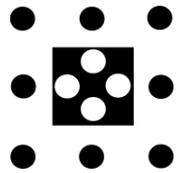


The New Enterprise Forum

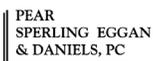


The Entrepreneur's Link to Resources

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www.newenterpriseforum.org

NEF Stakeholder Members



Local Entrepreneurs Energize MI Economy

New battery technologies headed for a retooled automotive industry and life science firms offering unique drug discovery approaches are getting plenty of media buzz and pulling in investor dollars, proof of the area's strong research position.

In the energy news this month were **Adaptive Materials** and **A123** (parent company to the former **T/J Technologies**), both Showcase Presenters to NEF. They are carving out a nice niche for themselves in the race to electrify future transportation and to take market share from Chinese, Japanese, and Korean firms that presently dominate. These Michigan firms are well placed in the competitive race due to the area's manufacturing expertise, knowledge of materials and supply chains, and capital resources sufficient to execute movement into another sector.

In the life sciences area, standouts with an NEF connection (as Featured Speakers or NEF Entrepreneurs of the Year) are **NanoBio**, **Esperion Therapeutics**, and **QuatRx**, which completed major venture capital deals: NanoBio for \$12M in February 2009; Esperion for \$22.75M in May 2008, and QuatRx for \$44M in May 2007.

GLEQ News

GLEQ Business Plan Competition awards will be announced at a dinner event on Thursday, June 11, on the MSU campus in Lansing. Watch for more details in the June Statewide Calendar of Events or check the website at www.gleq.org.

See GLEQ, Page 2

May program: 3rd annual Battle of the Elevator Pitch

For two years, Dick Beedon has delivered eccentric, energetic performances earning him the coveted NEF Battle of the Elevator Pitch trophy. Can anyone out-pitch our defending champion? Join us to find out!

The Battle Plan

Just before the event, four of Michigan's most successful serial entrepreneurs will be given 30 minutes to review an unusual "business plan" before presenting a 3-minute elevator pitch to a panel of investors – and the audience.

The Pitchers



Keith Brophy Mike Klein Josh Linkner

Serial entrepreneurs Keith Brophy, CEO of SageStone (custom application development and mobile solutions); Mike Klein, CEO of Steeplechase (Visual Logic Controller technology acquired by Schneider Electric in 2000, now COO with Online Technologies); and Josh Linkner, CEO of ePrize (works with top 100 large-brand advertisers to develop and manage interactive promotions), will challenge entrepreneur extraordinaire Dick Beedon (Founder of MacBeedon Partners, entrepreneur and angel investor) for his title.



The Champ:
Dick Beedon

See May Program, Page 2



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May Program, Cont. from Page 1

The Judges



Chris Holman



Patrick Morand



Tom Porter

The judging panel includes Michigan's Small Business Advocate, Chris Holman; Patrick G. Morand, Managing Director of the Southwest Michigan First Life Sciences Fund (Kalamazoo), Tom Porter of Trillium Ventures (Ann Arbor), and a "mystery" judge.

The Moderator



David Brophy

David Brophy of the University of Michigan Ross School of Business will be program moderator and chief chaos controller for the evening.

The Magic-Maker

Singer/actor/presentation coach Eleni Kelakos will add her special brand of impromptu fun to an already-wacky program.



Eleni Kelakos

Showcase Presentation

There will also be a 10-minute presentation by Husk Insulation, an early stage firm that converts plant-based agricultural waste into high-grade insulation that is a fraction of the thickness of conventional insulation. The Husk insulated panels will be used initially in refrigeration, and eventually in refrigerated trucking and housing. The Company recently shared the \$100K Clean Energy Prize, a competition for alternative energy start-ups sponsored by the University of Michigan and DTE Energy.

As always at our monthly meetings, we will have great networking, hors d'oeuvres, and the Open Forum, during which we pass the microphone for attendees to introduce their business and its current needs to our in-person, podcast, and TV audiences.

Please plan to join us on Thursday, May 21 for this always-entertaining evening!

Let the trash-talk begin!!!



Become a Member

- Stakeholder \$500
- Corporate \$275
- Individual \$100
- Student \$25

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, May 28.

GLEQ, Cont. from Page 1

MI-SBTDC workshops throughout the state for entrepreneurs launching and growing businesses. Visit www.misbtcd.org/ to locate the programs in your area. GLEQ participants are encouraged to meet their local SBTDC counselors and attend available workshops on Writing a Business Plan, Marketing, and Finance.

MidWest Technology Leaders Symposium and 2009 MTL Awards will be held on Wednesday, June 3, 7:30 a.m.-6:30 p.m. at the MGM Grand in Detroit, MI, with the awards and cocktail reception following from 5:30 p.m.-9 p.m. MTL 2009 is an exclusive gathering of the Great Lakes Region's top information executives. New this year is a showcase of ten of Michigan's most innovative, CIO-focused products in technology. Details and registration: <http://www.midwesttechnologyleaders.com/>

TechTown First Friday. Friday, June 5, 4-6 p.m., 440 Burroughs, Detroit, MI. Great monthly networking event for meeting tech and life science entrepreneurs and the TechTown community. Table displays of resources for entrepreneurs. For more info or to register, visit <http://www.techtownwsu.org/>

Last Month Meeting Highlights

Showcase Presentations

SPINN

Doug Dormer, CEO

SPINN is a product of White Pines Systems, Ann Arbor, which is developing inter-operable personal health record tools used to securely store, manage, and communicate personal health information, with a primary focus on better management of chronic illnesses. The tools cater to the growing adoption by employers and insurance providers of consumer-directed healthcare IT. SPINN's tools close the present gap between online database tools (such as those by MS and Google) and those used by healthcare providers and insurers. The Company has signed its first contract for a pilot to prove the concept in three physician groups serving 55K patients. For more information, contact Dormer at 734/730-2207 and ddormer@SPINNphr.com or visit www.SPINNphr.com.

NEF Coaching Team for Presentation: Tom Kelly, Noura Bashshur (lead), Sherry Marcy, Bill McPherson (content lead), Al Kortesoja.

Ventech

Jeremy Sanger, CEO

The Company is commercializing its Liquid Heat Generator which quickly, abundantly, and efficiently heats vehicles through a proprietary, innovative technology that saves fuel and money. The Company will initially target transportation, commercial, and consumer products, marketing directly to smaller niche markets such as school buses, and penetrating larger markets through licensing and strategic partners. The technology can also be used with wind turbines to produce hot water and heat for homes and businesses. Development work is complete and initial sales are strong. The Company is seeking \$750K to support product launch in the school bus market.

NEF Coaching Team for Presentation: Mark Ritz (lead), George McBean (content lead), Phil Tepley, and John Balbach.

THANK YOU!

To NEF stakeholder member
Zell Lurie Institute
for sponsoring the April meeting.

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Podcaster: MITechNews
<http://mitechnews.mediarica.com/archives/category/nef>

Featured Speakers

"How To Kill Your Own Deal... (or)

How to Make Your Deal Attractive to Potential Investors"



Tom Porter

Tom Porter, Principal
Trillium Ventures

Executive-in-Residence,
Zell Lurie Institute

As a long-time player in every aspect of venture funding, Porter's insights have the "ring-true" simplicity of experience, as well as the witty wisdom of many lessons learned -- some the hard way.

A summary of some of his observations:

- First up, realize that **seeking funding is a marketing activity**. You will be seeking customers (investors) for your product (the business/profit opportunity). Thus, the first work comes in honing a business others will want to buy (into) -- a great idea, a ready and large market, an experienced team, a history of setting goals and meeting milestones, and an honest assessment of both the company's problems/challenges and its plans to meet/overcome them.

- Then, **plan the pitch**, which means making prospect calls to the customer (angels or VCs?), getting referrals to break into the "network" of investors, and scheduling as many meetings as it takes. Perfect your 30-second "commercial"; use the first 5-minutes to "connect" with your audience, gear the main section of the pitch (20 min. max) to how to make money, and have another 20 minutes in your pocket for questions raised.

Ten Tips

1. Understand the marketing activity
2. Pursue multiple options, other routes
3. Raise more money than you need
4. Plan on it taking 4-6 months
5. Have an "unfair advantage"
6. Identify the source and structure of competition
7. Be completely honest
8. Listen and learn
9. Don't be too fussy; get the deal done
10. Persevere!

If you've done all that, and things still don't move:

Listen to what others are saying. Consider/accept their views. Change the presentation (go to Plan B).

Remember: You have to kiss a lot of frogs....

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.

