

THIS MONTH'S MEETING

**TUESDAY,
 OCTOBER 11, 2005**

WPI, WORCESTER
 Campus Center Odeum

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

\$10.00 members
\$20.00 non-members

Join the WPI Venture Forum today.
 Register online at
www.wpiventureforum.org/Membership/

Find directions to WPI at
www.ventureforum.org/directions.html

contents

*Sharing Knowledge Critical
 to Success*2

Entrepreneur News3

*WPI Technology Licensing
 Opportunity*.....3

*A Look at September's
 Meeting*4

Elevator Pitch5

*Facing the Dreaded
 PowerPoint Presentation*6

Websites of Interest.....7

Entrepreneurs' 10 Deadly Sins

In business as in life, you need to pick the right role models. Successful entrepreneurs share certain traits. Not surprisingly, unsuccessful entrepreneurs also share similarities, but those tend to be the polar opposite of their more profitable colleagues. How do you recognize the right model to follow?

For the October meeting of the WPI Venture Forum, Andrew Updegrove will address ten entrepreneurial rules to live by — a discussion of the do's and don'ts of starting and growing a company.

In his presentation, Updegrove will draw on more than 25 years' legal experience representing hundreds of start-up companies. A founding partner at Gesmer Updegrove LLP, a Boston law firm providing a full range of legal services to technology companies of all sizes and types, Updegrove has advised start-ups on their strategic and legal needs, assisting them in their progress from a concept to a mature company. He has also represented mature companies in many areas, including financings, mergers and acquisitions, the redeployment of services and assets onto the Internet, and complex intellectual property matters.

During the meeting, WPI Venture Forum members will have the opportunity to ask



ANDREW UPDEGROVE,
*founding partner at
 Gesmer Updegrove LLP*

Updegrove about the challenges they face today and how they can adopt more successful strategies.

Since 1988, he has represented and helped structure more than 70 worldwide standard-setting consortia, including some of the largest organizations in the world. In support of the global technology community, Updegrove created and maintains ConsortiumInfo.org, the most complete resource on the Internet on standards, and the *Consortium Standards Bulletin*, a free, monthly eJournal, now in its

32nd issue, for which he received the American National Standards Institute 2005 President's Award for Journalism.

CONTINUED ON PAGE 7

Case Presenter

Ferrate Solutions, Inc.

Ferrate Solutions, Inc. (FSI) is an early-stage technology company developing a new water purification technology, potassium ferrate (ferrate). The company addresses the growing challenges faced by water and wastewater treatment facilities everywhere: expensive treatment upgrades, new regulations and

CONTINUED ON PAGE 7

WPI VENTURE FORUM

SPONSORS

Bowditch & Dewey LLP

CORPORATE, INTELLECTUAL PROPERTY,
LITIGATION

Michael A. Refolo, Esq. 508.926.3425
Jodi-Ann McLane, Esq. 508.416.2483
www.bowditch.com

Edwards & Angell LLP

PRIVATE EQUITY & VENTURE CAPITAL
& INTELLECTUAL PROPERTY

Imelda Kenny 617.439.4444 x2251
www.edwardsangell.com

Gesmer Updegrove LLP

THE TECHNOLOGY LAW FIRM

Patrick R. Jones, Esq. 617.350.6800
www.gesmer.com

Goloboy CPA LLC

CERTIFIED PUBLIC ACCOUNTANTS,
TAX AND BUSINESS ADVISORS

Andrew Goloboy, CPA 781.793.5891

Hamilton Brook Smith & Reynolds P.C.

PATENTS, TRADEMARKS, COPYRIGHTS AND LITIGATION

David J. Thibodeau, Jr., Esq. 978.341.0036 x3304
Darrell L. Wong, Esq. 978.341.0036 x3296
www.bbsr.com

MTDC

VENTURE CAPITAL

Robert J. Crowley, President..... 617.723.4920
www.mtdc.com

Mirick O'Connell LLP, CORPORATE, BUSINESS AND INTELLECTUAL PROPERTY LAW

Brian M. Dingman, Esq. 508.898.1501
Jeffrey L. Donaldson, Esq. 508.791.8500
Jeffrey E. Swaim, Esq. 508.791.8500
www.modl.com

Sullivan & Worcester LLP

ATTORNEYS AT LAW

Kimberly Herman, Esq. 617.338.2943
www.sandw.com

Weingarten Schurgin Gagnebin & Lebovici LLP

PATENTS, COPYRIGHTS, AND INTELLECTUAL PROPERTY LAW

Charles L. Gagnebin, III 617.542.2290
www.wsglp.com

INKIND: WTAG, AND 3000K

EXECUTIVE BOARD

Amar V. Kapur '65, Chair	Robert H. Hokanson
Patrick R. Jones, Esq., Vice Chair	Richard B. Kennedy '65
Paul F. McGrath, CPA, Treasurer	Richard O'Brien
McRae C. Banks, Ph.D.	William E. O'Brien, Esq.
Richard K. Berger, Esq.	Kevin O'Sullivan
Norman T. Brust	Mark Parish
Mark J. Conoby '83	Richard H. Prince
William R. Cowen	Gail E. Radcliffe
Robert J. Creeden	John E. Rainey, CMA
Brian M. Dingman, Esq.	Mitchell Sanders, Ph.D.
James F. Fee '65	Shari L.S. Worthington

COMMITTEES

NEWSLETTER

Allison Chisolm, Editor 508.853.5339
3000K, E-newsletter 508.754.6797
IBA Printshop 508.865.2507

MARKETING: Jim Fee 781.862.4342

PR: Shari L.S. Worthington 508.755.5242

MONTHLY PROGRAMS: Ricky Berger 508.341.8505

RADIO SHOW: Bob Hokanson 508.869.2984

SPONSORSHIP: Bill O'Brien 508.829.5185

BUSINESS PLAN CONTEST:

Brian Dingman 508.898.1501
Will Cowen 617.438.7714

ELEVATOR PITCH: Norm Brust 508.697.7200

BREAKFAST SERIES: Amar Kapur 508.832.6542

OFFICE

telephone: 508.831.5075
e-mail: ventureforum@wpi.edu
www.wpiventureforum.org

WPI VENTURE FORUM ©2005

A monthly publication of The WPI Venture Forum
100 INSTITUTE ROAD, WORCESTER, MA 01609
VOLUME 15, NO. 2, OCTOBER 2005

Sharing Knowledge Critical to Success

The WPI Venture Forum provides extraordinary opportunities to interact with entrepreneurs, the investors who fund them, and the service providers that understand the landscape which emerging entrepreneurs will travel. Our Forum focuses on providing the entrepreneur with the critical knowledge he or she will need to increase the likelihood of business success and to connect sources of funding with technology-based businesses deserving investment.

Our Program Committee works to develop each of the monthly meetings to meet the Forum's purpose. We select the topics, keynote speakers, business cases, and panelists. One or more members of the Program Committee moderate each meeting. They work to put the meetings together for a specific month, guided and assisted by the rest of the Committee as needed.

Committee members are all volunteers. The work is always fun but sometimes a little hectic as the event time horizon closes in. Within our committee, we gauge our progress by how often one of us declares that the "wheels are on the bus." Sometimes, unfortunately they might be "off the bus." That's when we come through with creative, alternative solutions. We are a good group of people to work with. Certainly the work is for an excellent cause — to grow American technology businesses.

Every organization, including the WPI Venture Forum Program Committee, needs the influx of new members over time to keep the organization fresh, vibrant and growing in energy and ideas. Working on the WPI Venture Forum Program Committee is a great networking, educational, and social experience. I have considered my experience as a member of the WPI Venture Forum as my "informal MBA."

If you want be involved with the WPI Venture Forum, please call me at (508) 341-8505 or send me an email at rkberger@berkent.com. I look forward to hearing from you.

Best Regards,

Ricky Berger
Chair, WPI Venture Forum Program
Committee

Read this newsletter online and forward it to your network of business associates. New subscribers welcome.

Visit www.wpiventureforum.org and click on Newsletter

Entrepreneur News

START-UPS FEWER, GRAYER

While the number of U.S. start-ups dropped last year from 22 million to 18 million, the ranks of entrepreneurs over 50 are growing. According to a study by the American Association of Retired People, "Self-Employment and the 50+ Population," 16.4 percent of Americans over 50 were self-employed, compared with 10.2 percent of the overall workforce.

In contrast, there were fewer Americans involved in start-ups or "young" companies (in business less than three years) last year, found a study from the Entrepreneurship Research Institute at Florida International University. While about 18 million Americans were involved in new or early-stage companies, that figure was down from 22 million in 2003. The greatest decline was among the start-ups, according to the study's author, Paul D. Reynolds, Institute director.

START-UP INCUBATORS GO VIRTUAL

New companies needing an array of support services used to have to share office space to get access to legal, accounting, sales and even secretarial services. After the dot-com bubble burst, many incubators went out of business. But some 1,100 remain nationwide, and many have adopted a new, virtual model, according to a recent article in *Inc.*

Businesses may still benefit from expert advice but work remotely or onsite near their inventory. The National Business Incubation Association (www.nbia.com) lists six on-site incubators in Massachusetts, including the Martin Luther King, Jr. Business Center and Massachusetts Biomedical Initiatives (MBI) in Worcester. Even without the close proximity to other start-ups, *Inc.* points out that joining a virtual incubator offers greater opportunities to meet potential investors.

WPI TECHNOLOGY LICENSING OPPORTUNITY

A new feature highlighting technology that is ripe for development by a motivated entrepreneur.

WPI Bioengineering Institute

James W. Matthews

Product: Walkie-talkie converter. This VHF/UHF OFDM modem invention is an after-market speaker/microphone handset replacement for analog land mobile radios (walkie-talkies). Without any modification to the actual radio, it can convert those analog radios to digital radios, which then offer secure digital voice services, transmission of text messages, images and records, and voice over IP (VoIP).

Product: Ultrasound Suit. A portable vest system incorporates an ultrasound scanner system that does not require a laptop or PDA. Its design allows one-handed scanning with wireless communications. It also features three-dimensional registration technology, which offer in some cases, better capability than fixed hospital systems. It takes ultrasound to the patient, rather than vice versa.

Seeking: Someone ready to commercialize these products.

Phone: 508-831-6106

Email: jwm@wpi.edu ✉

Invention to Venture

Workshops in technology entrepreneurship

A fast-paced, one-day workshop for science and technology students and faculty, as well as members of the university and business communities.

(I2V, a national workshop series, is sponsored by the National Collegiate Inventors and Innovators Alliance, with support from the Kaufman Foundation, The Lemelson Foundation, and Hamilton Brook Smith & Reynolds, PC.

When: Saturday, October 15, 2005
Where: WPI Campus Center
Cost: \$50
Contact: Gina Betti (gbetti@wpi.edu)

 
The University of
Massachusetts
Worcester
HAMILTON
BROOK
SMITH &
REYNOLDS, P.C.
PATENTS, TRADEMARKS
CORPORATION & LAW FIRM

details and registration at:
www.invention2venture.org



For some industries, particularly the life sciences, however, the virtual set up doesn't make sense. A collection of wet labs, such as the MBI incubator, offers greater cost savings than solo scientific endeavors. And the culture created by having other like-minded entrepreneurs nearby cannot be replicated in a virtual environment. But if a business does not need specialized equipment but could use the services of a variety of professionals, a virtual incubator may be a good place to begin.

If your company has news to share with Venture Forum members, please email your press releases to ventureforum@wpi.edu. ✉



Human Resources solutions for your evolving business needs.

www.hrglobal.net
978.263.1669

A LOOK AT SEPTEMBER'S MEETING

“Horizontal” Mass.

by

RANDAL CHINNOCK



Michael Olivieri, speaker



Elevator Pitch of Jim Matthews



Audience questions

The good news is that the Massachusetts economy is the envy of most states. The bad news is that those states would like a bigger piece of what makes us strong. This was according to *Mass High Tech* and *Boston Business Journal* publisher Michael Olivieri, who presented the latest research and findings in the September keynote address.

In past decades, the Massachusetts economy was highly dependent on certain industries: first military, then microcomputers, and then Internet/telecom. Olivieri found that since the bursting of the national economic bubble in 2000, the state's economy has become much more diversified, or “horizontal.”

The legacy industries remain – though in diminished importance – while other industries have grown fast. These include nanotechnology, data storage, and wireless and security technologies. However, the brightest star is – no surprise – the life science industries. Olivieri was astonished that while the percentage of the state's fastest growing public companies from 1998 to 2000 that were in the Health Care/Biotech/Medical Devices sectors was 16 percent, in the 2002-2004 period that percentage had grown to 36 percent!

Olivieri was also glad to note that while the acquisition of Massachusetts companies by companies from outside the state generated media outcry, the fact is that Massachusetts companies are far more likely to be the buyers than the sellers. Those acquired companies then have the opportunity to reinvest the funds to develop new companies.



Medtrak's general manager, Jamie Jacobs, confers with WPI Venture Forum moderator Jim Fee.

For those who fear the bursting of the Mass real estate bubble, he also had encouraging news. Despite that fact that our population is now declining, median home prices continue to rise. This is driven by the simple demographic that the average number of people occupying a home continues to decline, thus stimulating demand for more housing. The downside of high housing prices, however, is that they have become a burdensome cost factor for doing business in the state. This may make it easier for other states to lure away our companies. The difficulties of developing Massachusetts commercial sites were also cited as a serious obstacle compared with other states.

NEXT GENERATION SURGICAL NAVIGATION?

Start-up company Medtrak is confident that they have the solution to limitations in current systems that help surgeons navigate inside the body. These systems are used to

Economy Strong



Medtrak gets constructive criticism after their presentation. From left, General Manager Jamie Jacobs, CEO Ned Hill and panelists Tim Gerrity, CEO, Amplior Medical; Dina Routhier, Principal, MTDC; and Michael Olivieri, Publisher, Mass High Tech and Boston Business Journal.

help guide drill bits during hip replacements and to ensure that neurological probes are delivered to precisely the right place in the brain.

On the down side, these systems, which use a pair of video cameras to track the location of the instruments, have the disadvantage of losing the tracking signal when someone blocks the camera's view – a frequent occurrence in a crowded operating room. Electro-magnetic technology has been introduced to alleviate this problem, but that technology has problems of its own. According to Ned Hill, Founder & CEO, Medtrak's technology tracks instrument positions by detecting slight changes in the phase of radio waves received from small transmitters attached to the instruments. He claims that their patented technology has accuracies similar to the optical systems (sub-mm) and can be manufactured at a fraction of the cost.

Medtrak will adopt the business model of their optical competitors, who sell navigation

subsystems to medical device OEMs in each market segment. They intend to focus on the orthopedic market, and have begun discussions with the dozen or so companies that dominate it. The company seeks \$250-500K investment in a convertible note to carry the company through feasibility demonstrations.

Contact — Ned Hill
153 Andover Street, Suite 106
Danvers, MA 01923
Phone — (978) 739-9544
Fax — (978) 739-9545
nedhill@medtraknav.com

Randal Chinmock has served on the WPI Venture Forum Executive Board and Program Committee. He is President of Optimum Technologies, Inc., a product development and contract manufacturing company specializing in optical devices for the diagnosis and detection of disease. He may be reached at 508-765-8100 or www.optimum-tech.com. ♡



WPI students network with Venture Forum members.

ELEVATOR PITCH

Qualis Technology

Frank Brilliant

Product: Business process automation for human resource departments in companies with 100 to 1,000 employees. Potential market is \$1.6 billion.

Seeking: \$1.5 million for expanded sales, marketing, and technology development.

Phone: 508-836-4704

Email:
frank.brilliant@qualistechnology.com

Facing the Dreaded PowerPoint Presentation

Since PowerPoint was first introduced in 1987, it has become the norm for most presentations. But from simple one- or two-slide presentations, we have morphed into “PowerPoint Poisoning,” according to Dilbert, with boring and unreadable presentations.

by
SUSAN J. BLACK

How can you get your message across?

Before creating another presentation, think about how you can make it more understandable and more interesting. Focus on communicating a clear message and be “audience centric.” What will interest your audience? What will they understand?

Looks count. Start with the background. Make it attractive without overpowering your message. Fonts need to be consistent throughout, both in style and size (make sure it’s readable!), in a color scheme that contrasts with the background. Use an easy to read font such as Arial. Capitalization is difficult to read so use color for emphasis. Apply punctuation consistently; however, I generally recommend avoiding it.

Don’t make your audience dizzy.

Animation adds interest but use it sparingly so that it does not distract from your message. Presentations should be persuasive, not necessarily dazzling.

Build with 4 x 4s. Basic slide construction consists of a maximum of one title line and no more than two subtitle lines if needed. The body should be a maximum of four

lines, four words each line. Yes! 4 x 4! Use key words to make your point. Your audience should be listening to you — not reading your slides as *you* read them. Visual aids are not meant to provide the complete content — that is your job.

Keep illustrations simple. The advantage of graphs is that they make it easy to visualize a point. But be sure to add a title, legend and labels. Simple charts are good, but all too often I see complicated, impossible-to-read charts that make your audience frustrated. If you need to show a busy chart, use handouts.

Talk at a moderate pace. People try to cover too much material by talking too fast. Target 120 words per minute, and aim to use 75 percent of your allotted time just to be safe.

Keep these points in mind and you will quickly master PowerPoint. Just remember — you are the presenter, not your slides.

Susan Black is a marketing consultant specializing in marketing communications and public relations. ✓

Is Your Technical Documentation Full of Bugs?



CEDARWOOD ASSOCIATES, INC.
Award-Winning Technical Writing Consultants
978.251.4566
www.cedarwoodassociates.com

WPI Venture Forum

RADIO SHOW



Are you looking for an entertaining, educational and interesting way to spend a couple of hours on a Saturday evening? Join Bob Hokanson, executive producer of the Forum radio show, every Saturday* from 5 to 7 pm on WTAG AM 580 to hear interviews with area business professionals from a variety of industries. Call 508-755-0058 to participate in the discussions and ask your questions about entrepreneurship and managing technology-based companies.

*Sports events or late-breaking news stories may occasionally pre-empt the regularly scheduled program.

10 Deadly Sins

CONTINUED FROM FRONT PAGE

His other awards include being named one of the Top 100 Attorneys in Massachusetts (*Law and Politics* survey, 2004); a *Mass High Tech* "Mass All Star" for 2003; and one of the "Best VC Lawyers" in Boston by *Digital Industry News* in 2001. He is a frequent speaker on the topics of financing, emerging company issues, mergers and acquisitions, and standard setting. Updegrove is a graduate of Yale University and Cornell University Law School. ♡

Case Presenter

CONTINUED FROM FRONT PAGE

difficult-to-treat contaminants, and toxic byproducts resulting from conventional chlorine treatment.

Ferrate is an iron-based chemical that in one step can kill bacteria and viruses, treat organic contaminants, and remove toxic, suspended metals. Ferrate is more effective than chlorine in treating new contaminants, without generating harmful byproducts. Ferrate's unique capabilities in water treatment are widely recognized by the scientific community. However, it is not available commercially due to traditionally high costs of production. FSI's proprietary technology enables the economical production of ferrate in scalable quantities.

FSI is developing the ferrate technology in strategic partnership with Battelle Memorial Institute, a world-renowned technology innovator conducting \$3 billion in annual research and development.

Contact Rezwan Sharif

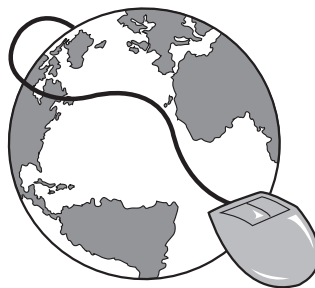
Ferrate Solutions, Inc.

phone: (617) 501-6765

fax: (270) 897-7994

rsharif@ferratesolutions.com ♡

Websites of interest



http://www.sba.gov/starting_business/index.html

Here are your government dollars hard at work. The Small Business Administration site has a wealth of information about how to get your business up and running smoothly. From the initial business plan to marketing, hiring and protecting your idea, this site offers a basic overview of the topics any start-up needs to understand in order to succeed and thrive. Site links will take you to other government sources, such as the U.S. Patent and Trademark Office.

<http://www.pwcmoneytree.com/moneytree/index.jsp>

The "Money Tree Survey" — this site tracks the most recent quarter's levels of U.S. venture capital investment by region, industry, stage of development and financing sequence. It also offers historical trend data. A collaboration of Price Waterhouse Coopers/Thomson Venture Economics/National Venture Capital Association.

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.

We invite WPI Venture Forum members to share useful, non-commercial online resources for entrepreneurs. Let us know about any public sites you'd like to recommend at ventureforum@wpi.edu. ♡



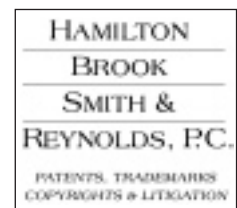
COLLABORATIVE FOR
ENTREPRENEURSHIP & INNOVATION

DEPARTMENT OF MANAGEMENT

100 INSTITUTE ROAD
WORCESTER, MA 01609-2280

PRSR STD
U.S. POSTAGE
PAID
WORCESTER, MA
PERMIT #1654

Thank you to all our sponsors:



Attorneys At Law

