happens and will be delivered via a website as a subscription service.

Featured Speakers

Investee: Jennifer Baird, CEO
Accuri Cytometers

Angel Investor: Walter Young

What makes a good investor/investee team? Are there different conditions or expectations with an angel investment than with venture capital?

Bring your questions and learn the answers from two experts.

Open Forum

Brief turn at the mic to introduce your business, marketing strategy, and present resource needs.

Meeting Sponsor

Bizdom U



Holiday Inn - North Campus • US-23 at Plymouth Road • Ann Arbor, MI
Registration & networking begin at 5:00 p.m.
\$20 for non-members • Students \$5

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

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Thank You to Our Program Partners...



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