



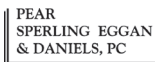
The New Enterprise Forum

Entrepreneur's Link to Resources

Vol. XXVI, No. 1 • January 2011

www.newenterpriseforum.org

NEF Stakeholder Members



January Program

What Do Your Customers *Really* Want?

Yes, there really is a January meeting this year, due to the date shift of the ACE '11 event!!!

Our January program will get you off to a great start for the New Year -- helping you to zero-in on your customers, your market, and how to serve them better.

Panel of Experts

Our panelists are two of the area's most dynamic marketing specialists, who will share their many tips and techniques for improving the market share for your business!



Debra Power is President of Power Marketing and Research, which develops and implements marketing plans, including brand strategy support, public relations, focus groups,

and market intelligence gathering for clients in education, healthcare, manufacturing, sustainability, and transportation industries. A U-M graduate, she was previously Marketing Director for the Washtenaw Development Council where she was responsible for marketing efforts to attract and retain business to the Washtenaw County region. She is also co-founder of the Women's Exchange of Washtenaw, an organization dedicated to growing businesses in the region.

Paula Sorrell Rhoades presently serves as marketing guru for several tech start-ups and tech transfer companies, most recently as CMO of a \$65M company in Atlanta. She has conducted market research for many small- and



GLEQ News

Ross Venture Capital Investment Competition
Sponsored by the Zell Lurie Institute
and Ross Entrepreneur and Venture Club

Friday, January 14

8 a.m.-6 p.m., U-M Ross School
of Business, R1240, Ann Arbor

An educational opportunity for students to evaluate early-stage companies as investors, and for entrepreneurs who are positioned to seek \$1-3 million in venture capital to pitch their businesses. Entrepreneurs will need to submit a full business plan (including financials), present a 10-minute pitch to the entire

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Coming up...

NEF's 25th Birthday Party!!!

February 17, 2011

EMU Student Activity Center

5 p.m. - 9 p.m.

\$35.00

Join us to celebrate more than 300 Showcase Presentations, and the coaches, sponsors, and volunteers who have supported their entrepreneurial endeavors.

Visit newenterpriseforum.org for registration and sponsorship opportunities.



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medium-sized companies, as well as for the Corporation for Public Broadcasting (social networking), Wal-Mart (technology scan and needs assessment), and Gannett (brand awareness), among many others. Paula is the author of both a marketing budget tool and company commercialization assessment tool used or taught by universities, in state certification processes, and through investor and consultant groups. She herself also teaches occasionally at various universities and Kauffman commercialization classes, as well as offering her own marketing curriculum to tech start-ups.

Showcase Presentations

Also on the program are two 10-minute presentations by early-stage firms:

MitoStem is a regenerative medicine technology startup that is developing proprietary new techniques to advance stem cell research. MitoStem will make this technology available to stem cell researchers first as a service, and later as a research kit for their own use. The Company's proprietary protein transduction techniques deliver reprogramming proteins into the nuclei of ordinary cells to generate cells having the coveted characteristics of embryonic stem cells -- thus increasing the supply of these valuable cells without the moral ramifications. MitoStem's methods promise to be more safe, simple, affordable, and efficient than other methods currently being explored. To learn more, visit mitostem.com.

Therapy Charts has developed a web-based electronic health records (EHR) system for clinical psychologists, social workers, and mental health counselors. The Company created its own software and now has 100 clients, including Madonna University, which uses the program for its training clinic. Therapy Charts' website promotes the system as providing "a pleasant and affordable way to manage your patient records, keep up with best practices, and stay on top of insurance claim requirements." For more information, visit www.therapycharts.com.

As always, we will have great networking, hors d'oeuvres, and Open Forum, a segment in which we pass the mic for audience introductions. Please plan to join us on Thursday, January 20th for this lively and informative program!

Happy New Year!!!



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., Workantile*

118 South Main, Ann Arbor

*Note location

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 **Thurs., January 27.**

GLEQ News, Cont. from Page 1

group, participate in Q&A sessions with each team, and perform a mock negotiation with each team that chooses their investment. For details, visit <http://mpowered.umich.edu/>

Automation Alley's

Accelerate 2011:

Learning. Connecting. Growing.

Speaker: Mark Symonds,
President/CEO of Plex Systems, Inc.
Tuesday, January 25, 8 a.m.-5 p.m.,
Centerpoint Marriott, 3600 Centerpoint
Parkway, Auburn Hills

Featuring breakout sessions on executive and leadership growth, sales and marketing, the future of Michigan innovation and growth.

Details at http://www.automationalley.com/a2_nws_eventcal?m=1&y=2011

West Michigan Startup Weekend 2011

Friday-Sunday, January 14-16

The Factory, Grand Rapids

A 54-hour event focused on building communities, companies, networks, and projects. Participate and pitch your idea at the event, sponsor an entrepreneur, help organize, volunteer your talents during the weekend, or all of the above. Visit <http://wmi.startupweekend.org/2010/11/06/west-michigan-startup-weekend-2011-january-14-16-2011> for details.

NEF Programs for 2011

January 20

WHAT DO YOUR CUSTOMERS REALLY WANT?

When was the last time you did any market research? Or sought out your customers' opinions on your product or service? Knowing what your market wants and needs from you should be an on-going part of your business! Our January panel will share their expertise on doing primary research, how to get unbiased opinions, and how to increase market share by developing products that customers REALLY want.

February 17*

HAPPY 25TH BIRTHDAY, NEF!

Join us as we celebrate 25 years of Showcase Presentations, the volunteer coaching teams who improved their pitch-power, the service providers who assisted their entrepreneurial endeavors, and the meeting sponsors and volunteers who worked behind the scenes to support NEF and the community's entrepreneurs.

*EMU Student Activity Center, Ypsilanti

March 17

SECRETS OF THE INVESTOR-INVESTEE RELATIONSHIP

Considering an investor for your business? What traits and expertise should you look for? And what will an investor expect from you? Bring your questions and get the straight scoop from our March panel on what makes this important relationship work -- or not!

April 15

B:B OR B;C?

Which business model makes the most sense for your business? Each has distinct advantages and attributes that will affect planning in the early stages -- yet putting off the decision on which route is best will cost both time and money. Learn from our April panelists how to evaluate your particular business to identify where the greatest potential lies.

May 19

THE FIFTH ANNUAL BATTLE OF THE ELEVATOR PITCH

It all started with an entrepreneur's challenge: How well would investors themselves do at pitching an opportunity? They expect entrepreneurs to be charismatic and quick on their feet, but could they do it? Boy, can they ever! At this annual event, we'll put another group of entrepreneur/investors to the test; they get only three minutes to pitch an imaginary company -- with almost no time to prepare! The results are....?! Don't miss this year's episode of what has become a highly anticipated annual event!

June 16

BUILDING YOUR FIRST TEAM

One size definitely does not fit all when it comes to team building in an entrepreneurial firm. The skills needed (when and how often), cultural and work style "fit" of individuals, type of remuneration (money or other), and "presence" (whether virtual or on-site) are all key considerations in the hiring process. Our June panelists will provide the information you need to help you identify, locate, recruit, and retain your first management team.

July 28*

EIGHTH ANNUAL 'UNUSUAL ENTREPRENEURS'

This program celebrates the wondrous diversity of entrepreneurial businesses -- whether their "unusualness" is an initial wacky idea, an offbeat product or service, or a timing-is-everything mode of success. We search all year to find a group that's sure to be fun, yet has an instructive story to tell our audience. They will inspire you, especially if you are still a wanna-be!

*One week later than usual due to Ann Arbor Art Fairs

August

NO MEETING

September 15

DEAL STRUCTURES:

NUTS AND BOLTS THAT MAKE ALL THE DIFFERENCE

You've grown your business to the point that someone else's money or ownership is the next step. Structuring "the deal" is a dance between what is and what may be, with numbers seemingly the primary consideration. But are they? And what other factors shape the terms -- or outcomes -- of an agreement? We'll gather the experts; you bring your questions.

October 20

SCALING THE BUSINESS

Every business is founded with the hope of growth and success, but perhaps not with actual planning for potential rapid expansion or attention to saleability short- or long-term. Scale issues, though, need to be part of your planning from the get-go -- even if the plan is "not to" scale up. Our panel will help you see the bigger picture -- and to plan what's right for you and your business.

November 17

DEAL KILLERS: LET US COUNT THE WAYS....

You're ready! They're ready! What could go wrong?! We've got a panel of investors and entrepreneurs who will tell it like it is -- and their stories will amuse, horrify, and enlighten you -- perhaps even saving you a disappointment or two in the future. A must-hear topic for all those planning to be on either side of the negotiations!

December

NO MEETING

THANK YOU!

**November Meeting Sponsor:
Stakeholder Member
Pear Sperling**

PEAR
SPERLING EGGAN
& DANIELS, PC

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: Thursday, January 20, 2011 "Do You Know What Your Customers Really Want?"

Showcase Presentations

MitoStem

Jim Eliason, Presenter

Proprietary stem cell research technologies that are more practical, simple, affordable, and safe than other current stem cell generation techniques.

Therapy Charts

Ryan Dibble, Presenter

Web-based electronic health record (EHR) system for psychologists, social workers, and other mental health professionals.

Speakers Panel

Debra Power

Power Marketing and Research

Paula Sorrell Rhoades, Market/Marketing Specialist

Learn valuable methods of market research to help you serve current customers better, grow market share, and stay one step ahead of future marketplace changes!

Open Forum

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

Meeting Sponsor

Stakeholder Member Enterprise Detroit

Enterprise
Detroit

Holiday Inn North Campus • Plymouth Road at US-23 • 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

Meetings are videotaped by Vince Chmielewski of VC Web Design
(734/217-4530 or vince@vcwebdesign.com)



New Enterprise Forum
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January 2011

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