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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 "How to Maneuver in Rapidly Changing Times"**. Larry Blackwell of Yardstick Software and Ron Gregory of Economic Evaluations will be our guest experts. Monday, December 1, 12:00 – 1:30 p.m., Greenville Chamber Boardroom.

#### **About the Speaker – Larry Blackwell, Yardstick Software and 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.

#### **About the Speaker – Ron Gregory, Economic Evaluations**

Ron Gregory is a native of Greenville. Following an 18-year career in banking and real estate, Ron earned a Ph.D. in economics from Clemson University and taught at Clemson and Furman University. Since 1993 he has specialized in valuing private businesses and consulting with owners in strategy, valuation and ownership structure. In 2007 Ron began working with a local non-profit, and is active in the Greenville community.

**FastTrac NewVenture – Greenville.** Will meet for 10 sessions beginning in January. 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.** Will meet for 10 sessions beginning in January. 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.** Will meet for 10 sessions in Greenville beginning in January. 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 Best Practices Forum “TBD”.** Monday, January 5, 2009 12:00 – 1:30 p.m., Greenville Chamber Boardroom.

## NEXT PARTNER SERVICES and EVENTS

**Upstate Carolina Angel Network** panel discussion on *Investing in Entrepreneurial Ventures*. Thursday, January 8, 2009. Please plan to join us for a panel discussion comprised of UCAN members who will address the following questions: What is angel investing and how does it fit in the world of entrepreneurial finance?; What is UCAN and how does it work?; What kinds of companies are good candidates for UCAN investments?; What is the value of UCAN to investors, and how do I get involved? Location for event is Greenville Chamber Boardroom. Panel Discussion from 4:00 p.m. – 5:00 p.m with light reception to follow 5:00 p.m. – 6:30 p.m. Event is free to attend but registration is required. Please RSVP to [gmckenzie@greenvillechamber.org](mailto:gmckenzie@greenvillechamber.org) by Monday, January 5, 2009.

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

## ▶ UPDATES

### PRESS RELEASES

**Vigilix** has recently added hardware specific monitors to the existing point-of-sale application specific monitors. These templates provide information regarding temperatures related to CPUs, hard drives, video cards, memory modules and ACPI. By now having access to this information, Help Desk technicians can take proactive steps to prevent hardware failures from occurring.

**Vigilix Exceeds 5,000 POS systems being monitored**, November, 2008 - Vigilix, a leading provider of point-of-sale monitoring and alerting software, is pleased to announce that now over 5,000 systems are currently being monitored by Help Desks using Vigilix's POS health monitoring solution.

Delivered as a software-as-a-service application, Vigilix provides Help Desks that support point-of-sale systems with an efficient way to proactively monitor and receive alerts on the "health" of the systems they support. By using the

an efficient way to proactively monitor and receive alerts on the “health” of the systems they support. By using the Vigilix Dashboard, Help Desk Technicians have access to real-time information on the status of the POS systems and the environments that they operate in. Technicians can better prioritize their work, support more systems and respond immediately to situations before they become problems that could impact financial transaction or customer experience.

“We are seeing a real increase in demand for our product” said Andrew Kurtz, Vigilix’s CEO. “In today’s economic environment companies are looking for ways to continue to provide world-class support for their POS systems, but in a more efficient, cost effective way. Our customers are finding that by using Vigilix’s Total Support Manger, they are able to be more proactive, better prioritize and manage their work, as well as, support more systems without increasing staff or infrastructure.”

#### **About Vigilix, LLC**

Vigilix is the leading provider of monitoring and alerting software dedicated to the point-of-sale industry. As the Total POS Support Solution, Vigilix Total Support Manager (TSM) provides real-time monitoring, alerting, and remote control through a single user console. Help Desk operators have real-time visibility into the exact condition of the point-of-sale systems from an enterprise level down to a specific location. Using the secure remote control option, Vigilix RC, technicians can respond to alerts quickly, thus preventing small issues from becoming big problems. Delivered as a software as a Service application, Vigilix does not require additional software or hardware for deployment. Vigilix – The Total POS Support Solution.

For more information visit [www.vigilix.com](http://www.vigilix.com), or contact the company at 866-576-2839 x 14.

#### **CONTACT:**

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**Selah Technologies’ CEO to Join the Board of the Rutland Institute for Ethics** *Michael Bolick appointed to Advisory Board.* Greenville, SC, November 10, 2008 - Selah Technologies, an advanced materials manufacturer, announced today that Michael Bolick, the company’s founder and CEO, has been appointed to serve on the Advisory Board of the Robert J. Rutland Institute of Ethics at Clemson University.

“I am honored to serve on the Advisory Board of the Rutland Institute for Ethics. The mission and outreach of the Rutland Institute are an ideal venue to expound to the students, the faculty and the community the importance of taking personal responsibility for their actions and to instill that integrity, fairness and compassion are essential components of any decision-making process. The importance of making moral and ethical choices in life, as in business, cannot be overlooked or overstated,” said Michael Bolick, President and CEO for Selah.

Selah Technologies obtained a worldwide exclusive license in 2006 from Clemson University to develop and commercialize two nanotechnologies, branded Selah Dots™ and Selah Tubes™. Selah Dots™ are patent-pending brightly luminescent carbon based nanoparticles that can be used for various applications, including life sciences, solar cells and anti-counterfeiting, among others. Selah Tubes™, enriched carbon nanotubes protected under US Patent No. 7,374,685, have a number of applications due to their impressive electrical and thermal conductivity properties.

#### **About the Robert J. Rutland Institute for Ethics**

As a land-grant institution, Clemson University has enjoyed a strong bond of trust with students, faculty and the community for more than a century. Today, the University strives to build on and strengthen that trust through the activities of the Robert J. Rutland Institute for Ethics. The programs and activities of the Rutland Institute for Ethics are multidisciplinary and are intended to benefit both the campus and the community. Campus activities focus on three groups: students, faculty and staff. Community programs are designed to reach as much of the community as possible, with special attention directed to the business, education and professional sectors. For more information, visit <http://www.clemson.edu/ethics/>.

#### **About Selah Technologies**

Located near Greenville, SC, Selah Technologies, LLC is a privately held advanced materials innovator and manufacturer 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 <http://www.selahtechnologies.com/>.

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**Customer Effective Holds First Annual User Conference** *Discussions led by key industry thought leaders from Customer Effective and Microsoft.* Greenville, S.C., Nov. 20, 2008 – Customer Effective Inc., a Microsoft Gold Certified Partner focused on Microsoft Dynamics CRM, recently hosted its first annual user conference in Greenville, S.C., attracting more than 100 attendees representing more than 45 companies. Attendees included representatives from companies in financial services, professional services, public sector, manufacturing, technology, as well as key executives from Microsoft, ExactTarget and Scribe. According to Sean Poccia, Director of Information Services at Comag Marketing Group, "The two-day user group meeting was engaging, informative and most notably, collaborative. The variety of users present was a testament to the versatility of Microsoft Dynamics and showed how companies are leveraging the platform to solve complex business problems."

Attendees heard presentations by Customer Effective executives and consulting directors, industry thought leaders, and peers on current trends and issues including business intelligence, data management, workflow automation and SharePoint integration with Microsoft Dynamics CRM. The conference offered a wide variety of breakout sessions on Sales Force Automation best practices, marketing automation and development /customization strategies to ensure the success of CRM.

"Attending Customer Effective's user group was an excellent decision," said Aaron Roth, MarCom Specialist for Cherry, Bekaert & Holland, L.L.P. "The sessions on business intelligence and overall CRM strategy as it relates to "performance management" were exceptionally valuable for my firm. There were many other attendees like me with marketing and IT backgrounds, and I received great feedback on what works and what doesn't work when implementing a new software solution. Everyone was there to learn more on how to use the software, but what I think was equally valuable was to see how other companies were using Customer Effective to improve problem areas in their organization and to reach specific goals. I look forward to next year's conference."

Keynote speaker Lisa Parker from Microsoft addressed Microsoft's roadmap for Dynamics CRM. Chuck Niswonger, Director of Information Technology for Jamestown Properties, a CRM user and client of Customer Effective's, offered advice on how to successfully implement and manage a CRM system, showcasing his organization's CRM best practices.

"Customer Effective's inaugural User Conference provided a platform for like-minded individuals to share ideas on how to leverage Microsoft Dynamics CRM to drive success," said Scott Millwood, CEO of Customer Effective. "As leading CRM consultants, we have a great deal of expertise and knowledge of CRM that enables our clients and prospects to engage in successful CRM implementations, and through the User Conference, we can better share that expertise. Our clients and business partners play an integral role in making CRM successful culturally, and at this conference we shared experiences and lessons learned that benefited us all."

**About Customer Effective**

Customer Effective, with headquarters in Greenville, S.C., is a leading innovator in customer interaction solutions based on Microsoft Dynamics Customer Relationship Management (CRM). The company is a Microsoft Gold Certified Partner, CRM Consultant and Solution Implementer having completed hundreds of Microsoft CRM implementations and development projects in financial services, manufacturing, technology, professional services and more. Recipient of several CRM and Microsoft awards, Customer Effective recently received the 2008 Microsoft Dynamics Inner Circle distinction, and was also named to the 2008 Inc. 500 list. For more information, visit [www.CustomerEffective.com](http://www.CustomerEffective.com).

**CONTACT:**

For Customer Effective, Inc.

Andrew McCaskill  
678-781-7210

**Merge adds new Project Manager to team** Greenville, SC, November 26, 2008 - Merge, an Upstate developer of high-performance web sites is excited to announce the addition of another addition to its team.

**Lindsay Porter** joined Merge as Project Manager. Lindsay comes to Merge after spending 7 years in the luxury marketing real estate world. As Project Manager, Lindsay will work with clients and the Merge team to ensure all objectives are met. Lindsay received her B.A. in Communications from USC Upstate. She is also an active volunteer for MARY'S House in Pickens County.

#### **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](http://www.mergeweb.com).

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#### **National Science Foundation Awards SBIR Grant to Selah Technologies Award to Accelerate**

*Commercialization of Selah Dots* Greenville, SC, December 2, 2008 - Selah Technologies, an advanced materials manufacturer, announced today that the company has received a \$100,000 SBIR Phase I grant from the National Science Foundation (NSF) to fund continued manufacturing and development activities for the company's Selah Dots™ nanotechnology. This award is the second NSF SBIR Phase I grant received by the company.

Selah was recently notified of the award as part of the NSF's Small Business Innovation Research (SBIR) program. "The awarding of this grant is continued validation of our efforts to develop and deploy Selah Dots™ across a variety of bioimaging and bio-sensing applications," said Dr. Andrew Metters, Chief Technology Officer for Selah, who will lead the project.

Selah Technologies obtained a worldwide exclusive license in 2006 from Clemson University to develop and commercialize two nanotechnologies, branded Selah Dots™ and Selah Tubes™. Selah Dots™ are patent-pending brightly luminescent carbon based nanoparticles for use primarily as imaging agents for the biomedical industry with supplementary applications including solar cells and anticounterfeiting, among others. Selah Tubes™, enriched carbon nanotubes protected under US Patent No. 7,374,685, have a number of applications due to their impressive electrical and thermal conductivity properties.

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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



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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