



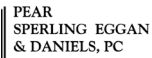
The New Enterprise Forum

The Entrepreneur's Link to Resources

Vol. XXV, No. 1 • January 2010

www.newenterpriseforum.org

NEF Stakeholder Members



2009 in review

Tough Year Good for Many Entrepreneurs

Despite the gloom and doom that pervaded Michigan and national economic reports in 2009, many NEF-connected entrepreneurial firms just kept doing their thing -- and enjoyed substantial payoffs for their perseverance.

In November, investors in Ann Arbor's **HandyLab, Inc.** exited with the firm's \$275M sale to NJ-based BD (Becton, Dickinson and Company), a global medical technology company. HandyLab develops and manufactures molecular diagnostic assays and automation platforms. BD cited HandyLab's high-quality organization and industry-leading technology as reasons for its interest. The HandyLab Jaguar™ platform is the first fully integrated molecular diagnostic system to allow hands-off operation in a self-contained bench-top system. Initial investors in HandyLab were EDF Management, later EDF Ventures. Two EDF principals, Tom Porter and Mary Campbell, were founding President and Secretary, respectively, of NEF.

A123, one of Ann Arbor's largest employers of engineering and R&D talent issued an initial public offering (28,180,501 shares

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Upcoming Events

GLEQ News

Great Lakes Entrepreneur's Quest Awards will be presented at ACE '10 4-9 p.m., Thursday, January 21, 2010 Skyline High School. 2662 N. Maple, Ann Arbor Register at www.ace-event.org/ GLEQ participants must be present or represented at the event to win an award.

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January 21: ACE '10

Entrepreneur Fest Continues to Grow

What started as a simple joint meeting hosted by the New Enterprise Forum (NEF) and the MIT Enterprise Forum of the Great Lakes has grown to an annual event that expects to draw 750 entrepreneurs, investors, service providers, and innovative firms from across the region.

Sponsors

This year's event sponsors include Butzel Long, Great Lakes Entrepreneur's Quest, Michigan Economic Development Corporation, Bank of Ann Arbor, Michigan Venture Capital Association, Ann Arbor SPARK, Automation Alley, Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies, MITechNews.Com, and PitchCorner.Com

Program

A packed, fast-paced program running from 4 to 9 p.m. includes something for every segment of the entrepreneurial/investor community.

Showcase Presenter

James L. Herbert, Chairman of the Board and CEO of Lansing-based Neogen Corporation will be the Featured Speaker. Neogen develops, manufactures, and markets a diverse line of products dedicated to food and animal safety. The firm's growth strategy focuses on "higher sales from existing products; introduction of new products; expansion of international markets; and acquisitions and strategic alliances." It recently acquired Calif.-based Gen-Probe Inc. The acquisition



James L. Herbert

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includes more than 50 test kits for food allergens, meat and fish speciation, and plant genetics. For more info, visit www.newgen.com.

Emcee Par Excellence

Chris Holman, radio personality and Small Business Advocate with the Michigan Economic Development Corporation, will again shepherd the program's many segments with his usual wit and style.

Also on the Bill...

Presentation of GLEQ Awards
Entrepreneur Exhibits
Workshops

Elevator Pitch Competitions
Refreshments and...

Great Networking with more than 700 of your closest entrepreneurial friends!

Do plan to join us on **January 21 at the new Skyline High School in Ann Arbor** for this great event!

Entrepreneurs, Cont. from Page 1

of its common stock at \$13.50 per share) in September. The Massachusetts-based firm bought Ann Arbor's T/J Technologies in 2006, and is maintaining 300 of its 1,000 employees in Ann Arbor. A123 Systems specializes in hybrid and high power lithium technology for next-generation cars like the Chevy Volt. A \$69 million investment from General Electric will build a battery plant in Novi. In April the company secured more than \$100M in refundable tax credits from the state of Michigan and selected Livonia as an additional production site.

Hybra-Drive Systems (NEF Presenter in May 2006) received \$3.4 million from the Michigan 21st Century Jobs Fund. The award will help Hybra-Drive to hire engineers, machinists, and other staff to build three trucks for UPS, FedEx Ground, and Purolator Courier, an opportunity won earlier this year from the Parcel Delivery Working Group of the Hybrid Truck Users Forum (HTUF) for validation and testing of hybrid hydraulic power on parcel delivery vehicles.

Adaptive Materials, Inc. (Showcase Presenter, May 2002; Best Presentation Award Winner 2002) was recently awarded a \$3M contract to provide 60-watt fuel cell systems to the US Air Force to determine their feasibility to power communications, surveillance, and other technologies for soldiers in the field. Testing will focus on ruggedness, reliability, power density, and startup time in designs for 72-hour missions.

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, Jan. 28.**

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Incuba8 Business Setup Conference

Friday, January 22 and Saturday, January 23 starting at 9:30 a.m., Midland.

This two-day conference helps remove the ambiguity of the business launch process. It brings together established attorneys, CPAs, intellectual capital specialists, and graphic designers to walk through the start-up process.

Entrepreneurs are encouraged to attend; scholarships available.

Register at <http://incuba8.com/registration/> - <http://www.entremeeetup.com/events/>

MPowered Career Fair

Sponsored by MPowered and the U-M Center for Entrepreneurship
January 26, 2-6 p.m.

University of Michigan Union, Ann Arbor.
This annual fair is a great opportunity for students across all majors to get jobs and internships with early-stage technology, alternative energy, and life sciences companies, as well as start-up firms.

Register at <http://mpowered.umich.edu/index.php?n=Fair.Main>

NEF 2010 Monthly Programs

January 21

ANNUAL COLLABORATION FOR ENTREPRENEURSHIP (ACE) '10

ACE is a once-a-year gathering of the entrepreneurial community in the region. Speakers, workshops, pitch competitions, entrepreneur exhibits, and more! Please join us!

February 18

NEW ENTERPRISE FORUM ANNUAL AWARDS

Happy 24th Birthday, NEF! Join us as we recognize and honor the best NEF Entrepreneur presenters from 2009, while celebrating 2010 as NEF's 24th year.

March 18

SECRETS OF THE INVESTOR/INVESTEES RELATIONSHIP

Considering an investor for your business? What should you look for? What will the investor expect? At our March event, our panel will address the inside details that help make this important relationship work.

April 15

NEW TECH TRENDS – HOT OR NOT?

New technology is increasingly being introduced with the promise of radically remaking our lives and economies. Because the business models are often new as well, how do you evaluate the opportunities they present?

May 20

FOURTH ANNUAL ENTREPRENEURIAL IMPROV: THE BATTLE OF THE ELEVATOR PITCH!

Entrepreneurs need to be charismatic and quick on their feet. During this wild event, we'll put three local entrepreneurs to the test by giving them each three minutes to pitch an imaginary company – with almost no time to prepare!

June 17

THE SECRET WEAPON: BOARD ADVISORS

An advisory board can be a great tool for a small company, especially as the venture expands and its operations start to get into new territory. Find out how to get all the help you can through a board of advisors.

July 15

SEVENTH ANNUAL "UNUSUAL ENTREPRENEURS SHARE WILD SUCCESS STORIES!"

Sometimes it's luck and sometimes it's timing – and yet 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.

No August Meeting

September 16*

DUE DILIGENCE IS NOT FOR SISSIES

So it's time for an equity investment – congratulations. Just don't start celebrating yet, because there's a whole world of scrutiny and landmines waiting for you on the due diligence trail. Join us for a peak at the roadmap!

*Location: Ann Arbor SPARK

October 21

BOOTSTRAPPING IDEAS

You may have a business idea that can be launched with minimal capital, and don't need those pesky investors. So how do you get your venture off the ground, growing, and to the next stage?

November 18

THE PRICING PUZZLE

It's an age-old question: I've developed a product or service; now, what should I charge? How do you set pricing? What market data do you need? And how do you test your model?

No December 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 '10: Thurs., January 21, 2010

Tenth Annual Collaboration for Entrepreneurs (ACE)

Interactive Workshops

- Innovation in the Great Lakes Region
- Alternative, Non-Dilutive Financing
- Equity Financing

Entrepreneur Company Exhibits

Displays and Poster Presentations by more than 30 entrepreneurial companies and resource organizations in Exhibit Hall

Program Emcee:

Chris Holman, Small Business Advocate, MEDC

Showcase Presentation Neogen Corporation

Dr. James Herbert, CEO

A great Michigan-company growth story!

Great Lakes Entrepreneur's Quest Competition Awards

GLEQ participants must be present or represented at the event to win an award.

ACE Elevator Pitch Competition

Six 3-minute pitches judged by investor panel. Award presented.

Intercollegiate Pitch Competition

Refreshments and Networking

Skyline High School, 2662 N. Maple Road, Ann Arbor
Displays begin at 4:00; workshops at 4:30; program at 6:30 p.m.
\$10 with pre-registration; \$20 at the door



New Enterprise Forum
115 W. Huron at Main, 3rd Floor
Ann Arbor, MI 48104
January 2010

Inside:

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Thank You to Our Program Partners...



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