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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 Best Practices Forum "Stories from the Trenches". Larry Blackwell, former CEO of Datastream Systems, Inc. will be our speaker. Monday, Aug 4, 12:00 – 1:30 p.m., held in the Greenville Chamber Boardroom. Lunch is provided.

NEXT CEOs take advantage of the opportunity to listen and learn from founder and former President and CEO of Datastream Systems, Inc., Larry Blackwell. Datastream, now Infor, provides asset performance management software and services to enterprises worldwide. The Company's products are Datastream 7i, which provides customers with the tools they need for effective asset performance management, and MP2, which is designed for more traditional small to medium-sized organizations dependent on more established technology architectures, such as those found in client server and file server environments.

About the Speaker – Larry Blackwell, former CEO of Datastream Systems, Inc.

Larry Blackwell founded Datastream in 1986, taking the company to \$110M 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.

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 NewVenture –Greenville.** Meets Tuesdays for 10 sessions beginning September 9, 2008, 6:00 - 9:00 p.m. [Check the program schedule](#) to view other locations and dates.

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

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! **FastTrac TechVenture – Greenville.** Meets Thursdays for 10 sessions beginning September 10, 2008, 6:00 - 9:00 p.m. [Register here.](#) [Check the program schedule](#) to view other locations and dates.

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 GrowthVenture – Greenville.** Meets Tuesdays for 10 sessions beginning September 11, 2008, 6:00 - 9:00 p.m. [Register here.](#) [Check the program schedule](#) to view other locations and dates.

NEXT Best Practices Forum “Define Your Total Addressable Market”. Keith Boswell, Burning Sky Ventures will be our speaker. Monday, September 8, 12:00 – 1:30 p.m., Greenville Chamber Boardroom.

NEXT CEOs attend to learn about: The do's and don'ts in defining your total addressable market; How to decide what is truly "addressable" in total addressable market ; How to realistically determine who you should be reaching; What resources you can tap to help you size your market; How to test the reality of your concept with your target audience.

About the Speaker - Keith Boswell, Burning Sky Ventures

Keith Boswell has over 25 years of experience in software marketing, business development, product management and engineering. Prior to founding Burning Sky Ventures, Boswell served as vice president of marketing & tech alliances for rPath, a virtualization platform provider. Boswell was also vice president of marketing and business development for TogetherSoft, a provider of application development tools that was acquired by Borland Software for \$210M. Boswell has also managed marketing and business development efforts for a number of technology companies including AT&T, BroadBand Technologies, MicroFocus, Seer Technologies, Intersolv, and Sterling Software. He currently helps run marketing for Strikelron and is a marketing instructor at Wake Technical Community College in Raleigh. Boswell is also the founder of the Triangle Product Management & Marketing Association, which has over 500 members. Boswell holds a B.B.A. and an M.B.A. from James Madison University. Boswell is an avid outdoorsman and is an Ironman Triathlete.

NEXT PARTNER SERVICES and EVENTS

South Carolina Knowledge Economy Panel Discussion and SC Launch! check presentation to SensorTech: SensorTech offers a new, patent-pending contact sensing technology that can accurately measure force, pressure, torque, or impact, and has the ability to be formed into any shape and size. The new technology is simpler in operation and allows sensors to be more durable and be used in more applications because of its ability to be shaped. Light reception to follow. Wednesday, August 27, 2008, 4:00 p.m. – 5:30 p.m. Location is Greenville Chamber of Commerce, 24 Cleveland Street, Greenville, SC 29601. Co-sponsored and hosted by NEXT.

Downtown Greenville cultural events:

http://www.greatergreenville.com/visitors/events_cal_resultsGG.asp?Start_DateM=06&Start_DateD=15&Start_DateY=2007

▶ UPDATES

PRESS RELEASES

Merge Launches new Site for T&S Brass July 08, 2008 - **Greenville, SC.** Merge, an Upstate developer of high-performance web sites, announces the completion of the site design for T&S Brass, a manufacturer of plumbing products for foodservice, industrial, commercial plumbing and laboratory markets.

T&S Brass engaged Merge to update the look of the web site and better reflect its existing brand. The new web site can be viewed at www.tsbrass.com. The T&S Brass web site can also be viewed at www.mergeweb.com.

About T&S Brass

T&S Brass is located in Travelers Rest, SC. They produce a full line of faucets, fittings, and specialty products for the foodservice, industrial, commercial plumbing, and laboratory markets all across the world. All of their products are constructed from the finest materials, carefully inspected and undergo rigorous testing to ensure their durability and quality. T&S was founded in 1947 and has been setting industry standards in innovation, quality manufacturing, sales and customer service ever since.

About Merge

Merge is the only web development firm in Greenville, SC that offers a comprehensive, strategic approach to developing high-performance web sites for its clients. Founded in 2002, *Merge* has established itself as one of the leading web firms in the Southeast. You can visit Merge's web site at www.mergeweb.com.

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National Science Foundation Increases SBIR Grant to Selah Technologies Additionally Award to Extend Nanotechnology Commercialization, July 16, 2008 - Greenville, SC. Selah Technologies, an advanced materials manufacturer, announced today that the company has received an additional \$50,000 SBIR Phase IB grant from the National Science Foundation (NSF) to fund continued development activities for the company's Selah Tubes™ nanotechnology.

This amendment brings the total NSF support to \$150,000. Selah was recently notified of the award as part of the NSF's Small Business Innovation Research (SBIR) program. "The awarding of this grant amendment is continued validation of the merits of the Selah's nanotechnology in the commercial arena," said Dr. Andrew Metters, Chief Technology Officer for Selah, who will coordinate, manage and lead the project.

The grant supports the specific project titled "Bulk Production of Metallic-Enriched Single-Walled Carbon Nanotubes for Creation of Nanocomposite Thin Films with Improved Performance Characteristics Compared to ITO," Metters said.

Selah Technologies obtained a worldwide exclusive license in 2006 from Clemson University to develop and commercialize two platform nanotechnologies branded Selah Dots™ and Selah Tubes™. Selah Dots™ are carbon-based quantum dots that can be used for various applications, including life sciences, solar cells and anticounterfeiting, among others. Selah Tubes™, enriched carbon nanotubes, have a number of applications due to their impressive electrical conductivity properties.

About Selah Technologies

Located near Greenville, SC, Selah Technologies, LLC is a privately held advanced materials manufacturing company founded in 2006. Selah's mission is to consistently deliver high quality nanomaterials and nanotechnology enabled products to the global marketplace. For more information, visit www.selahtechnologies.com.

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ProActive Technology, July 29, 2008 - Greenville, SC. Greenville County Schools has launched EdPoint / Lesson Planner written by ProActive. EdPoint is a tool that teachers use to create and maintain their own web sites. Lesson Planner is a template that allows teachers to download lesson standards and create unit and lesson plans. Teachers can collaborate on lesson plans with other teachers throughout the school district. Both applications are written using Microsoft's SharePoint.

ProActive Technology has been selected as an approved vendor for Beaufort County Schools.

Georgia Pacific selects ProActive Technology to develop Serialized Inventory Tracking application. Using mobile technology, this application will streamline the procurement and inventory management for serialized assets. In addition this application also provides information for analyzing asset usage and forecasting future needs and utilization. The Serialized Inventory Tracking application will work in conjunction with the existing asset management system used by Georgia Pacific, which was also developed by ProActive Technology. It will be deployed in multiple divisions in Georgia Pacific.

MIT DVD BROADCASTS AVAILABLE FOR CHECK-OUT

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
21st 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 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

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