

The New Enterprise Forum

The Entrepreneur's Link to Resources

Vol. XXV, No. 7 ● July 2010

www.newenterpriseforum.org

NEF Stakeholder Members

















Eighth Annual

Unusual Entrepreneurs Share Their Success Stories









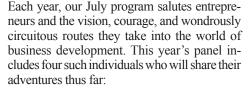




SPERLING EGGAN & DANIELS, PC







Bruce Baker, Radius Garden

Bruce is a serial entrepreneur and lifelong gardener who developed better "ergonomi-



Bruce Baker

cally designed" gardening implements in collaboration with U-M industrial design professor Jan-Henrik Andersen. The tools feature a Natural Radius Grip (NRG) that maximizes power and comfort while minimizing hand and wrist stress. The

firm, founded in 2004, now has international sales. Previously, Baker was with local start-up Diddy-Up, a children's activity book publisher. For more information on Radius Garden, visit www.RadiusGarden.com.

Ryan L. Everson, Computer Doctors Inc.

Ryan laid the groundwork for his computer repair business in high school and founded the firm just days after graduating in June 2008.



Ryan Everson

Within weeks, sales revenues allowed him to move to a larger, higher-profile location. He tweaked the name of the company to Everson's Computer Doctors and purchased a used ambulance, fitting it with the business logo, to make house calls for

pick-up and repair. Learn more at http://www. mlive.com/news/flint/index.ssf/2009/01/davison teen sees computer bus.html.

James Marks, VGKids

VGKids began in 1997 as an all-vegan natural food store in Pontiac, MI. In 1999, the store closed,

but vgkids was reborn in Ypsilanti, MI as a screen printing business. It has become a full-service merchandising company with a staff of 10 who service professional musicians and brands from across the country out of a newly remodeled 8.000 sq. ft. facility in Ypsilanti.



James Marks

In 2009 Marks launched SPUR Studios, a visual arts and musicians' collective that quickly grew to 100% capacity. To learn more, visit www. vgkids.com.

Derek Mehraban, Ingenex Digital Marketing LA2M (Lunch Ann Arbor Marketing)

Derek writes and hosts the Ingenex blog and podcasts (http://thedigitalbus.com) and teaches digital marketing at Michigan State University.



Derek Mehraban

His New Media Drivers License Course focuses on using blogs, social media, Search Engine Optimization (SEO), and digital public relations to grow a personal or company brand. To learn more, visit www. ingenexdigital. com.

Our **Moderator** for this lively program will be Carrie Hensel, Co-Founder of Inner Circle **Media,** a woman-owned marketing and web firm. Carrie is a past President of NEF and the originator of the Unusual Entrepreneurs program in 2004.

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BUTZEL LONG





















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Updates on... Unusual Entrepreneurs from Years Past

2004

B.A. Maze CEO Robert Mazur reported that they successfully completed the first year of Tech Town's Smart Start Program this June, are raising \$250K in angel funding for launch of 2011 products; celebrated the eighth anniversary of B.A.Maze, Inc. Homecare Products (www.bamaze.com); received the MI Economic Bright Spot Award from Corp Magazine, and the Leader & Innovator award from Lawrence Tech and WWJ-950. Quite a year! In 2009 they launched the Easy Grip Jar and Bottle Opener after a 12-store test at Bed Bath and Beyond led to repeat orders, and they are now 45 stores in 5 states. Last year also, a patent was issued for the Opener's use as a medicine management device. Most importantly, they have "survived the recession"!

2005

Howdy Holmes of Jiffy Mix (Chelsea Milling Co.) reports they have expanded into food services and institutions, providing dry mixes to restaurants, hospitals, and prisons. They've also added 25 employees, a \$6M, 11,000sq. ft. R&D center, and six new grain towers. New employee personal growth programs stress volunteerism, wellness, and family life improvement initiatives. Howdy says "hi to everybody at NEF".

Heard from the new Marketing VP at bd's Mongolian Grill (nee BBQ), whose Founder Billy Downs was a panelist in 2005. Go Mongo purchased the firm about 2-1/2 years ago. Downs remains on the board. They are retaining the bd Mongolian brand, which now has 36 US restaurants in 13 states, as well as one in Mongolia. Learn more at www.gomongo.com.

2006

Linda Jakubus of Jaku Bodycare reports selling mostly wholesale while working hard on getting a new website up. Jaku sells speciality soaps and skin care products. They have a new anti-aging serum/lotion (Jakubus is a biological chemist and still works in medicine three days a week). See her products at Le Pampered Pig, 515 County Street, Milan.

2009

John Antone of Axis Music Academy reported they are planning expansion into several new markets launching in November 2010, have acquired some very strong industry and business partners, and additional executive management. Their primary focus remains on

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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! *Note

8 a.m., Workantile* location
118 South Main, Ann Arbor
Enter through Mighty Good Coffee.

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, July 29.

Upcoming Events GLEQ News

GLITR Awards nominations extended to July 31

Nominate a company that's reinvented itself! http://www.wwj.com/pages/7051016.php

MichBio Needs You!

Seeking presenters for the 4th Annual Emerging Biosciences Showcase. 2010 MichBio Expo & Conference October 26-27, Marriott at Eagle Crest, Ypsilanti Apply at www.michbio.org

Innovation Michigan

Business Review honors Michigan's most innovative companies.
Wednesday, July 28, 5:30-9 p.m.
Frederik Meijer Gardens & Sculpture Park 1000 E. Beltline Ave. NE Grand Rapids http://www.michbio.org/eventcalendar/2010-07 Questions, please call 800-644-2846

Maker Faire Detroit

First Detroit Event for creative DIY Innovators! Saturday, July 31, 9:30 a.m.-8 p.m. Sunday, August 1, 9:30 a.m.-5 p.m. Henry Ford Museum Parking Lot Oakwood Blvd. Dearborn More than 200 Makers will attend. http://makerfaire.com/

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LAST MONTH MEETING HIGHLIGHTS

Showcase Presentation

KnowledgeWatch Donald Hogan, Founder and CEO

The Company is a Software-as-Service firm that tracks multiple news feeds, blogs, and other information sources to deliver highly specialized, custom, real-time alerts to knowledge workers and decision makers in technical and medical fields, thus saving them time while keeping them on top of the latest industry developments. Services are sold as a subscription product. Initial sales efforts are targeting the Association of Media & Publishing and the Society of Competitive Intelligence Professionals. A case study with MedAxiom utilized version 1.0 of KnowledgeWatch, which is copyrighted; results led to product development of versions 2.0 (10x faster) and 3.0 Power Tools, due out in late 2010. Competitor knowledge management firms and search engine services have editorial and time/cost/filtering disadvantages. The Company is seeking \$300K for sales launch, growth, and development of an expanded product. To date, the Company is grant funded by Michigan Pre-Seed Capital Fund. To learn more, visitwww.knowledgewatch.com.

Open Forum

Entrepreneurs

Thingsto Teach, Inc.; Ben Saver (734/358-2781)

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Provides information products and web-based software (Lineascope. com) as a service for genealogists. Seeking marketing advice.

Talent Available

Narmt Shch (248/348-7236)

Engineering development consultant in medical information and other fields for imaging and recognition technology. Seeks contacts.

Spiral Synthesis; Debra Christein (734/223-8185)

CFO for hire. Company provides financial management services for second-stage companies.

Stunning; Andy Ross (734/994-4288)

Company provides web and graphic design focusing on the innovative start-up company.

July Program, Cont. from Page 1

Showcase Presentation

Also on the program is Showcase Presenter Ian Dailey, CEO of Ix Innovations. The Company has developed a low-voltage instrument for use in the development of small electronic devices such as hearing aids and headphones. The NEF Coaching Team for Ix included Gary Hessenaur (content lead), Mike Deering (lead), Roy Mast, Stew Nelson, Mark Reynolds, and Steve Calef.

As always we will have great networking, plenteous food, and Open Forum, during which we pass the mic for audience introductions. Hope you'll plan to join us for this fun, inspiring meeting! See you July 15!

Featured Speakers

"Entrepreneurs' Secret Weapon: The Advisory Board" Panelists:

Terry Cross, Investor and Executive-in Residence WSU Business School Pete Farner, General Partner TGap Ventures Moderator:

> Barbara Shoffner Shoffner & Associates

Panelists' introductory remarks revealed like minds in many areas of experience; both had served on "good" and "bad" Boards, yet emphasized it is important for entrepreneurs to seek outside counsel. The challenge is to find individuals with a similar vision and mind-set. Both also agreed that companies at all stages should align themselves with others having strong domain expertise. As to the difference between Directors and Advisors, the stage of business development and compensation issues generally drive the decision. Amounts and terms vary; directors (later stage companies) usually commit to 3 years and get 1/2-1% equity, while advisors (earlier-stage) commit 1-2 years and receive "less" equity. Compatibility with individuals can be tested over time, extending simple collaborations into official alignments. Even so, both panelists agreed, there is no formula; disagreements can and do erupt. "Toxic" relationships are best nipped early; and all business/discussion/attitude must "stay in the room". In discontinuing a relationship, keep the focus on diplomacy, but with an eye down the road.

Entrepreneurs, Cont. from Page 2

guitar, bass, drums, piano and voice and service to all age groups, levels and styles of music. Check them out at www.axismusic.com.

Curt Fournier of Green Dog LLC, maker of PowerLoo outdoor dog toilet, reported they have completed all tooling and are in manufacturing and sales mode, seeking capital for a second round of funding to expand sales nationally, and actively growing their distributor base. They recently signed with PetGadgets.com a premier online distributor internationally recognized in the pet industry, and are negotiating with several other large companies. Watch their growth at www.powerloo.com.

<u>Footnote</u>: All of the Unusual Entrepreneur companies (18 of them!) are alive and very well as evidenced by phone calls, emails, and visits to their websites! Yay!



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.

3 July 2010 ₽

NEXT MEETING: Thursday, July 15, 2010*

*Note Third Thursday date due to later Art Fairs this year.

"Unusual Entrepreneurs Share Their Wild Success Stories"

Showcase Presentation

Ix Innovations Ian Dailey, CEO

The Company has developed a low-voltage instrument for use in the development of small electronic devices such as hearing aids and headphones.

Entrepreneur Panel

Bruce Baker, Radius Garden Ryan Everson, Computer Doctors James Marks, VGKids Derek Mehraban, Ingenex Digital LA2M (Lunch Ann Arbor Marketing)

Moderator: Carrie Hensel, Inner Circle Media

For entrepreneurs and wannabe's! Come learn from those who've taken the risk -- and are loving (most of) it!

Open Forum

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

Meeting Sponsor

Stakeholder Member Inner Circle Media



Holiday Inn - North Campus ● US-23 at Plymouth Road ● Ann Arbor, MI Registration and networking begin at 5:00 p.m., program at 5:45 p.m. Non-members \$20 at the door; students \$5



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

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 Share Their Wild Success
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Thank You to Our Program Partners...



A2YChamber Ann arbor / Ypsilanti regional chamber

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