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The WPI Venture Forum is a program of the Collaborative for Entrepreneurship & Innovation at Worcester Polytechnic Institute

SPECIAL MEETING TIME: 6 PM

Marketing Beyond Social Media

by

BARBARA FINER AND
JERRY SHAPIRO

co-moderators

With all the media coverage on social media and inbound marketing, it's easy for entrepreneurs to think that throwing some thoughts in a blog or Tweet are all it takes to conquer a market.

Think again.

Successful marketing involves a strategy that begins with knowing your target customer and what they value, then ensuring your product addresses those needs or goals. Good marketing programs ensure that through an integrated series of tactics, all buying constituents, from the business decision-maker to the technical influencer to the industry influential, receive the right information when, where and how they want it. Marketing connects with sales, distribution channels and the sales funnel process.

The keynote speaker for the January 10 WPI Venture Forum meeting, Nitzan Shaer of High Start Group, understands that digital marketing is more than clever Tweets and pretty banner ads. He will help attendees understand how to develop and bring to market market-leading products.

Shaer is Managing Partner and Co-founder of the High Start Group, a product strategy



NITZAN SHAER

consulting firm focused on helping startups as well as Fortune 500 companies create and launch breakthrough products. He previously founded the development and marketing efforts to bring Skype to mobile phones and before that, led the Mobile and Embedded Division at Microsoft.

An active angel investor, Shaer has served on many boards, and was an Entrepreneur-in-Residence at

Flybridge Capital Partners. He undertakes pro-bono work in his spare time, including serving as a mentor and judge at the MIT \$100K competition and as a Commission Board Member at Combined Jewish Philanthropies. He is a former captain in the Israel Air Force.

Case Presentation:

Solid Access Technologies, LLC

Solid Access Technologies has gained initial market entry by offering the fastest storage technology in the world with a high I/O rate [SSD DRAM] storage product used by well-

CONTINUED ON PAGE 6

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A LETTER FROM A CHAIR

More Than Just Marketing



Lisa Hamaker

I am looking forward to our January program with more anticipation than usual. Why? Because a narrow view of marketing can hurt a business enterprise. First-rate marketing encompasses much more than collateral pieces; it is a broad function that supports the growth of all facets of a company with useful communication process, information and guidance.

Our January program at the WPI Venture Forum is about the unseen parts of marketing: the ones that focus on "getting the product right" and then ensure customers know how it can improve their lives. To do this well, a marketing team needs to know their customers, prospective customers, competitors, and the technology and be able to pull this all together with dreams about the future, then define technical requirements that engineering understands and respects.

If you are interested in product development and successful launches which lead to

building successful companies, then this month's program will be of interest to you.

If you want to contribute your expertise or are interested in learning more about marketing, then please

join me on the WPI Venture Forum Marketing Committee. We are a group of smart, dedicated people who are focused on expanding the success and value of innovation. To that end, we have boosted the group's social media presence through a new Facebook page and a large LinkedIn group. The word must be spreading, as meeting attendance has grown to record levels.

I look forward to seeing you at our January 10 meeting.

Warm regards,

Lisa Hamaker

Chair, WPI Venture Forum Marketing

Committee

Principal, Kaliday Marketing

Five Trademark Tips for Technology Start-Ups

As intellectual property (“IP”) counsel, we are often asked to give advice to start-ups about the development and protection of intellectual property assets. Typically, this discussion quickly revolves around the patentability of the technology. However, even though protecting the core technology is paramount, start-ups should not delay pursuing identification and protection of trademark assets as well. Ignoring the trademark process can result in severe consequences in the way of lost resources and avoidable infringement claims. Here are some trademark tips for technology start-ups.

Company Founders Can’t Own Trademarks

As a general rule, trademarks are creatures of use in “commerce.” One cannot own a trademark unless and until it is placed on an item that is shipped in the normal course of trade, or used in connection with the rendering of a service to another person or entity. Frequently, pre-formation founders will think of new names for their proposed business and assume, incorrectly, that they own that idea for a new name. But legally that is not true — the trademark can only be owned by the first to commercialize or use the mark in commerce. Since founders generally are not in a position to commercialize, the fact that one conceived of the idea for a new business name (or trademark) doesn’t give rise to any cognizable intellectual property right for that founder. Once a corporation is formed and its use commences (or a U.S. application for trademark is filed) it is the corporate entity that owns the trademark right (or the right to the pending application).

Don’t Wait to Search and Clear Your Marks

Start-ups are sometimes plagued with competing objectives and the siphoning of tight resources. Often the result is that trademark concerns are pushed aside, with the

idea that the company can circle back later and choose an identity or new product name “on the fly.” However, there is usually tremendous cost and resource savings that result from tackling the new name or identity conundrum early. The process, though sometimes lengthy, need not be expensive. Clearing and filing a new mark can cost less than \$2,000 (and sometimes far less, depending on the circumstances). Waiting can result in having to fend off infringement claims. Also, if you wait until the product is deep in development, you may not have allowed enough time to properly clear a mark. It can take several false starts and weeding out alternatives before a winning name can be identified. Generally, you will be far better served to start the process early and approach it with as much deliberation as possible.

Register Your Mark(s) Thoughtfully

Registration of trademarks can lend power and enforceability to an intellectual property portfolio. Strictly speaking, however, it is not necessary to register every mark the development team may conjure up.

The fact is, there are many kinds of trademarks, from product names to monikers that identify only minor functions of a product. Smart start-ups will prioritize their registration plans around the relative importance of their marks. Importance can be measured by calculating the amount of customer goodwill each mark or feature name is likely to carry. Generally this means that product and business names should be registered first, while feature names may be safely left on the “use, but don’t register” list.

Be Proactive about Domain Names

This tip is most important to e-commerce start-ups, but even if the company’s business plan is not directly consumer facing, tackling domain name issues early is important.

by

DEBORAH J. PECKHAM

**BURNS
& LEVINSON LLP**
LEGAL COUNSEL. BUSINESS ADVISORS.

Domain names are relatively inexpensive and acquiring a small stable of names around your chosen mark is almost always a wise investment, as it keeps squatters and predators at bay. Accordingly, make sure your trademark clearance includes domain name research, and look for opportunities to acquire domain names that are close to your chosen brand.

Canada Is Not the 51st State: Pursue International Protection

Like all forms of IP, trademark rights generally are geographic in scope. Acquiring rights in the U.S. gains nothing in other countries. Think about where your marketing plans are likely to take you — projecting at least 18 to 24 months ahead — and consider whether your budget can handle acquisition of international rights.

Deborah J. Peckham is a Partner and Co-Chair of the Intellectual Property & Sci/Tech Group at Burns & Levinson LLP, a full-service law firm based in Boston. In her practice, Ms. Peckham provides intellectual property counseling and enforcement to clients, with a focus on strategic acquisition and maintenance of domestic and international intellectual property assets, including trademarks, copyrights, and trade secrets, and she can be reached at 617.345.3577 or dpeckham (at) burnslev.com. ✓

A LOOK AT THE DECEMBER 2011 MEETING

Cloud Opportunities

by

BRIGID OLIVERI SIEGEL



Keynote speaker Peter Manca '84



Case presenter Sanjay Mazumder

As computing has evolved from the mainframe, cloud computing is on track to be the biggest inflection point to date. Explaining the impact of cloud computing and the opportunities it presents to the WPI Venture Forum at its December 2011 meeting, Peter Manca '84, Chairman, President and CEO of Egenera, noted that “cloud computing is a new delivery model for IT services, transferring control from IT to the end user.” Analogous to consumers purchasing their electricity from the grid, businesses can access IT infrastructure, software and data through the cloud, no longer needing to host and maintain these resources internally.

Manca explained how this shift in control lowers capital and operating costs, improves the end user experience and helps organizations drive overall performance. Components of a cloud, where “aaS” or “as-a-service” has become prevalent in IT vernacular, include everything from the basics of web-based services and SaaS (Software-as-a-Service), to application components,

platform (PaaS), and virtual and physical infrastructure.

Cloud computing is having a huge impact on business. Manca cited the 80/20 rule where 80 percent of business applications are cloud candidates and 20 percent are proprietary or developed internally. Customers are pushing back on IT staff to be more responsive. The cloud enables them to do it themselves, he said, as “anyone with a credit card and a network can have a server.”

In addition to affecting business, cloud computing is influencing technology and providing opportunities for new technology businesses along the way. Server technology, for example, is moving to scale out, stateless and inexpensive models. More and more software is being developed as-a-service and sold on a subscription basis. This is also having an impact on the traditional sales model, moving direct sales and traditional channels to the internet as the primary sales channel. Since applications can now be accessed anywhere on almost any device, security issues become a challenge, as well as

an opportunity for new cloud-related security businesses.

For entrepreneurs, the cloud is a perfect tool for starting a company. With less capital required, there is no need for a highly sophisticated IT staff and scaling up or down is simplified. According to Manca, every function of the enterprise data center is moving to the cloud. Overall, this migration to the cloud provides a huge opportunity for both entrepreneurs and investors.

Another source of opportunities will spring from the physical infrastructure that needs to accommodate the cloud model's demands. As an example, servers are becoming stateless commodities to support virtualization environments and virtualized desktops. The greatest innovation is happening in networks, Manca said, as they become flatter and scale larger. As a result of the migration to managing both physical and virtual components and to managing as a service, systems management is another area of opportunity for innovation and improvement.

on the Rise



Attendees at the December meeting take full advantage of the networking break.

The cloud also presents challenges and issues, Manca cautioned. From a technical perspective, security, latency, reliability, recoverability and large data transfers present problems. As the IT manager faces loss of control and loss of jobs, there are emotional challenges to address — likely a much harder problem to solve than the technical issues.

The cloud has evolved into an IT revolution where we are seeing the biggest shift in IT history, Manca said. It is unique in that it is not technology that is creating the shift, but rather the use model. “A fundamental shift in how IT resources are purchased, deployed, and managed” is underway. By 2013, Gartner estimates worldwide revenue from cloud services will approach \$129 billion. While the emotional issues may be more difficult, Manca is confident that the technology issues will be resolved. It is an exciting time for technology, innovators and entrepreneurs. The cloud is here and growing rapidly, and as Manca concluded, “be prepared, get on board, and start running!”

Case Presentation:

RiverMeadow Networks

As a natural follow up to the evening’s keynote presentation, meeting moderator and ProSpeed.net/Sustaincor Energy and Water Solutions president ARM Azad PhD, MBA ’92 found an excellent example of a company positioned to profit from the new trends: RiverMeadow Networks. CEO and Founder Sanjay Mazumder presented his company’s business and the rationale behind its new tagline, “Actualizing Clouds.” The company has developed a virtual appliance, Shaman, which enables a fast, seamless and reliable migration of data and applications from physical, virtual or cloud environments to virtual or cloud environments. This migration is typically risky, time-consuming and prone to manual errors. The Shaman appliance collects, converts, and deploys into the cloud in a simple, streamlined process.

Customers enjoy the benefit of virtualization, reduced hardware, maintenance and management costs along with increased relia-



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CONTINUED ON PAGE 6

Marketing Beyond Social Media

CONTINUED FROM PAGE 1

known companies worldwide including Deutsche Borse Group (the German Stock Exchange), State Street Bank, NOAA, T-Systems and Samsung Securities.

Founded by industry veterans Tomas Harvda (a former Stratus server expert), Jaroslav Belonoznik (former NASA-level engineer), Jiri Krejci (former T-Systems

Czech CEO), Jerome Ruzicka (from Bose, Kurzweil and Barry Controls) and Chas Chesler (from Progress Software), this Newburyport, Massachusetts-based company has bootstrapped development without outside financing. Harvda will be making the case presentation.

Panelists who will enlighten Solid Access

Technologies and the audience with what it takes to scale this business and how to cross the chasm to attract more business and shorten sales cycles include John Dix, Editor-in-Chief, Network World, a leading IT news weekly; Ameeta Soni, VP and CMO, VFA, Inc., a capital management software firm; and keynote speaker Nitzan Shaer. ✓

A Look at the December 2011 Meeting

CONTINUED FROM PAGE 5



Area students find WPI Venture Forum meetings a valuable source of learning.

bility, redundancy and agility for handling peak and project demands. The advantages of Shaman are significant. It is platform-agnostic, so that one solution works for all migrations to the virtual space, and it migrates up to 40 times faster than the competition.

The company has an experienced executive team with VP-level leadership in engineering, operations, sales and marketing. Mazumder showcased their Korea Telecom case study to demonstrate RiverMeadow Network's claims of speed and efficiency. The company has revenues today, projected to reach \$20

million by 2015. The business model includes direct sales, accounting for 50 percent of their business. International and government sales will go through channel partners, and system integrator and service provider relationships will add to the bottom line with revenue sharing. In conclusion, Mazumder suggested that RiverMeadow's most likely exit is through acquisition within two to three years — with IBM, CA, BMC or Oracle as potential acquirers.

Following the presentation, a panel of industry experts had an open discussion with Mazumder. Panelists included keynote speaker Pete Manca; John Holland, Vice President of Sales, Access Northeast; Jim O'Neil, Developer Evangelist, Microsoft; and Graham Brooks, Principal, 406 Ventures. Their comments focused on the sales model with suggestions to shift the focus to selling and delivering product over the Web, and to sell to the CFO, who is ultimately going to pay for the service and is a more reachable target than the VP of delivery.

Brigid Oliveri Siegel is a Partner with Polachi, Inc., the leading provider of Access Executive Search services to technology, clean technology, private equity and venture capital clients. She can be reached at [brigid\(at\)polachi.com](mailto:brigid(at)polachi.com). ✓

SPOTLIGHT on Entrepreneurs

ALBRIGHT TECHNOLOGIES



David R. Comeau,
President

Product: Database search software for business-to-business sales to silicone molding industry. Searches free, revenues generated from ads and data mining. Projected growth 30 percent for 2011.

Seeking: Partner to develop other searchable databases of industry-specific products

Email: [David\(at\)albright1.com](mailto:David(at)albright1.com)

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Website: albright1.com

VITAL MEDICAL DATA STORAGE SYSTEMS



John Lai

Product: Custom-built medical image data management, storage, distribution and image-viewing products for clinics, hospitals, medical schools

Seeking: Leads to healthcare providers

Email: [john.lai\(at\)vm-datastorage.com](mailto:john.lai(at)vm-datastorage.com)

Phone: 603.672.8748

Website: vm-datastorage.com

The WPI Venture Forum invites technology entrepreneurs seeking investors or potential partners to make a one-minute elevator pitch at monthly programs. For rules, registration form, and helpful suggestions on what to include in your pitch, please see wpiventureforum.org/spotlight.html

Community News

Jim Fee Honored by WPI Alumni Association

The WPI Alumni Association has honored the late Jim Fee '65 with the William R. Grogan Award for his outstanding contributions to support the mission of the college. The group presented the award to his widow, Joan, during Homecoming in late September, noting he was "a trusted friend upon whom many relied for valued advice and insights that challenged conventional wisdom and always inspired the entrepreneurial spirit." A WPI Venture Forum co-founder and consummate booster who co-chaired the organization's 20th anniversary efforts, Fee passed away on October 4, 2010.

Flying Car Holiday Catalog Feature

For \$350,000, you could order Terrafugia's Flying Car from this year's Hammacher Schlemmer holiday catalogue. The company that is now manufacturing a "vehicle that converts from a street-legal automobile to a Light Sport aircraft in 30 seconds," was one of three presenters at the February 2009 meeting on sales and marketing success stories.

Past Keynote Highlights Past Presenter

Past case presenter Artaic, LLC was highlighted in the *Boston Globe's* Sunday December 11 "Innovation Economy" column written by Scott Kirsner, keynote speaker at the September 2011 WPI Venture Forum meeting. Artaic, which recreates artwork in tile using robotic technology, presented its case at the December 2008 meeting.

Chinnock Addresses NES/OSA

"Smaller Is Better" was the topic of an address given by WPI Venture Forum member Randal Chinnock, founder and CEO of Optimum Technologies, Inc., at the November 17 New England Section of the Optical Society of America meeting held at the Boston University Photonics Center. Chinnock noted that ever-shrinking optical components enable novel and more capable medical devices.

uTest Completes \$17M Funding Round

Software testing company uTest – whose co-founder Doron Reuveni related his experiences in securing early-stage funding as a panelist at the January 2009 meeting on start-up financing – has completed a \$17 million funding round led by QuestMark Partners. The new financing will allow the company to open new offices, develop new tools, hire new employees and explore M&A possibilities.

Vivox Founder Heads MassDiGI

A panelist from the March 2011 meeting that focused on the games industry, Monty Sharma has been named managing director of the new Massachusetts Digital Games Institute (Mass DiGI). Former general manager and co-founder of Vivox, a game-focused voice chat company, Sharma now heads an organization founded to promote a video game cluster of companies in Massachusetts and established at Becker College in Worcester. He will be working to develop creative relationships between higher education and the digital games industry.

Relay Technology Gains New Partner

Past presenter Relay Technology Management, Inc. has announced a collaborative partnership with the Nature Publishing Group that is making a strategic investment in the software analytics company. "Over the past year, Relay has developed a revolutionary software product for biotechnology and pharmaceutical business development," said CEO and co-founder David Greenwald, PhD. "We believe our service is going to change the way assets are evaluated in the pharmaceutical industry." Greenwald presented a 60-second Spotlight on Entrepreneurs in September 2008 and was a Five-Minute Pitch finalist in June 2010.

Share the Spark as a DIGITS Volunteer

The DIGITS project, a sixth-grade classroom program that pairs STEM professionals – individuals who work in science and technology-based companies and organizations – with schools throughout the state, is looking for Worcester County volunteers. Founded by six leading industry associations, the program aims to increase students' interest in math and science subjects and careers through classroom visits that inspire students with their personal stories and enthusiasm for their work. To find out more, visit digits.us.com.



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NEXT PROGRAM:
MARKETING BEYOND SOCIAL MEDIA

Tuesday, January 10, 2012

WPI, WORCESTER

Campus Center Odeum

NETWORKING: 5:30 – 6:00 P.M.

MEETING: 6:00 – 8:30 P.M.*

**Note earlier start time for program this month.*

WPI Venture Forum members and students – Free

Non-members – \$30

WPI alumni and past case presenters – \$15



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Vantage is seeking news about our members and presenting companies. Email your news to editor Allison Chisolm, [Chisolm \(at\) ChoiceWordsOnline.com](mailto:Chisolm(at)ChoiceWordsOnline.com).

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WPI CAMPUS CENTER ODEUM, 5:30-8:30 P.M.

January 10	Marketing Your Business
February 14	Financing War Stories
March 13	Sports Industry Entrepreneurship
April 10	Manufacturing's Evolving Landscape
May 8	Managing Today's Workforce
June 12	Five-Minute Pitch Contest

Check the wpiventureforum.org home page announcement box for program listings throughout the year.