

## THIS MONTH'S MEETING

TUESDAY,  
FEBRUARY 14, 2006

WPI, WORCESTER  
Campus Center Odeum

REGISTRATION: 6:00 PM  
MEETING: 6:30 – 9:00 PM

\$10.00 members  
\$20.00 non-members

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# All's Fair in Love and War

## *Musings and Strategies for Negotiations*

In romance as in business, negotiation is a valuable skill. For its Valentine's Day program, the WPI Venture Forum is pleased to host Tom Finneran, former House Speaker and now president of the Massachusetts Biotechnology Council. He will speak on the subject of negotiations, sharing his thoughts and experience on how to approach, engage, interact, and work with individuals and organizations to find and foster the best transactions.

Whether it's a small customer order or a complicated multi-million dollar deal, the same general principles of negotiation apply. From his unique background in politics and now as the head of the Massachusetts Biotechnology Council, Finneran will share with the WPI Venture Forum audience his perspective on the principles, strategies, and techniques of negotiation as both art and science. Come for a very relevant and insightful look into the craft of negotiating from a proven master.

Thomas M. Finneran is the president of the Massachusetts Biotechnology Council. Former House Speaker Finneran, a Democrat from Boston, represented the 12th Suffolk District, which includes sections of Dorchester, Mattapan, and Milton. A member of the House of



TOM FINNERAN

Representatives since 1979, he served as Chairman of the House Ways and Means Committee from 1991 to 1996. Elected Speaker of the House in April 1996, he was re-elected in January of 1997, 1999, 2001 and 2003. The Speakers of 49 state legislatures elected him in 2002 as the president of the National Speakers' Conference.

A graduate of Boston Latin School, Finneran attended Northeastern University, where he earned a Bachelor of Science degree in Business Administration and Finance. In 1978, he received his Juris Doctorate from Boston College Law School and was admitted to the Massachusetts Bar that same year. √

## Case Presenter

### **Total ReCord, Inc.**

Massachusetts-based company Total ReCord, Inc. specializes in the development of unique regeneration products for the nervous system. The total current global cost for treating and supporting patients suffering from injuries and neurodegeneration of the central nervous system (CNS) is staggering, totaling almost \$500 billion annually worldwide.

CONTINUED ON PAGE 7

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# Widening the Circle

Although the WPI Venture Forum is in its fifteenth season, we, like any member-based organization, continually need to reach out to new people to participate in our organization and its programs. For the last few years, we have been relying on public relations and word of mouth to spread our story. That has kept people coming to our meetings. But given the very positive feedback that we get from the WPI Venture Forum programs and events, we want to expand that circle of knowledgeable people.

In September, we launched the electronic version of this newsletter (free subscription available at [www.wpiventureforum.org/email.html](http://www.wpiventureforum.org/email.html)) to make it easier for people to learn about upcoming events. This month, we are launching a partner program with other organizations whose members have overlapping interests with those of the WPI Venture Forum. The organizations are the New England chapter of the Institute of Management Consultants (IMC), MedDev Group, Inc. (MDG) and 128 Innovation Capital Group. IMC is the leading association representing management consultants ([www.imcne.org](http://www.imcne.org)). MDG is a medical device and technology networking organization created to enhance business development opportunities for its members ([www.meddevgroup.org](http://www.meddevgroup.org)). The 128 Innovation Capital Group, with January's 288th breakfast



meeting, is one of the region's oldest entrepreneur organizations ([www.128icg.com](http://www.128icg.com)).

As part of this arrangement, we will provide web links and event notifications for these organizations on our web site and in other communications, and they will do the same for WPI Venture Forum events. In addition, we are planning several joint events that will bring together all of these organizations' members.

Our common thread is that each organization's membership is made up of entrepreneurs, small businesses and/or people that support them. We also each offer strong professional, educational and networking components for our members. As greater numbers of organizations form to meet specific group needs, creating links among organizations with overlapping interests presents an effective way to reach out to more people and share the success of the WPI Venture Forum with them.

Sincerely,

Jim Fee '65  
Chairman, WPI Venture Forum  
Marketing Committee  
JFF Associates

Please visit our website at [www.wpiventureforum.org](http://www.wpiventureforum.org)  
for directions to the meeting

# How to Build a Better Website

by

MICHAEL VILLA  
&  
DAVID PRINCE

**B**uilding a website is a daunting task for anyone, but especially for the business person just starting out. However, there are proven techniques for creating a successful site and this article will outline the basics: design, navigation and content.

## DESIGN – NOT JUST ART

The design tells the first chapter in the story of your company, and begins to answer the initial questions a visitor will ask during the first ten seconds of their visit. These questions are not website-specific. They are, however, marketing-specific.

A good design is not solely defined by something that looks nice. Design is not the same as art. First and foremost, any good design has a function. Any effective corporate design must simultaneously serve two functions:

- To establish a corporate identity in a visual way, and
- To be appealing to its intended audience.

Your website design also reinforces other media that your organization utilizes. Never try to reinvent or contradict your corporate brand and identity with your website.

## NAVIGATION – NOT JUST MENUS

Once the visitor answers their design questions, they need to be escorted to the real reason they've stopped by for a visit – your content. Spend as much time thinking about how they are going to get around as deciding which content will be included.

When most people think about website navigation, they think about menus. To build a successful website, though, you need to think of navigation as more than simple menus. Come up with more than one way to get people to their desired destinations. Every visitor is unique, and therefore every visit is unique.

Develop methods of navigation that provide as many possible ways to travel through your site as you can. Effective sites have at least four main navigational techniques:

- button menus,
- drop down menus,
- quick find menus, and
- text-based footer menus.

Also keep in mind that each navigation technique should be represented on every web page throughout your site.

## CONTENT – NOT JUST AN E-BROCHURE

Every business has a unique story to tell and your website is the place to tell it. If you expect visitors to understand enough of your company to do business with you, you'll need to be sure not to leave the content creation task for the end of the process. Be sure to develop a process for continuing to develop content that will be used to update and grow your site in the future.

Selecting which content is ideal for your business and leveraging items together helps to make your site a destination of interest that can do a lot more than just provide company information as an electronic brochure.

Your design will hook visitors into your site. Your navigation will make sure they can find the information they want. But it's your content that will keep them coming back. When used properly and consistently, the World Wide Web is the most cost-effective way to reach your target audience and generate new business opportunities.

*Dovetail Internet Technologies LLC provides website, intranet and e-commerce solutions through its Dovetail brand of content management software and professional hosting, design and implementation services. For further information contact David Prince at 508-845-6465 or at [dprince@dovetailinternet.com](mailto:dprince@dovetailinternet.com).* ✓



## A LOOK AT JANUARY'S MEETING

# Simple Stories will Help

by

MICHAEL GONDEK



*MobileLime's Ajay Bam and Merrill Lynch's Tom Lewis exchange business cards as Bam's father looks on.*

**D**reams are free. Success is not. The key to a successful venture is obtaining just the right amount of capital. Too little, and the young company will struggle with the challenges of continual under-capitalization. Too much, and the new venture will lose an edge that gives it an advantage over more established corporations.

Attendees of the January 10 WPI Venture Forum meeting enjoyed an engaging presentation from Tim Rowe, Founder & CEO of Cambridge Innovation Center. He argued that it is better to seek money from professional investors, as opposed to friends and family, for two reasons. First, if angel investors or venture capitalists, who evaluate businesses regularly, do not see the potential in a new business, then the business idea may not be fully formed yet. However, an entrepreneur's friend or relative may give that entrepreneur the benefit of the doubt – something that could prove costly in the end to the friend and to the relationship. Second, professional investors tend to understand the ups and downs of business better than non-professional investors do, and therefore may be better poised to withstand changes in circumstances. The primary circumstance that may change is the need for follow-on investment, and the restructurings that sometimes accompany that.

Rowe discussed a founder's desire to retain as much equity as possible, and addressed it as a potentially dangerous desire. He recounted his past experiences in turning down money because he believed the investment round he had secured was sufficient, only to wish later on that he had accepted the investment. He posed a striking question to the audience, "would you rather have a 10% chance at



*(from left) Babson Professor Joel Shulman, Cambridge Innovation Center's Tim Rowe, and Highland Capital Partners Associate John Burns critique the MobileLime case.*

earning \$40 million, or a 40% chance at earning \$10 million?" By bringing in all of the funds that the business needs for its foreseeable and non-foreseeable future, and giving up more equity in exchange, the chances of success increase significantly. For most of us, that is a good tradeoff.

Rowe reiterated the importance of a successful 30-second pitch to investors, and focused on "Tim's 5 T's" of effective pitch delivery:

- **Trend** — Build upon something that is familiar and comfortable to potential investors—the growing demand for security-related products as an example.
- **Twist** — The business idea needs to have distinctive characteristics that capture the imagination, and make a meaningful difference economically.
- **Trillions** — Investors are about making money, so the pitch should clearly emphasize how much money can be made.
- **Teflon** — The business needs to be able to sustain high margins, despite competition.
- **Talent** — Just because the business has a winning idea, doesn't mean that investors will believe YOU can win at it—you have

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# Finance the Dream



*Keynote speaker Tim Rowe of Cambridge Innovation Center takes audience questions.*

to convince them that you have the right team.

The monthly “Spotlight on Entrepreneurs” featured three up and coming entrepreneurs giving their pitches (*see summaries on page 7*). Moderated by Norm Brust, the entrepreneurs were challenged to give their 60-second elevator pitch to the audience. All three presenters did their best to deliver their pitches, keeping in mind the “5 Ts” outlined by the keynote speaker just prior to their presentations. And with Norm Brust standing in the corner with his legendary stopwatch, all three presenters performed admirably.

Following the facilitated networking break, moderator Andy Goloboy kept the meeting moving along and introduced the case presenter, Ajay Bam, Founder and Director of Product & Services from MobileLime®. MobileLime uses cell phone messaging technology for card-less loyalty programs in retailers, as well as for making payments as a point of sale device. MobileLime to date has already attracted investment from venture capital firms including SeaPoint Ventures, Ignition Partners and Oak Investment Partners. Bam’s presentation thus allowed the audience to see a later stage company, a

company that already has a product, has customers, and has revenue – discuss future plans, and to raise questions with the panel on how to achieve those plans.

Tim Rowe, the keynote speaker, wanted the company to challenge its basic assumptions, look at more than just loyalty programs, and

investigate alternative payment programs at point of sale. John Burns, Senior Associate at Highland Capital Partners, congratulated the company on narrowing its focus on its core product and market, and remarked that for the level of capital the company is seeking, it needs to answer the question of whether it can thrive as a standalone public company. And Dr. Joel Shulman, from Babson College, praised Bam and MobileLime for the growth that they have achieved with their partnerships, and urged the company to continue developing partnerships to maximize their capital infusion.

*Michael Gondek is President & CEO of Subito Technologies, a leading provider of web-based employee scheduling solutions. He can be reached at [mgondek@subitotech.com](mailto:mgondek@subitotech.com). √*

## *WPI Venture Forum Networking Event*

Thursday, February 23, 2006 ~ 5:30-7:30 p.m.

**Massachusetts Biomedical Initiatives (MBI)**

**25 Winthrop Street**

**Worcester, MA 01604**

[www.massbiomed.org](http://www.massbiomed.org)

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**Come network and tour the MBI facility to learn about several exciting new technological advances. Dress business casual. Admission is free. Refreshments will be served.**

**Please register for this event at [www.wpiventureforum.org/Programs/Events/mbiform.html](http://www.wpiventureforum.org/Programs/Events/mbiform.html)**

# Research and Growth in Gateway Park: *The WPI Bioengineering Institute (BEI)*



W. GRANT MCGIMPSEY  
*Professor, Bioengineering Institute*

## NEW AND EXISTING BEI CENTERS OF APPLIED RESEARCH INCLUDE:

- The BEI Center for Biomaterials focuses on the creation of biocompatible devices such as in-dwelling catheters to minimize infection and rejection, and tissue engineering and regeneration.
- The BEI Center for Molecular Sensors designs and fabricates chemical and biological sensor systems for monitoring patient health and is in the early stages of development for an implantable sensor device.
- The BEI Center for Nanoscience and Technology applies processes and techniques at the nanoscale to medical products.
- The BEI Center for Bioprocessing develops and optimizes microbial fermentation and tissue culture processes for the small scale production of therapeutics.
- The BEI Center for Water Research develops chemical and civil engineering-based solutions for ground water remediation.
- The BEI Center for Comparative Neuroimaging designs and fabricates high resolution magnetic resonance coils for breast cancer detection.
- The BEI Center for Untethered Healthcare focuses on the integration of diverse sensing, imaging and communications technologies.

Just as basic life sciences research at medical schools drives the biotechnology and therapeutics industry, science and engineering research at universities like WPI is the force driving the medical devices and healthcare technology industries. In order to encourage WPI's participation in these industries, WPI established the Bioengineering Institute (BEI) in 2002.

The BEI strategy involves establishing a technology pipeline that flows from research concept to commercializable product. To follow this model, the BEI solicits funding from government, foundation and corporate sources to support basic and translational research in WPI laboratories, establishes strong intellectual property (IP) positions on the technology developed, carries out product and market validation studies on the technology, and seeks local entrepreneurs and small start-up companies as partners to convert these technologies into shelf-ready products. Such partnerships can themselves lead to further translational funding in the form of small business and other economic development grants.

To date, the research and management activities of the BEI have been scattered across the WPI campus. However, just over one year from now, we will be relocating to WPI's new research building on Prescott Street. The WPI Life Science and Bioengineering Research Center at Gateway Park is a \$40 million dollar investment in new state-of-the-art research facilities that will build strength and cohesion in WPI's health-related research. This new building represents a very substantial investment by WPI and demonstrates our commitment to growing the region's healthcare economy.

In this new building, the BEI will be sharing space with WPI's life science research departments — Chemistry and Biochemistry,

Biology and Biotechnology, and Biomedical Engineering — as well as small businesses in the health technologies space. Co-location in this new facility will enable close contact among the researchers who create the technologies, the BEI and its focus on commercializing these technologies, and the commercial end-users of the technologies. It promises to establish the BEI, WPI and Gateway Park as major players not only in healthcare research but also in the translation of that research to the marketplace.

Since its founding, the BEI has received nearly \$9 million in funding and developed several telemedicine technologies to the point where we are in license negotiations with a number of potential commercialization partners. This success has encouraged us to expand our research base beyond telemedicine and establish new research centers. Founded upon WPI's existing research expertise, these centers (*see box*) have strong IP positions on technologies in various stages of development. We are actively seeking further development funding for them. The BEI welcomes corporate and entrepreneurial partnerships to aid in commercialization of the technologies generated by these centers. √

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## Case Presenter

CONTINUED FROM FRONT PAGE

Two of Total ReCord's products – mobilized adult stem cells (MASC) and SpheroGel™ – are showing promising results in early clinical trials in patients with chronic (long-term) spinal cord injury (SCI). Total ReCord's most unique product – Regeneration Matrix™ (RMx™) – promotes the regeneration and repatterning of injured, lesioned and degenerating CNS tissue and is expected to start FDA-approved clinical trials in SCI patients later this year.

Founder and CEO Jan-Eric Ahlfors '02, MS/MBA '04 is hopeful that following the first phases of human clinical trials, RMx™ will be placed on fast-track status for FDA approval and may soon be applied to conditions that have kept patients permanently wheelchair-bound for decades. Other



JAN-ERIC AHLFORS '02,  
MS/MBA '04

products in development include the next generation RMx™ as well as Trans-Neural Implant™ and Neural Stem Cells.

An MBA graduate of WPI's Management in Technology program with degrees in biotechnology, physics and biomedical engineering, Ahlfors started New World Laboratories, Inc. at 25 and grew it into

one of New England's largest biotechnology companies.

Contact information:

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5 Biotech

Worcester MA 01605

Tel. 508-767-0100 x100

Email: eric.ahlfors@total-record.com

www.total-record.com ✓

## Spotlight on Entrepreneurs

The WPI Venture Forum invites entrepreneurs\* to participate in a one-minute practice pitch for funding. Each entrepreneur is allowed to display one overhead slide, which they can bring or prepare on site with materials provided by the Forum. The one-minute rule is strictly enforced and no questions are allowed.

Each entrepreneur is allowed only one opportunity to present a one-minute elevator pitch per each new business venture. The main objective of this feature is to generate investments and/or advice, rather than sales.

\*An entrepreneur is defined as someone who organizes, manages and assumes the risk of a business or enterprise. This can include pre-startups.

## Upcoming Events

**February 23, 2006**

Networking at Massachusetts  
Biomedical Initiatives

**March 14, 2006**

Crafting the Elevator Pitch

**April 11, 2006**

Marketing

**May 9, 2006**

Leadership

**June 13, 2006**

Business Plan Contest

Members: If your company has news to share, please email your press releases to [ventureforum@wpi.edu](mailto:ventureforum@wpi.edu). Releases may be edited and included on a space available basis.

## ELEVATOR PITCHES

### AquaGenesis

Anil Jha

**Product:** Water treatment system that produces non-chemical, "saltless," lead-free, arsenic-free water for residential and commercial markets. Meets new state requirements. Potential market is \$1.5 billion.

**Seeking:** \$11 million for development, manufacturing, and distribution of systems.

**Phone:** 978.376.6681

**Email:** anil@jha.net

### MySelfHelp.com, Inc.

Richard C. Bedrosian, Ph.D.

**Product:** Internet-based self-help programs to speed recovery and reduce medical costs for mental health problems. Sold to consumers and health insurance organizations. The yearly market is more than \$200 million.

**Seeking:** Phase I - \$500,000 Phase II - \$2,000,000 to step up sales and marketing and bring management team up to speed.

**Phone:** 508.393.5638

**Email:** rbedrosian@MySelfHelp.com

**Web:** <http://www.myselfhelp.com>

### BioBotanic

Yan Gao

**Product:** Faster burn treatment, based on a Chinese herbal formula, without scarring. Potential market of \$1.5 billion to \$5 billion per year.

**Seeking:** \$600,000 to \$1 million for salaries, third party collaboration, research equipment.

**Phone:** 401.954.7002

**Email:** yan@biobotanic.org

**Web:** <http://www.biobotanic.org> ✓



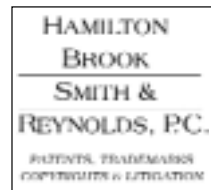
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