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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

***NEXT* BP Forum "Searching for the New Knowledge Economy"** Monday, September 14, 2009. 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. Clemson's Strom Thurmond Institute distributes his quarterly Economic Situation newsletter on the economy.

### **Next event:**

***NEXT* BP Forum** Monday, October 5, 2009 "TBD"

**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

**You are cordially invited to the** Celebration of NextStart 2009 Entrepreneurs, Thursday, August 6, 2009 at 6:00-7:30 p.m. The Shirley Roe Cabaret Room, Larkin's on the River, 318 South Main Street, Greenville  
Please join us in celebrating the close of the 2009 NextStart Program and congratulating the four NextStart companies on their progress in developing their business ideas and launching their companies this summer. Many Greenville-area entrepreneurs, business service providers, consultants, and university faculty assisted these aspiring entrepreneurs over the summer, and we would like to thank the entire Upstate business community for your support. [RSVP here](#) The reception will include an update on the progress and plans of the NextStart Class of 2009:

The 2009 NextStart Companies are:

Company	Founding Entrepreneurs

**WHAT:** *South Carolina's Fastest-Growing Companies 2009* program. Now in its eighth year, co-sponsored by The Capital Corporation and the South Carolina Chamber of Commerce, South Carolina's Fastest Growing Companies recognizes the achievements of top-performing private and publicly-owned companies that have contributed to South Carolina's economy. **WHEN:** Beginning July 14, nominations will be accepted for the *South Carolina's Fastest-Growing Companies 2009* program. The deadline for entries is **August 17, 2009**. **WHERE:** The Top 25 highest-ranking companies will be honored at South Carolina's Chamber of Commerce Annual Summit event on **November 12, 2009** at the Wild Dunes Resort near Charleston, S.C. **HOW TO ENTER:** Interested parties will find instructions and entry forms at <http://www.thecapitalcorp.com/>. Participants can enter online, or download the nomination form and send to South Carolina's Fastest-Growing Companies, c/o The Capital Corporation, by fax at (864) 542-1661, or mail it to The Capital Corporation, 84 Villa Road, Greenville, SC 29615. E-mail questions to [fastestgrowing@capitalcorp.com](mailto:fastestgrowing@capitalcorp.com). For more information, contact Cristina Schleifer at 864-672-8400 or e-mail [schleifer@thecapitalcorp.com](mailto:schleifer@thecapitalcorp.com).

**REQUIREMENTS:**

1. Headquartered in South Carolina;
2. Have been in operation for at least two full fiscal years;
3. Have reported revenues of at least \$3 million (\$50 million in assets for financial institutions) in the state of South Carolina in the most recently completed fiscal year.

**TOP 25 RECOGNITION:** The Top 25 highest-ranking companies will be recognized through a state-wide print and broadcast publicity campaign including:

Featured in *South Carolina Business* 2009 magazine debuting at the South Carolina Chamber's Annual Summit on November 12, 2009.

The top three winners will be featured on ETV Radio's *South Carolina Business Review*

The first place winning company will be featured in a full page color ad in a leading news publication

Increased company awareness with the South Carolina business community

Contact:

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Vigilix LLC, a leading provider of PCI compliant point-of-sale support software, is pleased to announce that it has entered into a strategic relationship with GuestMetrics Inc., a software provider, and data mining company for the hospitality industry. Under this agreement the Vigilix technology platform will be utilized to deploy and configure the GuestMetrics' Guest Snapshot client software. In addition, Vigilix will also distribute the GuestMetrics' GuestSnapshot enterprise reporting tool to the hospitality point of sale dealer and systems integration channel.

**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 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**

### **New Ideas SC Business Idea Competition Kicks Off with Cash Prizes**

#### ***Everyone Has a Dream or a Great Idea – What's Yours?***

**Charleston, SC** – August 3, 2009 South Carolina residents can win \$5,000 cash for the best business idea through the New Ideas SC Competition, which is kicking off now to foster entrepreneurship in South Carolina.

Participants can enter their idea at [www.NewIdeasSC.com](http://www.NewIdeasSC.com) through September 21, 2009. The winners will be announced at the Small Business Innovation Summit and Expo in Charleston on November 4, 2009. The grand prize winner will receive \$5,000 of seed money for their business idea, a scholarship to a FastTrac® entrepreneurial training program, tickets to the Small Business Innovation Summit and Expo and access to a Dream Team of Mentors to help the winner cultivate their idea. Five first place prizes of \$2,500 will be awarded in the categories of BioScience, Software/Information Technology, Engineering, Environmental Sustainability, and the Wild Card. Each winner will receive a scholarship to FastTrac® and tickets to the Small Business Innovation Summit and Expo. There will be five \$1,000 honorable mention prizes distributed as well as in each category. Winners will be chosen based on the idea's viability, innovation/vision, and profit/revenue potential.

"This is the fifth year we have implemented the New Ideas SC Contest due to the gracious support of SC Launch, New Carolina, FastTracSC, OrangeCoat, SCRA and ThinkTEC," said Mary Dickerson, Coordinator, New Ideas SC. "We are looking for those business ideas that can bring new jobs, new energy, new talents, new life and new wealth to South Carolina."

"New Ideas for a New Carolina has been stoking the entrepreneurial fires of South Carolinians for several years, now. We look forward to seeing more inventive ideas this time around, and have enjoyed working with partners to support an entrepreneurial climate in the state that will keep South Carolina competitive." Amy Love, deputy executive director, New Carolina □ SC's Council on Competitiveness.

"We are pleased to support South Carolina's up and coming entrepreneurs and their innovative business ideas again this year," said Dave McNamara, SC Launch Director and SCRA Sr. Vice President. "SC Launch is proud to be associated with the New Ideas contestants– and we are eager to see them succeed and help build an even stronger knowledge based economy in South Carolina."

### **New Ideas SC Contest Open for Entries**

#### **What's Your New Idea?**

The New Ideas SC contest could be your big break! Enter your idea for a new business – a product or service – and compete to win the Grand Prize of \$5,000 to help kick-start your business. You will also receive a Dream Team of advisors and a scholarship to the [FastTrac®](#) entrepreneurial training program of your choice.

We're just looking for the idea – no lengthy business plans, schematics or prototypes. Simply answer a few questions about the idea and you're on your way. Enter between July 27, 2009 and September 23, 2009 in one of our five categories: Bio-Science, Environmental Sustainability, Engineering, Software & Internet Technology and the most popular – Wildcard. Category Winners receive \$2,500 and Category Runner-Ups receive \$1,000. All Category winners receive a scholarship to the FastTrac® entrepreneurial training class of their choice (NewVenture™, GrowthVenture™ or TechVenture™).

Prizes will be awarded at the Small Business Innovation Summit on November 4, 2009 in Charleston, South Carolina.

Enter your idea!

- [Contest site: www.newideassc.com](http://www.newideassc.com)
- [New Ideas SC on FaceBook](#)
- [Press Release](#)

**Acumen I.T. Acquires SwaimBrown Consulting, LLC** Published Thursday, June 04, 2009  
**Acquisition Increases Microsoft Dynamics Offerings and Positions Company for Regional Growth** May 7, 2009 Greenville, SC - Acumen I.T., an Information Technology ( I.T.) company headquartered in Greenville, SC, announced today the purchase of SwaimBrown Consulting, LLC of Spartanburg.

SwaimBrown Consulting (SBC) is a Microsoft Certified Partner and leading software consulting firm specializing in the implementation, training and support of Microsoft's Dynamics GP business management software. Their staff of senior consultants has been involved in the successful completion of more than 300 implementations of Dynamics GP. SwaimBrown Consulting's staff will join Acumen I.T. creating one of the largest Microsoft partners/resellers in the southeast. Microsoft Dynamics GP provides a fully integrated business management system for small and mid-sized companies across all industries. Dynamics GP automates and streamlines businesses processes for financials, supply chain, distribution, manufacturing, HR/payroll, project accounting, ecommerce, customer relationship management (CRM) and other functional areas.

David Pence, President and CEO of Acumen stated, "The acquisition of SwaimBrown Consulting is a great addition to our staff of experts and to our portfolio of solutions for our customers. We can now provide greater depth and Dynamics GP knowledge to our customers and help them move their businesses to the next level. With SwaimBrown Consulting's expertise, we are poised to grow further throughout the southeast and into other areas of the country."

"Companies today are looking for a strategic partner capable of addressing all of their complex IT needs," says Steve Nevelle, President of SwaimBrown Consulting. Nevelle continues, "Microsoft is delivering powerful business solutions that are fully integrated making them easy to deploy and support. By combining resources with SwaimBrown Consulting, Acumen I.T. becomes the dominant Microsoft reseller in the area capable of delivering the full breadth of Microsoft's integrated solutions to our clients." Steve Nevelle will be the Practice Manager for Acumen I.T.'s Business Applications Division.

#### **About Acumen I.T.**

Acumen I.T. is a privately held technology firm located in Greenville, South Carolina. A Microsoft Business Solutions Partner (MSFT), Acumen provides Microsoft Dynamics GP accounting software and customization services in addition to other business management applications like customer relationship management (CRM), enterprise resource planning (ERP), and point-of-sale (POS) systems. The firm is an Avaya Enterprise Partner, supplying comprehensive business phone systems and advanced phone integration, predictive dialers, and call center applications to enterprise level companies. Acumen services extend to enterprise-like turnkey I.T. service and support for small- and medium-sized businesses and supplemental services for in-house information technology (I.T.) departments, including server virtualization environments as a Dell Certified Partner, 24/7 monitoring, and emergency support. Acumen was named the 2007 Small Business of the Year by the Greater Greenville Chamber of Commerce and one of South Carolina's Fastest-Growing Companies 2008 by Elliott Davis, LLC. More information about Acumen may be found at [www.acumenIT.com](http://www.acumenIT.com).

Contact:  
Wendi Hill  
864-363-2000

**Invenca LLC, Mauldin, SC** has signed a product evaluation agreement with a major pharmaceutical developer and marketer to evaluate Invenca's chromatography technology in an investigative stage bio-pharmaceutical candidate. Agreements with several other parties are expected in the next few months. We are more excited than ever about the prospects of bringing lower cost and higher performance to companies engaged in biochemistry. We see opportunity across the spectrum of scale from lab to plant size. Chromatography products are an essential element of drug discovery and manufacturing processes worldwide.

### **About Invenca, LLC**

Invenca, LLC is a licensee of the Clemson Research Foundation with exclusive field of use in chromatography and was founded in 2007 to develop and market products for that field.

#### Contact:

Mark Housley  
864-373-7070  
1312 Old Stage Road  
Mauldin, SC 29681

### **New COMMUNITY CENTRIC WEBSITE LAUNCHES IN GREENVILLE, SC June, 2009**

New Video Website First In My City HD Family - GREENVILLE, SC – My City HD, LLC has launched GreenvilleHD.com, a new community centric website bringing the power of streaming video to the local level. GreenvilleHD.com is the first market centric website of the My City HD family, a concept that allows anyone with a broadband Internet connection to see community-generated content in full-screen High Definition video. GreenvilleHD.com features 19 different channels that offer a comprehensive look at Greenville, SC from arts, entertainment and shopping to education, jobs and real estate. Videos on the website give an unscripted, candid look at the everyday lives of those who live, work and play in the Greenville, SC community. GreenvilleHD.com also is a marketing medium that gives consumers a behind-the-scenes look at the personalities and distinctive qualities of local businesses, organizations, charities and issues.

Locally owned and operated by Reggie Williams and Kathy Vass, the rich media website was built by Provis Media Group, a full-service interactive agency based in Wilmington, NC. The new company's creative director is Tim Angevine.

"Video sites like YouTube and Hulu do a great job of serving content on a national level, but there didn't appear to be anything featuring video content on the local level," said Williams, owner of My City HD, LLC. "Your city is where you go out to eat, where you shop, buy a house, and where your children go to school. My City HD seeks to fill the void for local content online, and we've branded more than 200 cities across the country to do just that."

Added Vass, "The idea behind GreenvilleHD.com is to combine the popularity of video with the accessibility of the World Wide Web to create a method of marketing that is unmatched in reach, frequency and purchasing potential. Every business, organization and charity has a story to tell."

GreenvilleHD.com has its offices at 101 E. Camperdown Way in Greenville, SC. For more information, call (864) 283-0334.

Everyone should look at the technology channel. The video on Innegrity is one of our most viewed videos. The technology channel is very popular.

#### Contact:

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[www.GreenvilleHD.com](http://www.GreenvilleHD.com)  
<http://www.greenvillehd.com/about-greenville-sc>

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

Paint It Black: Avoiding the Financial Beast of Burden in 2009 and Beyond, February 25, 2009

Exploring the Future of Enterprise Software, February 12, 2009

The Future of Wireless Communications, November 24, 2008

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

Innovation to Commercialization: Using Government Funding to Kick Start Your Start-Up, June 4, 2008

Enterprising Georgia: How Virtual Worlds Will Transform The Way We Do Business, February 20, 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

Talk to an Angel: Crucial Connections to Early Stage Capital, June 7, 2006

The dvd's can be checked out for 2 weeks. Please contact Brenda Laakso [blaakso@greenvillechamber.org](mailto:blaakso@greenvillechamber.org) if you  
are interested.

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

You received this email because you have expressed interest in NEXT, please join us and get involved

