

# 2010 Program Overview

## Explore Buffalo Niagara

# INVESTOR & ENTREPRENEUR HIGH - TECH FORUM



- **Nearly 300 people attended**
- **Over 20 high-tech company investor presentations**
- **Dozens of institutional & angel investors in the audience**
- **Fostered substantial networking related to business partnering and investment leads**
- **Strengthened ties between U.S. and Canadian investors and entrepreneurs**

### Featured in:

- The Buffalo News
- Buffalo Business First
- WIVB Channel 4 News
- YNN Time Warner Cable

**June 23-24, 2010**

**Hauptman Woodward Institute**

**Albright-Knox Art Gallery**

**Buffalo, NY**



**Connecting regional  
investment to the  
high-tech industry**

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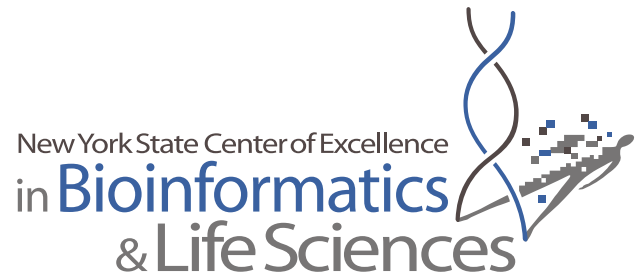
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## Thank you to our Committee Members

### 2010 Explore Buffalo Niagara Committee Members and Participating Organizations:

Ailm Consulting, Ltd.

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University at Buffalo Office of Science, Technology Transfer and Economic Outreach

Upstate Venture Association of New York (UVANY)

Watson Bennett Colligan & Schechter LLP

Western New York Venture Association



# Explore Buffalo Niagara Investor & Entrepreneur VIP Dinner

## Hauptman-Woodward Medical Research Institute

June 23, 2010

6:00 p.m. - 8:30 p.m.

Featuring an audience of:

- Over 20 High-Tech Forum presenting companies
- Local and out-of-town investors
- 2010 sponsors & program speakers
- Other VIP guests

Welcome Remarks by:

- Marnie LaVigne, Ph.D. – Director, Business Development, NYS Center of Excellence in Bioinformatics & Life Sciences (Presenting Sponsor)
- Scott Stenlik – President, Superior Group (Presenting Sponsor)
- Robert Genco, Ph.D. – Vice Provost, The University at Buffalo Office of Science, Technology Transfer, and Economic Outreach (STOR)

Opening Remarks:

- Ray Leach, CEO of JumpStart, Inc from Cleveland, OH, rated the 2009 Economic Development Organization of the Year as designated by the U.S. Economic Development Administration.



The VIP dinner brought together local and national investors & entrepreneurs for an intimate networking opportunity.



# Program Agenda

Thursday, June 24th, 2010

**Albright-Knox Art Gallery** 1285 Elmwood Avenue, Buffalo, NY 14222

7:30 a.m. –  
9:30 a.m.

## **Angel Investor Breakfast “Growing Angel Networks with a Co-Investing Focus”**

W. Daniel Mothersill – President, National Angel Capital Organization (Toronto, Canada)

Catherine Mott – Managing Director, BlueTree Allied Angels (Pittsburgh, PA);  
Chair, US Angel Capital Education Foundation

Panelists:

George Simmons – Partner, Derby Management (Boston, MA);  
Member, Cherrystone Angels and LaunchPad (Boston, MA)

Shirley Speakman – Investment Manager, Ontario Centers of  
Excellence Investment Accelerator Fund (Ontario, Canada);  
Founder, Golden Horseshoe Angel Network (Ontario, Canada)

Moderator: David Colligan Esq. – Partner, Watson, Bennett, Colligan, & Schechter LLP  
(Buffalo, NY); Board Member, Western New York Venture Association (Buffalo, NY)

Clifton Hall

9:30 a.m. –  
10:00 a.m.

## **Program Registration**

Lobby

10:00 a.m. –  
10:30 a.m.

## **Welcome and Introductions**

Marnie LaVigne, Ph.D. – Director, Business Development, New York  
State Center of Excellence in Bioinformatics and Life Sciences

Louis Grachos – Director, Albright-Knox Art Gallery

Scott Stenlik – President, Superior Group, Inc.

The Honorable Paul Dyster – Mayor, City of Niagara Falls

The Honorable Byron Brown – Mayor, City of Buffalo

Auditorium

10:45 a.m. –  
12:00 p.m.

## **High-Tech Company Showcase in Life Sciences, Energy, IT & Advanced Manufacturing**

Part I: Ten minute investor presentations by six high-tech firms seeking to raise funds

Moderator: Thomas Kucharski – President & CEO,  
Buffalo Niagara Enterprise (Buffalo, NY)

Auditorium

# Program Agenda

## “Connecting Regional Investment to the High-Tech Economy”

12:15 p.m. –  
1:15 p.m.

### **Keynote Speaker & Networking Luncheon** **“US Angel Investing & Entrepreneurship in the New High-Tech Economy”**

Catherine Mott – Chair, US Angel Capital Education Foundation;  
Managing Director, BlueTree Allied Angels (Pittsburgh, PA)

Moderator: Alfred Culliton – Acting CEO & Chief Operating Officer, Erie County  
Industrial Development Agency / Niagara Region Venture Fund (Buffalo, NY)

Clifton Hall

1:30 p.m. –  
2:45 p.m.

### **High-Tech Company Showcase in Life Sciences, Energy, IT & Advanced Manufacturing**

Part II: Ten minute investor presentations by six high-tech firms seeking to raise funds

Moderator: Jennifer A. Mucha, Esq. – Associate, Hodgson Russ LLP (Buffalo, NY)

Auditorium

3:00 p.m. –  
4:00 p.m.

### **“Warrior Entrepreneur” Panel Discussion**

George Adams, B.A.Sc., M.A.Sc., Ph.D., ICD.D – President,  
Hemo-Stat Inc (Mississauga, Canada)

Ron Schreiber – Managing Partner, Seed Capital Partners (Buffalo, NY)

Panelists:

Christine Whitman – Managing Partner, CSW Associates (Rochester, NY)

Moderator: Clayton L. Besch III, Ph.D. – Director of Business Development, Managing  
Director, Small Business Technology Investment Fund, NYSTAR (Albany, NY)

Auditorium

4:00 p.m. –  
5:00 p.m.

### **One Minute Investor Pitches, Reception, Networking, Tours of the Gallery**

One minute pitches by a select group of high-tech companies seeking to raise funds

Moderator: Jack McGowan – Consultant, Insyte Consulting, Buffalo NY (Buffalo,  
NY); Director, Western New York Venture Association (Buffalo, NY)

Auditorium  
/ Muse

# Explore Buffalo Niagara Investor & Entrepreneur High-Tech Forum

**June 24, 2010**

**Albright-Knox Art Gallery**

**Buffalo, NY**

**9:30 a.m. - 5:00 p.m.**

Special "Angel Investor Breakfast" for qualified investors held from 7:30 a.m. - 9:30 a.m.

Featuring an audience of:

- Over 20 High-Tech Forum presenting companies
- Local and out-of-town investors
- 2010 sponsors & program speakers
- Other VIP guests

## Angel Investor Breakfast

"Growing Angel Networks with a Co-Investing Focus"

7:30 a.m. – 9:30 a.m.

- Moderator: David Colligan Esq. – Partner, Watson, Bennett, Colligan & Schechter LLP (Gold Sponsor)
- Presentation by W. Daniel Mothersill – President, National Angel Capital Organization (Toronto, Canada)

Panelists (from left):

- Catherine Mott – Managing Director, BlueTree Allied Angels (Pittsburgh, PA); Chair, US Angel Capital Education Foundation, and Incoming Chair of Angel Capital Organization
- George Simmons – Partner, Derby Management; Member, Cherrystone Angels and LaunchPad (Boston, MA)
- Shirley Speakman – Investment Manager, Ontario Centers of Excellence Investment Accelerator Fund; Founder, Golden Horseshoe Angel Network (Ontario, Canada)

The mission of The Explore Buffalo Niagara Investor & Entrepreneur High-Tech Forum is to connect regional investment to the high-tech industry, including opportunities in energy, life sciences, IT & advanced manufacturing.



# Explore Buffalo Niagara Investor & Entrepreneur High-Tech Forum

## Welcome and Introductions

10:00 a.m. – 10:30 a.m.

- Marnie LaVigne, Ph.D. – Director, Business Development, New York State Center of Excellence in Bioinformatics and Life Sciences (Presenting Sponsor)
- Louis Grachos – Director, Albright-Knox Art Gallery
- Scott Stenlik – President, Superior Group, Inc. (Presenting Sponsor)
- The Honorable Paul Dyster – Mayor, City of Niagara Falls

*"There is almost no sector of the economy in the City of Niagara Falls in which collaboration between U.S. and Canadian companies and investors is not a critical part to moving the economy forward."*

- The Honorable Byron Brown – Mayor, City of Buffalo

*"In Buffalo we have seen how targeted strategic investment based on a collaborative efforts can lead to successes in building a life science and high-tech foundation that has changed the landscape of our city."*



# Explore Buffalo Niagara Investor & Entrepreneur High-Tech Forum

## High-Tech Company Showcase in Life Sciences, Energy, IT & Advanced Manufacturing

Ten minute presentations were given by 12 high-tech firm's including those seeking to raise funds from potential investors. They ranged from potential start up companies to established businesses looking to take their company to the next level.

Part I: 10:45 a.m. – 12:00 p.m.

- Moderator: Thomas Kucharski – President & CEO, Buffalo Niagara Enterprise (Silver Sponsor)

Part II: 1:30 p.m. – 2:45 p.m.

- Moderator: Jennifer A. Mucha, Esq. – Associate, Hodgson Russ LLP (Silver Sponsor)



# Explore Buffalo Niagara Investor & Entrepreneur High-Tech Forum

## Keynote Speaker & Networking Luncheon

*"US Angel Investing & Entrepreneurship in the New High-Tech Economy"*

12:15 p.m. – 1:15 p.m.

Moderator: Alfred Culliton (right) – CEO & Chief Operating Officer, Erie County Industrial Development Agency, Niagara Region Venture Fund (Gold Sponsor)

## Keynote Speaker

Catherine Mott (right) – Chair, US Angel Capital Education Foundation; Managing Director, BlueTree Allied Angels (Pittsburgh, PA); Incoming Chair of Angel Capital Organization

## Name the Angel Funded Company?



As Catherine Mott asked in her keynote address, GE is just one of many companies that started with the help of Angel investors.



**Companies Backed by American Angels**

**HAIL TO THE JOB CREATORS**

From 1980 to 2005... firms less than five years old accounted for all net job growth in the United States.

*Business Dynamics Statistics Briefing: Jobs Created from Business Start-ups in the United States, January, 2009.*

# Explore Buffalo Niagara Investor & Entrepreneur High-Tech Forum

## “Warrior Entrepreneur” Panel Discussion

Becca Braun, President of JumpStart Ventures, Inc. & our Keynote Speaker in 2009, describes a “Warrior Entrepreneur” as:

- Innovated from scratch through either finding a technology or a new way of doing business
- As CEO, grown this innovation into a company that employed a lot of people (say, 100+ people)
- Achieved an exit (IPO, recap, or acquisition) that created significant wealth for investors, employees and themselves

3:00 p.m. – 4:00 p.m.

- Moderator: Clayton Besch, Ph.D. – Managing Director, Small Business Technology Investment Fund, NYSTAR (Gold Sponsor)

### Panelists (from left):

- George Adams, B.A.Sc, M.A.Sc., Ph.D., ICD.D – President, Hemo-Stat Inc. (Successfully obtained venture financing for 24 companies raising \$85M)
- Rob Schreiber – Managing Partner, Seed Capital Partners (Founder of two lasting billion dollar technology companies)
- Christine Whitman – Managing Partner, CWS Associates; previous CEO for CVC, Inc., IPO in 2000.



## One Minute Investor Pitches, Reception, Networking, Tours of the Gallery

One minute pitches by a select group of high-tech companies seeking to raise funds

4:00 p.m. – 4:15 p.m.

- Moderator: Jack McGowan (right) – Consultant, Insyte Consulting; Director, Western New York Venture Association (Gold Sponsor)

4:15 p.m. – 5:00 p.m.

- Networking reception followed by tours of the Gallery





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A Celebration of Our City! • June 24-27, 2010

*Featuring*

**EXPLORE BUFFALO NIAGARA**

**INVESTOR AND ENTREPRENEUR HIGH-TECH FORUM**

**THURSDAY, JUNE 24, 2010 • 9:30AM - 5PM • ALBRIGHT-KNOX ART GALLERY**

**Investors      Entrepreneurs      Innovators      Community Leaders**  
*from across Buffalo-Niagara, Canada, and the U.S.*

**SOLD OUT EVENT IN 2009 w/ OVER 300 ATTENDEES**

**Forum Highlights Include:**

**More than 20 company** investor presentations in the Life Sciences, Energy, IT & Advanced Manufacturing sectors

**Keynote Address** by Catherine Mott - Chair, US Angel Capital Education Foundation and Managing Director, BlueTree Allied Angels (Pittsburgh, PA)

**"Warrior Entrepreneur" Panel Discussion** featuring:  
*George Adams, Ph.D.* - CEO, Amorfix Life Sciences Ltd  
*Anthony Giovinazzo* - President & CEO, Cynapsus  
*Ron Schreiber* - Managing Partner, Seed Capital Partners  
*Christine Whitman* - Managing Partner, CSW Associates

**ANGEL INVESTOR BREAKFAST**

7:30am - 9:30am  
Albright-Knox Art Gallery

**Presentation by:**

*W. Daniel Mothersill* - President, National Angel Capital Organization (Canada)

**Who Should Attend?** Qualified or aspiring investors looking for networking opportunities with individuals sharing similar regional investment interest in new high-tech companies.

For a detailed agenda and registration, please visit:

**[www.buffaloniagara.org/HighTechForum](http://www.buffaloniagara.org/HighTechForum)**

**Superior Group nationalgrid**

New York State Center of Excellence  
in Bioinformatics  
& Life Sciences

**GOLD Support:** Erie County Industrial Development Agency - Insyte Consulting - NYSTAR - Watson, Bennett, Colligan, & Schechter, LLP

**SILVER Support:** Buffalo Niagara Enterprise - Hodgson Russ, LLP

## Growth in local life sciences boosted by familiar voices

Former WNYers offer BioNetwork expertise

By Matt Glynn, NEWS BUSINESS REPORTER

Published: June 24, 2010, 12:30 am

The Buffalo News

[www.buffalonews.com/2010/06/24/1092729/growth-in-local-life-sciences.html](http://www.buffalonews.com/2010/06/24/1092729/growth-in-local-life-sciences.html)

As the local life sciences industry attempts to grow, having a booster such as Terry McGuire in its corner is a plus.

He is co-founder and managing general partner of Polaris Venture Partners. The \$3 billion venture capital fund with offices in Boston and Seattle helps develop life sciences and information technology companies.

McGuire is a Lancaster High School alumnus who several years ago started the BioNetwork, a group featuring former Western New Yorkers interested in revving up the region's life sciences industry. They want to use their collective expertise to advise early- to mid-stage companies from upstate New York on how to make a successful leap to commercialization.

"I think if you look at the universities and teaching hospitals that are broadly in Western New York, there's a lot of really interesting science that's coming out of the universities," McGuire said. "The trick is, how do you translate that science into important products that will be the foundation of important companies? And that's a longer-term process."

McGuire and his fellow BioNetwork members gathered in Buffalo this week for the fifth BioNetwork Summit. The group has grown over time, with early support coming from Bruce A. Holm, executive director of the University at Buffalo's Center of Excellence in Bioinformatics. The Bio- Network has also attracted locally based businesspeople interested in bolstering life sciences.

Members of the BioNetwork include Alan L. Crane, a Rochester native who is general partner with Polaris, and Richard W. Mott, a former top executive at what is now called Greatbatch Inc. Peter B. Hutt, a local native who was formerly general counsel to the U. S. Food and Drug Administration, is also a member but was unable to attend this year's summit.

"We're all from the region, and we really all have an interest in having an impact," Crane said.

A few BioNetwork members met Wednesday with David S. Goldfarb, a University of Rochester professor who is founder of a start-up called Calorics Pharmaceuticals. They listened to a presentation on Goldfarb's venture, tossed out questions, and suggested contacts. For Goldfarb, it was a prime opportunity to get feedback from a high-level sounding board.

Crane said Goldfarb is a good example of how the Bio- Network hopes to have influence. He recalled meeting with Goldfarb a year

and a half ago and said the professor has made progress.

"He's really getting himself positioned where he really is likely to build an interesting company," Crane said.

The BioNetwork group offers a business perspective to someone from the academic world seeking input on how to build a company, he said.

"Our theory is that with a few real high-visibility successes, it will draw more capability and expertise," Crane said. "That's certainly been our observation in other geographical areas and even with other academic institutions."

Ideally, he said, if a venture such as Goldfarb's succeeds, Goldfarb becomes a resource for the next academic who wants to commercialize a project. And employees of Goldfarb's company could go on to launch ventures of their own.

The objective is to create an "ecosystem" that allows life sciences companies to flourish, as in places such as Boston, San Diego and San Francisco, Crane said. The contents of that ecosystem include entrepreneurs who can launch tech-oriented start-ups, academics oriented toward commercializing science, as well as other experts needed to help a company grow, and adequate financing.

"I think often New York State has focused on the buildings and the space and the need for that," Crane said. "Sometimes I feel like that's the easiest piece. . . . It's really about the people and the financial backing that's required to get there."

Debora K. LaBudde, managing general partner of ENVOI Ventures in Rochester, is involved in investments nationwide and sees strong potential locally for emerging technologies. "I think that's why the group does come back every year," she said. "I think we see the raw opportunities here to be capitalized on."

The summit was sponsored by the Harter Secrest & Emery law firm. The BioNetwork tries to meet once a year, but, because of the members' schedules and commitments, it has not always been possible.

The BioNetwork Summit is part of a larger pursuit in Buffalo Niagara: how to convert the potential of research institutions into companies that create jobs and investment. A key part of that is attracting capital to support the start-ups.

The Explore Buffalo Niagara Investor and Entrepreneur High-Tech Forum is tackling some of those issues today in a program in Albright-Knox Art Gallery. Its theme is connecting regional investment to the high-tech economy. It includes presentations by high-tech firms seeking to raise capital.



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# Explore Buffalo Niagara Investor & Entrepreneur News Features

## Start-ups seek help of 'angel' investors

By Matt Glynn

NEWS BUSINESS REPORTER

Published: June 25, 2010

The Buffalo News

[www.buffalonews.com/2010/06/25/1094089/start-ups-seek-help-of-angel-investors.html](http://www.buffalonews.com/2010/06/25/1094089/start-ups-seek-help-of-angel-investors.html)

As fledgling companies try to take off, "angel" investors can play a pivotal role.

Angels are investors who provide funding to early-stage companies that have used up their initial financial support from friends and family members. Angels also cover the critical funding period before emerging companies attract support from venture capital firms.

The Buffalo Niagara region is trying to stimulate more angel investing activity by connecting the area's pool of budding entrepreneurs with funding sources. A forum held Thursday was designed, in part, to expose angel investors to high-tech ventures that might be worth their dollars.

"It's people self-identifying that they want to be part of the investment community," said Marnie LaVigne, director of business development at the New York State Center of Excellence in Bioinformatics and Life Sciences, affiliated with the University at Buffalo.

About 300 people attended the Explore Buffalo Niagara Investor and Entrepreneur High-Tech Forum in the Albright-Knox Art Gallery. Selected start-up ventures made pitches to investors. Investors who came away intrigued were invited to schedule follow-up meetings with the entrepreneurs.

Forum organizers hope the ventures will attract the funding needed to get established and create good-paying jobs to bolster the local economy.

Angels helped launch such now-prominent companies as Alcoa, Home Depot, Google, Starbucks and Amazon.com, said Catherine V. Mott, managing director of BlueTree Allied Angels, an angel investor network in Pittsburgh.

Angels might be former entrepreneurs, retired business people or active business people, including doctors and lawyers looking to invest some of their wealth, said Mott, incoming chairwoman of the Angel Capital Association.

"I call this pure, unadulterated psychic reward," Mott told the forum. "This is why angels get involved. They want to help; they want to stay engaged; they want to use their skills; they can do good in your neighborhood."

Over the years, the number of angel investor networks has grown, allowing individual angels to get together, combine knowledge and mitigate risk, she said. That approach also allows start-ups to make their pitches to multiple potential investors at the same time.

What do angels look for in an investment opportunity? The venture's

management team is a decisive factor, Mott said.

"If they are coachable, that means we can offer resources to be more successful," she said. "If they are not coachable, we walk; we run to the next deal."

Angels also look for a diversity of skills on the management team, such a mix of financial, marketing and operations acumen — beyond just people who know how to build the product, she said.

While angel investing can be rewarding, it also is risky and not for everyone, Mott said. An Angel Capital Education Foundation study using 2007 data found that only one or two of every 10 investments made by an angel investment group brought most of a return on investment.

"I tell people when they get into angel investing, 'if you don't have a strong stomach, don't do it,'" she said. "Because it gets ugly before it gets better."

A study released at the forum found Buffalo Niagara has significant opportunity to nurture start-ups through angel investments.

The study, commissioned by the law firm Watson Bennett Colligan & Schechter, found nearly 37 percent of the investment opportunities reviewed by a local angel group had received funding, compared with the national average acceptance rate of 14.5 percent.

The study also said the region has as many as 100 additional angel investors who could join the group "if they were made aware of the local opportunities of angel investing."

The report found a significant increase last year in "seed and start-up stage companies right here in our own backyard."

"Essentially, this report tells us that there is high-quality deal flow for the local angel investor," David J. Colligan, a Watson Bennett partner, said in a statement.



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# Explore Buffalo Niagara Investor & Entrepreneur News Features

## Events hope to convince people to move

Published : Thursday, 24 Jun 2010

Lorey Schultz

Channel 4 News

5:30/6:00PM Broadcasts

Posted by: Eli George

[www.wivb.com/dpp/news/local/Events-hope-to-convince-people-to-move](http://www.wivb.com/dpp/news/local/Events-hope-to-convince-people-to-move)

NIAGARA FALLS, N.Y. (WIVB) - Buffalo boosters will be out in big numbers this weekend, talkin' proud about a city that has a lot to celebrate.

You won't find many people bashing Buffalo this weekend, or Niagara Falls for that matter. Two major events are now underway to lure natives back home for good.

Convincing tourists and former residents that Niagara Falls is an amazing place isn't a tough sell, nor is it when you show them the many gems in the Buffalo area. But getting people, especially natives, to return and stay is the challenge.

Niagara Homecoming Organizer Colleen Kulikowski said, "We have to give them the opportunities and reasons why it's so great to live in western New York."

Two events are now underway in Buffalo and Niagara Falls. The goal? To persuade former residents to relocate. In the Falls, Niagara Homecoming kicked off with a job fair. Obviously, people can't relocate without work.

Kulikowski contended, "Opportunities are everywhere. You've got companies here starting up, small start up looking for employees."

Last year, seven families relocated to Niagara County after attending the event. These 75 employers claim they're hiring. That's good news to recent graduate David Craig.

Niagara Falls Mayor Paul Dyster said, "One thing we've recognized

is that even in depths of recession you have jobs unfilled in private sector."

Buffalo Citybration is also shining a light on the city's job opportunities. Finding work in the high tech industry looks good, as we learned at this forum.

Bioinformatics Business Development Director Marine LaVigne said, "For example, we already launched over 50 new life science companies since 2001. Many people don't know that. They're small and medium companies, and that's where the bulk of employment is in the United States."

While the events were set up to bring former residents home, current residents are just as crucial in the process. That's why both events want to reacquaint residents with the region. Old Falls Street is worth visiting. And of course, who can resist the appeal of the Falls.

Right now in Buffalo and Niagara Falls, social gatherings are underway. There will be a number of other events taking place through Sunday, including a job fair Friday in Buffalo as part of Citybration.

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# Explore Buffalo Niagara Investor & Entrepreneur News Features

## High tech forum hopes to improve economy

Published : Thursday, 24 Jun 2010

Channel 9 YNN News

5:00/6:00PM Broadcasts

Posted by: YNN Staff

Dozens of high-tech entrepreneurs converged on the Albright Knox Art Gallery Thursday to pitch their products to potential investors. YNN's Kevin Jolly tells us why organizers are hoping the event plants the seeds for Buffalo's economic future.

BUFFALO, N.Y. – Designer Van DiBernardo has Multiple Sclerosis and as a result he has a hard time in hot weather. So he designed a vest, it's a cooling garment that he hopes becomes one of the hottest ideas at this year's Buffalo-Niagara Investor High Tech Forum.

"I just wanted to do something that would be better looking and be more along the lines of something that I would want to wear," said DiBernardo.

His sister, Luanne DiBernardo, helped him with the project and said it will millions, "Coolture is introducing a cooling garment for the heat intolerant and that includes the 133 million people who have a chronic illness in addition to the 50 or 26 million recreational golfers and other sports enthusiasts."

Coolture was just one of the many businesses who made their pitch at the UB sponsored forum.

"The future of our economy, not just in Buffalo but in this entire country really is high tech," said Marnie LaVigne, Director of Business Development at the UB Center for Excellence. "It could mean information technology, it could mean advanced manufacturing. It could mean some of the new energy or clean tech initiatives in companies that are launching."

Levine feels that Buffalo's future may be in life sciences, "Those are the ones that excite me because they directly affect your healthcare and your quality of life every single day."

And that could mean a second look for entrepreneurs like Luanne DiBernardo, who hopes Coolture becomes a household name, "We want to create jobs here, create opportunity here. And it would be nice to say that when we become a household brand in cooling apparel that we are from Buffalo."

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