

CRITICAL FEW REVIEW

Fall 2009

Boise State TECenter Fall Update

**From the BSU TECenter Director,
John Glerum**

Dear BSU TECenter Friends,

“When the going gets tough, the tough start their own businesses.” We see this happening more today than at any point in recent generational history. There is no doubt that innovation; business creation, business development and business acceleration are the critical solutions to our collective valley, state and national economic opportunities. Now more than ever we need to add value where ever and when ever we can. Our economy is completely dependent on the world buying what we are making and selling.

This Critical Few Review edition is a celebration for those making the above happen. Many thanks to Sarah Pokorney for capturing the real essence of what is critical and important at the Boise State TECenter.

Here are the top line facts for last quarter. The TECenter exited the 3rd quarter of 2009 with 11 resident clients, 6 non-resident clients, 3 tenants and 3+ pre-incubation clients. Ten clients are in the growth stage generating rapidly increasing

revenue along with 3 clients that have recently introduced products and services into the marketplace. Four client ventures are working in the development stage readying their products and services for the marketplace.

Currently, 75 percent of our space is being utilized. We have two light industrial bays open along with four individual office spaces.

Collectively, TECenter clients represent 139 full-time, part time and contracted self-employed people. TECenter client ventures are currently driving 10 million dollars in annualized revenues and have almost 17.5 million dollars of invested capital (debt and equity) here in the Treasure Valley. Congratulations to Ready Financial for being the first TECenter Client to receive significant venture capital funding.

We are most thankful for the past and even more excited for the future.

Happy Holidays,

John

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What is the NBIA?

The National Business Incubation Association (NBIA) is the world's leading organization advancing business incubation and entrepreneurship. Each year, it provides thousands of professionals with information, education, advocacy and networking resources to bring excellence to the process of assisting early-stage companies. An elected, voting board of directors representing the world's leading incubators governs the association.

TECenter

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 **nbia**
MEMBER
NATIONAL BUSINESS
INCUBATION ASSOCIATION

Welcome to the TECenter

We are excited to welcome three new companies to the TECenter: Northwest Clinical Trials, SMARTeam and Recall InfoLink. All have joined the TECenter as nonresident clients.

Northwest Clinical Trials *Introducing Early Phase Capabilities*

Clinical Research is about developing new treatments for diseases and improving the health of people worldwide. Northwest Clinical Trials is proud to be a part of that process.

At Northwest Clinical Trials, we strive to speed the process of new drug approval not only by providing on-time data, but also by assuring that data is clean, evaluable, and has been collected according to the latest standards and guidelines set forth by the FDA and other regulatory bodies. The staff at Northwest Clinical Trials understand the clinical research process and strive to conduct their trials with integrity, attentiveness, and professionalism.

[Read more](#)

SMARTeam *Strategic Marketing and Analytical Research Team*

SMARTeam is a Boise based team within, Advantage Sales & Marketing LLC (ASM), a premier North American sales and marketing agency committed to building brand value for our clients and customers. SMARTeam is a solutions oriented, analytical and marketing research team with a proven track record of client satisfaction and value added deliverables.

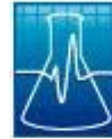
[Read more](#)

Recall InfoLink *Protecting what's most important*

Recall InfoLink provides expertise in recall process management for all stakeholders impacted by product recalls. Creating a Recall Value Chain, customers realize value that exceeds the cost of conducting recall events on their own. The Recall InfoLink web application streamlines the recall process for all stakeholders affected by a recall event. It provides standardize recall messages for all stakeholders, speeds up the flow of recall information and automates and tracks communications

[Read more](#)

Contacts:



**NORTHWEST
CLINICAL TRIALS**

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TECenter Companies in Action



Ready Financial Secures \$7.0 Million Series B Funding to Provide Consumers with Affordable Alternatives to High-Fee Checking Accounts

Published Wednesday, November 18, 2009,

BOISE, Idaho—(BUSINESS WIRE)— Ready Financial, provider of the READYdebit® Visa® prepaid card and online bill payment and check-writing service, today announced it has completed a **\$7.0 million Series B round of financing**. The investment, which was led by Rockbridge Growth Equity, a middle-market private equity firm started by Quicken Loans Chairman and Founder, Dan Gilbert, included participation from Flybridge Capital Partners. As part of the funding, Rockbridge Growth Equity will be adding two representatives to the Company’s Board of Directors: Jeff Bussgang of Flybridge Capital Partners will also join the Board.

Ready Financial is focused on bringing better, more affordable financial products to the millions of U.S. consumers who are formerly banked or poorly served by their existing banks. The Company’s initial product, The READYdebit Visa prepaid debit card, provides consumers with a comprehensive, lower-cost alternative to high-fee checking accounts.

[Read more](#)

Who’s who at the TECenter

Find out more about the TECenter companies. Learn about who they are and what they do. Let us know if you would us to facilitate an introduction.

[More Details](#)

Resident Companies:

- [2moto](#)
- [208 Wireless Business Integration](#)
- [Aero LEDs](#)
- [Apriori](#)
- [Bi-Biomics](#)
- [Boise Technology Inc.](#)
- [Dental RAT](#)
- [Double “J” Technologies](#)
- [The Network Operations Co.](#)
- [Ready Financial](#)
- [Verd’Light](#)

Tenants:

- [My State USA](#)
- [Idaho TechConnect](#)
- [Idaho SBDC](#)



RESIDENT TECENTER CLIENT since 2006

Becky Logue of The Dental R.A.T Nominated for SBA Small Business Person of the Year

Each year during National Small Business Week, the U.S. Small Business Administration (SBA) recognizes outstanding small business owners for their contribution to the economic well-being of America.

[Read More about the Dental RAT](#)

Nonresident:

- [Auction Frogs](#) NEW SITE!
- [Clearwater Country](#)
- [EtripTrader](#)
- [Norwest Clinical Trials](#)
- [Recall InfoLink](#)
- [SMARTeam](#)

Send Development Highlights to sarahpokorney@boisestate.edu

TECenter companies get innovative

2009 Innovation Awards and Showcase

Three TECenter companies exhibited their innovations at the fourth annual Idaho Innovation Awards Showcase, presented by Stoel Rives LLP and Kickstand Sept. 24.

The Innovation Awards and Showcase were held in conjunction with the Governor's Innovation Summit at the Boise State University Stueckle Sky Center at Bronco Stadium.

After the Governor's summit three TECenter companies, Auction Frogs, The Network Operations Company and Ver d'Light exhibited their companies along with more than 20 other companies at the Innovation Showcase.



Kristi Saucerman of Auction Frogs (right) finalist in two categories.

Kristi Saucerman and Auction Frogs was named a finalist in two categories: Innovator of the Year and Innovative Company of the Year. Following the showcase She and the other finalists and winners were honored at a special Awards Banquet. Of the 12 finalists Kristi was the only individual represented in multiple categories



Matthew Wheeler of the Network Operations Co. explains the benefits of Live Signs™ digital signage.



Larry Hyatt of Ver d'Light describes the sleek design of his "green" light-shelf product.

NOMINATION CATEGORIES

- Commercialized Innovation
- Early-Stage Innovation
- Innovative Company
- Innovator

[More Details](#)

Clearwater Country Farms

Progressive farmer grows big dreams

Clearwater Country Foods, a nonresident TECenter client for more than four years, proudly presents Garden Green Garbanzos, a new production of the most popular legume in the world that is scheduled to hit shelves at the first of the year.

Grown in the rich soil and rolling hills of the Palouse Valley in Northern Idaho, Garden Green Garbanzos add wonderful variety, flavor and nutrition to every meal. Naturally flavorful nut-like texture makes Garden Green Garbanzos perfect for soups, salads, entrees or ethnic dishes. Used Extensively in Mediterranean cuisine, Garbanzos are considered a gourmet "super food."

Health conscious consumers will enjoy the nutritional merits of this legume: low in fat, calories, sodium and cholesterol free yet high in fiber, manganese, folate, protein, iron and immune boosting iso-flavones. One serving offers as much as 35% of daily recommended fiber needs, as much as 19% protein and 10% iron of your RDA. They are also packed with many other vitamins, minerals and antioxidants, with no preservatives. Garden Green Garbanzos are perfect for the heart healthy choices on your menu.

Clearwater Country Foods has teamed with SunOpta [STKL](#), a Canadian Food Group that specializes in sourcing, processing and distribution of natural and organic food products integrated from seed through packaged product, to distribute their Garden Green Garbanzo products. They have recently introduced a 7oz retail package of Garden Green Garbanzos under their own Clearwater Country brand and developed a medley of Garden Green Garbanzos with red and yellow pepper strips. (picture attached)

Clearwater Country has developed several Garbanzómoles™, similar to guacamole made with garbanzos, with a company called Oasis Natural in California. Oasis supplies several large grocers including Costco, HEB and Safeway.



The Garden Green Garbanzos are scheduled to hit shelves the first of the year in HEB, Whole Foods and retailers like the Boise Co-op. Container loads of raw product are also scheduled to ship to international food groups after the first of the year.

Douglas Moser, President of Clearwater Country Foods, is the fourth generation Moser to till the Palouse Valley.

Douglas and his wife Judy along with their 3 children, Katie, Shane, and Jessi, began producing garbanzos in 1980. At one time their farm produced over half of all domestic garbanzo production.

Moser dreamed of developing a system to pick the garbanzo plants fresh and green, a more nutritious state. He was convinced this new variety vegetable product would benefit all consumers. Although a challenging endeavor, the Moser family's enthusiasm and support carried the dream to a reality in the summer of 2002. Since then as experienced agronomists, the Moser family has devoted 100% of

its time to the development of this exciting vegetable.

For more information Clearwater Country Foods Garden Green Garbanzos and great recipes visit www.clearwatercountry.com

SUPER FOODS!

They power your brain, efficiently fuel your body, fight infection, enhance your immune system and protect against diseases such as osteoporosis, heart disease, certain cancers, diabetes, and respiratory infections.

Doug became a regional icon developing farming methods and operating procedures for the garbanzo that are widely used today.

FACILITY CORNER



Windows 7

We are able to make a special purchase of some windows 7 professional upgrades. Marissa needs to know how many of you are interested and how many licenses you would like to purchase. She will also need to know if you need the 32 bit version or the 64 bit version. Marissa is going to place the order early in December. The cost is \$16 per license. **Please let Marissa know as soon as possible if you are interested.**

*Please make sure before you order that your computer and current operating system is compatible with Windows 7 Professional.

[Check your compatibility with windows 7](#)

Facility questions? [Contact Marissa Goff](#)

Resources & Deals

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Want to stop smoking? Contact

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Please email

sarahpokorney@boisestate.edu to add your employees to our mailing list so they can stay up on **TECenter News**.

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Questions or comments? E-mail us at sarahpokorney@boisestate.edu or call 208.562.3602

[Newsletter Archives](#)



EVENTS

December

12/1 11am Webinar: The eMarketing Toolkit Small Investments with Big Results

12/2 11am Webinar: Pull Visitors Back to Your Website

12/3 12pm Webinar: Marketing Analytics: Helping You Stay Accountable, Optimize Revenue and Sleep at Night

January

1/15 Q4 Quarterly reports DUE to sarahpokorney@boisestate.edu

1/18-1/22 Quarterly Review Meetings

TBD - LEVERAGE GAME TOURNAMENT & CHAMPIONSHIP

TBD - Boise State Career Center introduction to TECenter companies



[Reserve the TECenter meeting rooms online today!](#)