

PSW

For *High-Tech Ideas*  
that think they may want to become  
*Start-Up Companies*<sup>SM</sup>

# Pre-Seed Workshop

June 7, 8 and 15, 2010 - Buffalo, NY



Lippes Mathias Wexler Friedman LLP

**NYSERDA**



NETWORKS, LLC



**nationalgrid**



NYS Center of Excellence in Bioinformatics & Life Sciences  
[www.bioinformatics.buffalo.edu](http://www.bioinformatics.buffalo.edu)

## Pre-Seed Workshop Overview

The Pre-Seed Workshop was developed as a way of offering the region an efficient way to give a large number of high tech ideas a solid entrée into the pre-seed stage (and maybe just as important, vet ideas that possibly shouldn't go forward). The workshop consists of two days of hands-on working sessions where we take several high-tech ideas from 1 – 4 universities / research centers and move them from the concept to the pre-seed stage.

**The Immediate Goal.** The primary goal of the workshop is to help potential entrepreneurs move off the point of indecision, by determining the commercial merit of an idea, assessing the team's start-up fortitude, and for those ideas that do have commercial merit, organizing the idea to move forward.

**The Format.** The workshop primarily consists of the following eight idea analysis sessions on:

1. The Technology: Do you have a proprietary product?
2. Technology to Market Map: To whom will you sell?
3. Market Need: Where is the pain?
4. Competition: Why will you win?
5. Business Model: How will you operate?
6. Revenue Potential: How big is this opportunity?
7. Management Team: You and what army?
8. Technology Status: What does the roadmap look like?

**The Team.** The analysis is conducted by a team typically consisting of an “idea champion”, another technology associate, an MBA student, an IP or business start-up attorney, a tech transfer officer, and a business coach from the community (e.g., an entrepreneur-in-residence or experienced start-up CEO). The team stimulates a “real” start-up which requires expertise in technology, business, finance, law, etc. Generally, about six to eight teams participate in every workshop.

**Team Product.** As we lead our teams through the eight modules above, they address twenty key questions and generate a series of about 12 to 13 slides that constitute the foundation of a fifteen minute presentation that they deliver on the afternoon of the second day before a panel of community experts, generally angel and/or venture capital investors. These experts will provide feedback on 1) Do they have a business case, and 2) Is it an investable business case?

**Next Steps.** At the end of the workshop, we provide our teams vectors into their community. For those with high potential ideas, we encourage them to take the next steps in digging in to conduct an in-depth opportunity analysis, participate in “pitch fests”, investor forums such as UNYTech, business plan competitions, intensive Entrepreneurship Bootcamps, etc, etc. We see ourselves as a means of getting companies started and “feeding” them into the various resources each of our Upstate communities already has in place.

**Outcome.** The response has been tremendous in all of our Update New York communities. Participant surveys regularly indicate “overall satisfaction” ratings of 4.5 or greater on a scale of 1 to 5. Based on the feedback we have received, we do believe that the Pre-Seed Workshop uniquely bridges the “Pre-Seed Gap”. Of the 200 opportunities analyzed to date, with over 888 participants across 8 host cities, 26 companies have been formed and are moving forward. Many of these companies have gone on to win local, national and international business plan competitions. Many have received SBIR funding while several have secured seed and venture capital already. Many “idea champions” met value-added members of their team at the Pre-Seed Workshop, e.g., their coaches who went on to become their CEO, their IP or corporate attorneys, and their MBA students who continued to work with the company until graduation and sometimes beyond.

## 2010 Pre-Seed Workshop Buffalo, NY - June 7<sup>th</sup>, 8<sup>th</sup> & 15<sup>th</sup>

### **Kickoff Dinner: Monday, June 7<sup>th</sup> (5:30PM – 8:00PM)**

*NYS Center of Excellence in Bioinformatics & Life Sciences, 2<sup>nd</sup> Floor, 701 Ellicott Street, Buffalo NY 14203*

<b>Meeting with New Coaches</b>	4:30 – 5:30 pm
<b>Networking</b>	5:30 - 6:00 pm
<b>Welcome: Why are we here?</b>	6:00 - 6:30 pm
<b>Dinner and Team Meetings</b>	6:30 - 7:15 pm
<b>Big Picture: The Road to a High-tech Startup Company</b>	7:15 - 8:00 pm

### **Day 1: Tuesday, June 8<sup>th</sup> (7:30AM – 5:00PM)**

*NYS Center of Excellence in Bioinformatics & Life Sciences, Zebro Room, 701 Ellicott Street, Buffalo NY 14203*

<b>Breakfast</b>	7:30 – 8:00 am	
<b>Break Out Sessions:</b>		
1. Your Technology: Do you have a proprietary product?	8:00 - 9:00 am	
2. Technology to Market Map: To whom will you (try) to sell?	9:00 -10:00 am	
3. Market Need: Where is the pain?	10:00 -10:45 am	
4. Competition: Why will you win?	10:45 - 12:00 pm	
5. Value Propositions: Who cares? <i>(includes lunch)</i>	12:00 - 1:30 pm	
6. Business Model: How will you operate?	1:30 – 2:30 pm	
7. Revenue Potential: How big is this opportunity?	2:30 – 3:30 pm	
<b>Homework Assignment: “Thickening” Your Presentations</b>	3:30 – 3:45 pm	
<b>Reporting Out: How’s it going so far?</b>	3:45 - 4:00 pm	
<b>Talk Show: Looking back across the road with a local startup</b>	4:00 – 5:00 pm	
Rob Anstey John Lordi, Ph.D.	Chief Executive Officer Chief Executive Officer	Graphene Devices, Ltd. Buffalo BioBlower Technologies, LLC

### **Day 2: Tuesday, June 15<sup>th</sup> (7:30AM – 6:30PM)**

*NYS Center of Excellence in Bioinformatics & Life Sciences, Zebro Room, 701 Ellicott Street, Buffalo NY 14203*

<b>Breakfast</b>	7:30 – 8:00 am	
<b>Newspaper Articles</b>	8:00 – 8:15 am	
<b>McQuaig Survey Results or</b>		
<b>Characteristics of Successful Entrepreneurs</b>	8:15 – 9:00 am	
<b>Break Out Sessions:</b>		
8. Building a Team: You and what army?	9:00 - 9:45 am	
9. Technology Status: Where is your technology today?	9:45 - 10:45 am	
10. Summary assessment	10:45 – 11:15 am	
<b>Lecture: Funding Options</b>	11:15 – 12:15 pm	
<i>Concurrent with “Community Continuity Conversation”</i>		
<b>Final Presentation Assembly</b>	12:15 – 1:45 pm	
<b>Presenting Your Case: Feedback panel</b>	1:45 – 4:45 pm	
<i>Includes a 15 minute break. Teams will be divided into two rooms (Zebro Room &amp; COE, second floor)</i>		
<i>Investor Panelists (1):</i>		
Ian Anderson	Founder & Managing Director	Ailm Consulting
David Zebro	Executive Vice President	Strategic Investments & Holdings, Inc.
Kent Keating	Chairman	Seevast
<i>Investor Panelists (2):</i>		
Dan Penberthy	Chief Financial Officer & EVP	Rand Capital Corporation
Michael Schattner	President	Onondaga Venture Capital Fund, LLC
Ken Pritzker	Managing Director	York Medtech Partners, Inc.
<b>Starting to Walk: Where do you go from here?</b>	4:45 – 5:00 pm	
<b>Sponsor Recognition, Reception and Networking</b>	5:00 - 6:30 pm	

## 2010 Pre-Seed Workshop Team Profiles

Idea-Team Name	Role	First Name	Last Name	Title and Affiliation
<i>Dr. Thomas Szyperski - University at Buffalo</i>	Idea Champion	Thomas	Szyperski, Ph.D.	Professor of Chemistry, University at Buffalo
	Technical Champion	Chris	Andrews	Assistant Professor, University at Buffalo
	Technical Champion	Erwin	Garcia	Student, University at Buffalo
	Technical Champion	Kunle	Odunsi, M.D, Ph.D.	Roswell Park Cancer Institute
	Tech Transfer	Edward	Tirpak, Esq.	Roswell Park Cancer Institute Technology Transfer
	Value Add Expert	David	McKinley, CPA	Vice President, HSBC BANK USA
	Young Professional	Brielle	d'Estries	Canisius College 2010 Graduate
	Young Professional	Vibhuti	Gupta	University at Buffalo MBA Candidate 2011
	Coach	Charlie	d'Estries	Managing Director, SciBiz International
	Coach	David	Parish, Ph.D.	University at Buffalo, Hauptman-Woodward Institute
<i>This technology is a predictive statistical model to diagnose ovarian cancer in an early stage using NMR spectra recorded for blood serum.</i>				

Idea-Team Name	Role	First Name	Last Name	Title and Affiliation
<i>Dr. Jack Sullivan - University at Buffalo</i>	Idea Champion	Jack	Sullivan, M.D.,Ph.D.	University at Buffalo
	Technical Champion	Mark	Butler, M.S.	University at Buffalo
	Tech Transfer Representative	Michael	Fowler, Ph.D.	Commercialization Manager, UB Office of Science, Technology Transfer and Economic Outreach
	Legal Representative	Paul	Mitchell	Partner, Lippes Mathias Wexler Friedman LLP
	Value Add Expert	Brian	Petit	Owner, 3-P Associates
	Young Professional	Hanan	Ismail	University at Buffalo MBA Candidate 2011
	Young Professional	David	Love	University at Buffalo MBA Candidate 2011
	Coach	Michael	Zwick, Ph.D., MBA	CEO, AndroBioSys
<i>EyeBOZYME is a RNA drug discovery company focusing on ribozymes as candidate human gene-based therapies.</i>				

Idea-Team Name	Role	First Name	Last Name	Title and Affiliation
<i>Dr. Frances Eun-Hyung Lee - University of Rochester</i>	Idea Champion	Frances	Eun-Hyung Lee, M.D.	Associate Professor of Medicine, University of Rochester Medical Center
	Technical Champion	Jessica	Halliley	Research Technician, University of Rochester
	Tech Transfer Representative	Timothy	Dee, DC, MBA	Commercialization Manager, UB Office of Science, Technology Transfer and Economic Outreach
	Legal Representative	Jillian	Deck	Associate, Lippes Mathias Wexler Friedman LLP
	Value Add Expert	Tino	Bellanca	Associate, MedTech Advisors
	Young Professional	Adam	Webb	University at Buffalo MBA Candidate 2011
	Young Professional	Priti	Bangia	York University MBA 2010
	Coach	Jack	Daiss, Ph.D.	Technical Director, First Wave Technologies, Inc.
	Coach	Eric	Cornavaca	Partner, Buffalo BioSciences
<i>The microBspot™ is a novel immune assay to diagnose acute respiratory infections.</i>				

Idea-Team Name	Role	First Name	Last Name	Title and Affiliation
<i>Dr. Marnie LaVigne - University at Buffalo</i>	Idea Champion	Marnie	LaVigne, Ph.D.	Director, Business Development, NYS Center of Excellence in Bioinformatics and Life Sciences
	Technical Champion	Sherryl	Weems, Ph.D.	Executive Director, UB Educational Opportunities Center
	Technical Champion	Jackie	Albarella	Partner, Lippes Mathias Wexler Friedman LLP
	Tech Transfer Representative	Esther	Eagan, J.D., M.S.	Associate Licensing Manager, UB Office of Science, Technology Transfer and Economic Outreach
	Legal Representative	Michael	Stork	Partner, Albarella Media
	Value Add Expert	Steve	Kimmel-Hurt	Account Manager, Superior Group, Inc.
	Young Professional	Allison	Pearlroth	University at Buffalo MBA Candidate 2011
	Coach	Scott	Stenclik	President, Superior Group, Inc.
<i>This idea stems from an effort to commercialize a digital delivery system for recruiting and training for the life sciences workforce</i>				

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Idea-Team Name	Role	First Name	Last Name	Title and Affiliation
<i>Dr. Kris Schindler - University at Buffalo</i>	Idea Champion	Kris	Schindler, Ph.D.	Assistant Professor, University at Buffalo
	Tech Transfer	Jeff	Dunbar	Director, UB Office of Science, Technology Transfer and Economic Outreach
	Legal Representative	Anne	Dintino	Associate, Lippes Mathias Wexler Friedman LLP
	Value Add Expert	Marion	Arbesman, Ph.D.	President, ArbesIdeas, Inc.
	Young Professional	Chris	Daly	University at Buffalo PharmD & MBA Candidate 2011
	Young Professional	Patrick	Fleming	University at Buffalo MBA Candidate 2011
	Coach	Dennis	Goupil, Ph.D.	CEO, Goupil Consulting LLC
<i>The Talker is an augmentative communications device developed for the speech-impaired.</i>				

Idea-Team Name	Role	First Name	Last Name	Title and Affiliation
<i>Mr. Matthew Christopher - Electric Vehicles, Inc.</i>	Idea Champion	Matthew	Christopher	Vice President, Electric Vehicle Systems Inc.
	Technical Champion	Matthew	Christopher	Vice President, Electric Vehicle Systems Inc.
	Tech Transfer Representative	Thad	McMurray, J.D.	Associate Intellectual Property Manager, UB Office of Science, Technology Transfer and Economic Outreach
	Legal Representative	Christian	Lovelace	Associate, Lippes Mathias Wexler Friedman LLP
	Value Add Expert	Mike	Grimaldi	CPA, Kane Firm
	Value Add Expert	Jack	McGowan	Consultant, Insyte Consulting
	Young Professional	Nimish	Saraf	University at Buffalo MBA Candidate 2011
	Young Professional	Tim	Shanahan	University at Buffalo MBA Candidate 2011
	Coach	Rick	Berger	Independent Business Consultant, NextPoint, LLC
<i>Electronic Vehicle Systems Inc. was created for the purpose of designing and manufacturing electric vehicles and the technologies that support electronically driven systems.</i>				

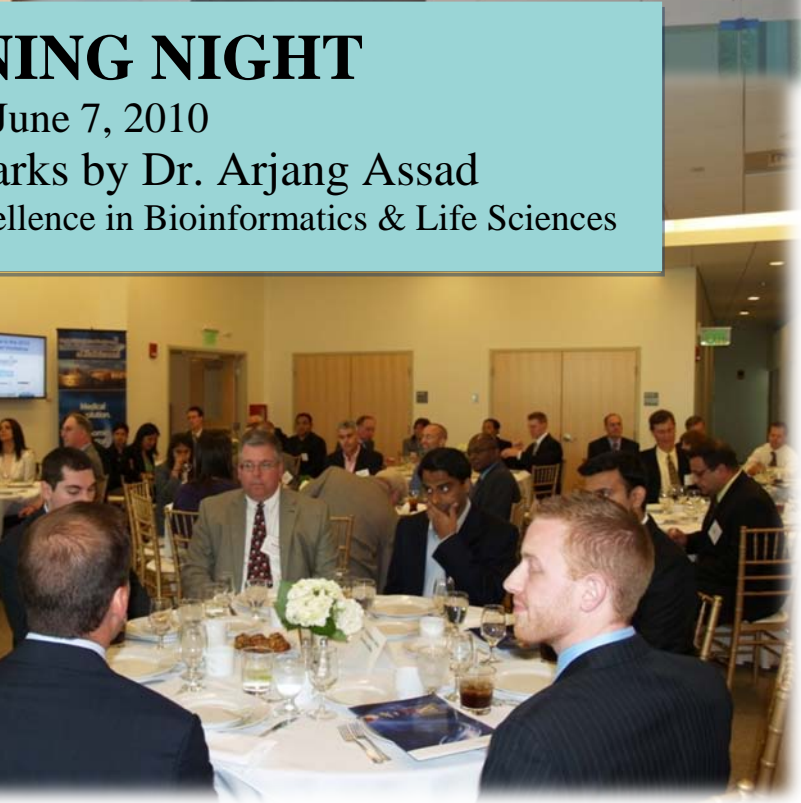
Idea-Team Name	Role	First Name	Last Name	Title and Affiliation
<i>Dr. Brandon Calitree - University at Buffalo</i>	Idea Champion	Brandon	Calitree, Ph.D.	Ph.D. Graduate, University at Buffalo
	Technical Champion	Brandon	Calitree, Ph.D.	Ph.D. Graduate, University at Buffalo
	Tech Transfer Representative	Martin	Casstevens	Business Formation Manager, UB Office of Science, Technology Transfer and Economic Outreach
	Legal Representative	Gregory	Ivancic	Partner, Lippes Mathias Wexler Friedman LLP
	Value Add Expert	Bradley	McFadden	VP Corporate Banking, Citizens Bank
	Young Professional	Saurabh	Kekatpure	University at Buffalo MBA Candidate 2011
	Young Professional	Venugopal	Appuriah	University at Buffalo MBA Candidate 2011
	Young Professional	Eric	Stegall	University at Buffalo MBA Candidate 2011
	Coach	Kevin	Albaugh	President & CEO, Intensive Energy Engineering LLC
<i>This technology has the capability to directly produce hydrogen from solar energy.</i>				



**Dr. Arjang Assad**  
Dean, University at Buffalo School of Management



**OPENING NIGHT**  
June 7, 2010  
Opening Remarks by Dr. Arjang Assad  
Venue: NYS Center of Excellence in Bioinformatics & Life Sciences





**DAY 1**  
June 8, 2010  
**Assembling the Building Blocks of the Business**  
- Team Break Out Sessions





**DAY 2**  
 June 15, 2010  
 Idea Team Presentations to Investor Panelists

Investors from the following firms:





2010 Pre-Seed Workshop

## Presenting Your Case: Feedback Panel

### Ian Keith Anderson

*Managing Director,  
Ailm Consulting Ltd.*

[www.ailmconsulting.com](http://www.ailmconsulting.com)



### Dan Penberthy

*Chief Financial Officer and  
Executive Vice President,  
Rand Capital*

[www.randcapital.com](http://www.randcapital.com)

### Ken Pritzker

*Managing Director,  
York Medtech Partners, Inc.*

[www.yorkmedtechpartnersinc.com](http://www.yorkmedtechpartnersinc.com)



### Kent Keating

*Chairman of the Board,  
Seevast Corp.*

[www.seevast.com](http://www.seevast.com)

### David Zebro

*Executive Vice President,  
Strategic Investments & Holdings*

[www.sihi.net](http://www.sihi.net)

### Michael Schattner

*President,  
Onondaga Venture Capital Fund, LLC*

[www.ovcfund.com](http://www.ovcfund.com)



## 2010 Pre-Seed Workshop What Our Participants are Saying!

"My overall experience at the Pre Seed Workshop was **outstanding**. It was a valuable exercise in the business planning process which facilitated a thoughtful evaluation of our current business and **future business opportunities**."

"A **'must attend'** for all MBA students to experience business outside the classroom with real industry professionals."

"The **energy** of the organizers, facilitators, and team members was **beyond inspiring**. They offered a great deal of encouragement with stories of successes and professional ambition."

"**The value** for me is taking the inexperienced inventor and providing him a quick education on what they do not know concerning start-ups."

"An excellent opportunity for a new business idea to get its **'tires kicked.'** "

"I would **not miss a chance** to attend again."

"The key takeaway was a greater **appreciation for one's 'dream,'** and the effort it takes for one to realize it."

"The Pre-Seed Workshop did an outstanding job of **shaping the thoughts** of entrepreneurs and **building relationships** in the Western NY community."

