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## Welcome to e-news for *NEXT*

*NEXT* is the resource collaborative that specializes in developing the region's fast-growth entrepreneurial sector. The mission of *NEXT* is to create a new culture of entrepreneurship in the region and dramatically increase the number and quality of fast-growth, entrepreneurial companies headquartered in our region. *NEXT* pursues three key initiatives to achieve its mission: client services to technology-based entrepreneurs; infrastructure; and voice/advocacy.

For additional information, contact Brenda Laakso at 864-239-3711.

## EVENT CALENDAR

**THE MARCH BP FORUM WAS CANCELLED DUE TO INCLEMENT WEATHER AND WILL BE RESCHEDULED FOR A FUTURE DATE.**

***NEXT* BP Forum "Sales Management Practices"**. Monday, April 6, 2009 12:00 – 1:30 p.m. Greenville Chamber Boardroom. Larry Blackwell will be our guest expert.

### About the Speaker – Larry Blackwell

Larry Blackwell founded Datastream in 1986, taking the company to \$118M in revenue and 600 employees before selling the business in 2006. Prior to Datastream, Larry was a co-founder of EDI Technology Companies, an environmental process engineering consulting company. Blackwell holds a Bachelor of Science degree in Engineering from the University of Mississippi, a Master of Science degree from the Georgia Institute of Technology and a Ph.D. in Environmental Systems Engineering from Clemson University. He has received numerous business and engineering honors including Inc. Magazine's "Entrepreneur of the Year" for the State of South Carolina and Innovision Technology Awards' 2002 Charles Townes Individual Achievement Award. He currently splits his time between Greenville, Charleston, and Colorado.

Larry is currently serving as the Vice Chair, Community Prosperity on the 2009 Chamber Board of Directors.

***NEXT* to host panel discussion in Anderson *Creating an Entrepreneurial Ecosystem: Servicing Fast Growth Technology Start Ups***, Monday April 20, 2009 4:00 p.m. – 6:30 p.m. *NEXT* will be hosting the event from 4:00 p.m. to 6:30 p.m. at the Anderson Arts Center, 110 Federal Street, Anderson, SC 29625. More information will be available at a later date.

***NEXT* BP Forum "Creating a Financing Strategy That Matches Your Business"**. Monday, May 4, 2009 12:00 – 1:30 p.m. Greenville Chamber Boardroom. Logan Metcalfe, Arena Consulting, will be our guest expert.

*NEXT* CEO's attend to learn: Financing sources available (from debt to equity and everything in between); Choosing the rights source(s) for your business at the right times; Picking your investors.

### About the Speaker – Logan Metcalfe, Arena Consulting

Logan Metcalfe is founder of Arena Consulting that provides fractional CFO and COO services to companies experiencing or anticipating rapid growth. Logan spent five and a half years as CFO/COO of Immaculate Baking Company – America's leading brand of all-natural refrigerated cookie dough. He joined Immaculate in 2003 (three days before baking the World's Biggest Cookie) and crafted the company's business plan, established key financial and operational processes and was instrumental in raising over \$7.6MM in angel and venture capital investment. Logan previously worked as a Senior Management Consultant with Booz Allen Hamilton in Sydney and New York, where he consulted for several Fortune 100 companies and helped establish an initiative to accelerate the development of high impact technology start-ups. Logan graduated from the University of Auckland with degrees in Business and Arts and earned an MBA from Harvard Business School. He can be reached at [logan@arenaconsulting.net](mailto:logan@arenaconsulting.net).

**NEXT BP Forum “Searching for the New Knowledge Economy”**. Schedule date TBA. Bruce Yandle, Dean Emeritus, Clemson University College of Business will be our guest expert.

NEXT CEO's attend to learn about: Brains filled with wealth-enhancing knowledge form the capital of the future. But brains are far more mobile than machines and factory buildings. Where are they locating in the U.S.? How can we measure the location of the knowledge economy across states and cities? How is South Carolina faring as a competitor in the new knowledge economy?

**About the Speaker - Bruce Yandle, Dean Emeritus, Clemson University College of Business**

Bruce Yandle is Alumni Distinguished Professor of Economics Emeritus at Clemson University, and Dean Emeritus of Clemson University's College of Business & Behavioral Science. Dr. Yandle served in Washington on two occasions, first as a senior economist on White House staff during the Ford and Carter Administrations and later as Executive Director of the Federal Trade Commission in the Reagan Administration. He is a Senior Fellow with Clemson's Thurmond Institute and a Distinguished Adjunct Professor of Economics with George Mason University's Mercatus Center where he lectures regularly on Capitol Hill. Dr. Yandle has been a member and chairman of South Carolina's State Board of Economic Advisors. He is past-president of the Association of Private Enterprise Education and a trustee of Spartanburg Methodist College. He is author/coauthor of some 16 books, including *Regulation by Litigation*, just released by Yale Press. Prior to entering a career in university teaching, Dr. Yandle was in the industrial machinery business for 15 years. His quarterly *Economic Situation* newsletter on the economy is distributed by Clemson's Strom Thurmond Institute.

**FastTrac NewVenture – Greenville.** Specific dates and location are to be determined. Specific dates and location are to be determined. [Check the program schedule](#) to view other locations and dates. See course description under NEXT Partner Services and Events.

**FastTrac GrowthVenture – Greenville.** Specific dates and location are to be determined. Specific dates and location are to be determined. [Check the program schedule](#) to view other locations and dates. See course description under NEXT Partner Services and Events.

**FastTrac TechVenture – Greenville.** Specific dates and location are to be determined. [Check the program schedule](#) to view other locations and dates. See course description under NEXT Partner Services and Events.

## **NEXT PARTNER SERVICES and EVENTS**

**FastTrac® NewVenture™** FastTrac NewVenture is ground zero for anyone interested in starting a business. An education program created by entrepreneurs for entrepreneurs, FastTrac NewVenture is designed to help you evaluate and perfect your business concept. Taught by seasoned entrepreneurs in your community, FastTrac's hands-on program uses your idea as a case study, giving you an opportunity to "workshop" your venture in a safe and supportive environment. FastTrac NewVenture is a nine-module, 31.5 hour, program. The cost for the NewVenture course is \$195. Register and pay at least 2 weeks in advance to receive a \$50 discount!

**FastTrac® GrowthVenture™** What do you get out of FastTrac GrowthVenture? That's easy. Control of your business and your life. Graduates of FastTrac GrowthVenture describe the program as one that encourages entrepreneurs to streamline their business processes, analyze strengths and shortcomings, and achieve more balance in their work and personal lives. By working closely with other entrepreneurs in the intensive, FastTrac GrowthVenture environment, you'll interact with a group of people with whom you can share ideas, strategies, and successes. You'll also hone business skills that you'll use to shape your business for years to come. The cost for

successes. You'll also hone business skills that you'll use to shape your business for years to come. The cost for the GrowthVenture course is \$295. Register and pay at least 2 weeks in advance to receive a \$50 discount!

**FastTrac® TechVenture™** What do you get out of FastTrac TechVenture? That's easy. The tools you need to advance your technology venture to the next stage of business, whether that is seeking your last round of financing before going public, or moving beyond the start-up stage. Graduates of FastTrac TechVenture describe the program as one that encourages technology entrepreneurs to determine the economic feasibility of their business concept, reevaluate the feasibility of the technology, design a business model that matches a personal vision, and create a business plan to communicate the opportunity to investors. The cost for the TechVenture course is \$395. Register and pay at least 2 weeks in advance to receive a \$50 discount!

#### **Downtown Greenville cultural events:**

[http://www.greatergreenville.com/visitors/events\\_cal\\_resultsGG.asp?Start\\_DateM=06&Start\\_DateD=15&Start\\_DateY=2007](http://www.greatergreenville.com/visitors/events_cal_resultsGG.asp?Start_DateM=06&Start_DateD=15&Start_DateY=2007)

## **PRESS RELEASES**

**InnoVenture Southeast 2009 Announces Final Seven Entrepreneurs Making Presentations to Anchors and Investors** Greenville, SC – InnoVenture Southeast 2009, the sixth annual southeastern innovation conference, today announced entrepreneurial companies who will present elevator pitches to corporate anchors and investors. InnoVenture Southeast 2009 will be held on March 24, 2009, at the Carolina First Center in Greenville, SC.

InnoVenture presenting entrepreneurs represent a variety of business disciplines, from information technology to sustainability and advanced materials. Geographically entrepreneurs, along with Swamp Fox Anchors and Sponsors, come from across Georgia, Tennessee, and North and South Carolina, collectively the eighth largest mega-region in the world.

“InnoVenture 2009 will present another strong slate of entrepreneurial companies. Prior presenters have raised over \$100 million in venture and angel capital, demonstrating that the conference has attracted a pipeline of emerging companies with excellent market opportunities and strong management teams,” said John Warner, President of Swamp Fox LLC. “In addition to capital, entrepreneurs will find excellent opportunities to connect with major companies like Michelin, Milliken, GE, Blue Cross Blue Shield, and Zeus; with major universities like Clemson, University of SC, and UNC Charlotte; and with investor partners like SC Launch! and Noro-Moseley Partners.”

The final seven companies chosen to present at InnoVenture 2009 include the following:

- **Anaxtal Silicon** (*Piedmont, SC*) – has developed the “Witter Green Cycle” for manufacturing a grade of silicon specifically tailored for the solar photovoltaic (PV) wafer and module manufacturers at a significantly lower cost.
- **Avancen** (*North Charleston, SC - [www.avancen.com](http://www.avancen.com)*) markets MOD® - Medication on Demand – which is the only oral Patient-Controlled Analgesia device of its kind and it's changing the way oral pain medications are delivered on an as needed basis.
- **Belief Networks** (*Charleston, SC - [www.beliefnetworks.net](http://www.beliefnetworks.net)*) assists businesses and organizations to transform their real time, structured and unstructured data into actionable knowledge for improved customer experiences and business lift.
- **BiblioLabs** (*Charleston, SC*) - provides digital print-on-demand for Institutions to make public domain out-of-print content commercially viable, to allow retail customers: to find and purchase out-of-print books, and to allow content enhancers to mass customize old books.
- **Blue Nano** (*Huntersville, NC*) – provides high performance nano-materials targeted to OEM manufacturers for use in solar panels, batteries, and fuels cells to boost efficiency and reduce costs.
- **Calyptix** (*Charlotte, SC - [calyptix.com](http://calyptix.com)*) Calyptix Security has developed and is commercializing advanced security technology solutions for computer networks, single and multiple database systems, and other technology applications at affordable cost points.
- **Sabal Medical** (*Charleston SC - [www.sabalmedical.com](http://www.sabalmedical.com)*) aim is to bring nurses and pharmacists together, empowering them with the right tools to recapture wasted time, streamline key processes in hospital medication distribution, reduce medication errors, and improve patient safety.

These companies join eight companies chosen to present at InnoVenture 2009 who were announced last week:

- **Green Wizard** (*Charleston, SC - [greenwizard.com](http://greenwizard.com)*) is an online solution for the green construction industry that simplifies product research, product comparison, green specifications, quoting, purchase and documentation.

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- **Hoowaki** (*Greenville, SC*) transforms surfaces to mimic the look, feel, and performance of natural surfaces, beginning by targeting large markets seeking hydrophobic surfaces that repel water and ice.
- **InnerOptic** (*Hillsboro, NC - [www.inneroptic.com](http://www.inneroptic.com)*) markets the InVision System, a "GPS" for minimally invasive surgery and biopsy, which through 3D stereoscopic guidance results in easier, faster and safer interventions.
- **Invenca** (*Greenville, SC - [www.invenca.com](http://www.invenca.com)*) is an emerging advanced materials company, focused on innovations in separation science beginning with a new type of HPLC column for use in liquid chromatography of proteins and other large molecules.
- **Nexnet** (*Knoxville, TN - [thenexnet.com](http://thenexnet.com)*) is commercializing the revolutionary Pearl technology which instantly connects TV and Internet video content/advertising with the viewer's email or SMS, focusing initially on cable television and Internet video distribution networks.
- **SensorTech** (*Greenville, SC - [www.sensortechllc.com](http://www.sensortechllc.com)*) is an advanced materials company developing conductive polymer sensors that are uniquely durable and formable for medical and industrial applications.
- **TracLok** (*Knoxville, TN - [traklok.net](http://traklok.net)*) is deploying the GeoLokTM, a device that secures a container against unauthorized entry, by providing access to the location and condition information of a given container to improve the efficient management of these assets.
- **X2Order** (*Waxhaw, NC - [x2order.com](http://x2order.com)*) provides a unique software-as-a-service (SaaS) framework that enables manufacturers to grow their profits by automating, enforcing, and sustaining Lean Manufacturing practices.

Additional information about InnoVenture 2009 can be found at the [SwampFox.ws](http://SwampFox.ws) website.

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**MIT DVD BROADCASTS AVAILABLE FOR CHECK-OUT**

From Soft Drinks to Real Estate: How a Looming Water Crisis Affects Our World and How to Optimize the Business Opportunity, October 23, 2008

Pathways to Entrepreneurship, September 23, 2008

Are You Ready for IPO? Strategies and Steps for How and When to Take Your Company Public, January 24, 2008

Enterprising Georgia Energy, Security & the Economy, October 24, 2007

Entrepreneurship: Success, Failure, Greatness A Fireside Chat with Ann Winblad and Jason Pontin  
September. 27, 2007

A.B.L.E. Tech: Achieving Better Life Experiences for People with Injury, Disability and Aging Challenges Through 21<sup>st</sup> Century Technologies, June 6, 2007

Financial Markets: Outlook 2007 moderated by Liz Claman, CNBC, January 25, 2007

A Very Special Evening with Geoffrey Moore, November 15, 2006

Angel Groups in Action: Funding Early Stage Innovation, June 1, 2005

Forecasting Markets: The Capital Update for 2006, January 26, 2005

The dvd's can be checked out for 2 weeks. Please contact Ginger McKenzie [gmckenzie@greenvillechamber.org](mailto:gmckenzie@greenvillechamber.org) if you are interested. You will need to pick them up from, and return to, the Chamber

For more information on the services of NEXT partner organizations, visit: [NEXTGreenville.com](http://NEXTGreenville.com)

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