

# THE CRITICAL FEW

## REVIEW



We hope you enjoy the first issue of the TECenter's quarterly newsletter, *The Critical Few Review*.

Our goal is to keep our companies informed about news and events, TECenter resources, facility information and maximize the networking potential within the TECenter community.

Sarah Pokorney  
Editor

### Inside this issue:

Q308 Review	1
Q4 Plans & Priorities	
Q308 Review (cont.)	2
New to the TECenter Graduates	3
Who's Who of the TECenter	4
Who's Who (cont.)	5
Facility Corner - Online reservations	6
Events Calendar	6

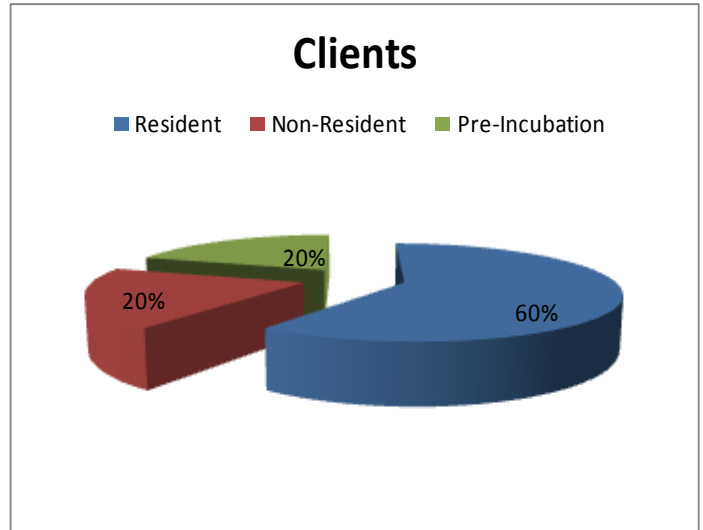
## TECenter Companies Complete Q308 Reviews

From Our Director  
John Glerum

The TECenter enters the 4th quarter of 2008 with 20 resident and non-resident clients. In addition, 5+ perspective clients are in the pre-incubation phase. Five clients are in the growth stage of development along with 9 clients that have also introduced products and services into the market place.

Collectively, TECenter clients represent 89 full-time, part time and contracted self employed people. TECenter client ventures are currently driving over three million dollars in annualized revenues and have almost eight million dollars of invested capital.

### Clients



Last quarter the BSU TECenter had two very successful companies graduate, neoreef and Metageek. Both moving to larger locations here in the Treasure Valley. Each increased their

revenue growth and employment over 5 times during their commercialization period here at the TECenter. We wish them continued success and are proud of their significant accomplishments.

## Q408 Plans and Priorities

After the quarterly reviews are complete we identify the most common needs among the TECenter companies and assess the most effective ways to meet those needs.

This quarter we have decided to initiate the quarterly news letter and

start a new series of "Lunch & Learn" sessions.

The "Lunch & Learn" series will be starting on Friday Nov. 21 with *The Investors Perspective* by Dr. Kevin Learned.

The series will also in-

clude the following topics:

- 12/5 Sales / Marketing Success Stories
- 12/19 Strategic Partnering and Alliance Success Stories
- 1/9 "What Works for Us" Financial Planning and Budgeting

See *Events Calendar Page 6*

## In the News

# Starting Up: Even tough times produce conditions to start great companies

Today's economic crisis has the potential to produce tomorrow's Apple, Microsoft or Google.

Idaho Statesman.com  
Edition Date: 11/13/08

**Question:** What do 1938, 1968, 1975, 1976 and 1997 have in common? **Answer:** They were all terrible years to start a company.

Intel (1968), Microsoft (1975) and Apple (1976) were started during the teeth of the bear market that ran from 1966 to 1982. Bill Hewlett and Dave Packard started HP during 1938 when unemployment was at 19 percent. Even Google, started in 1997, didn't have its first year of profitability until 2001 - the year the dot-com bubble burst.

Today these technology bellwethers are collectively worth more than \$500 billion. And yes, they were collectively worth a lot more than that about eight weeks ago.

We live in unprecedented financial times, and it's likely the global economy will get meaningfully worse before it gets better. Startups will be tested, and only exceptional teams with the best breakthrough ideas should consider starting or joining a new company today.

But what can history teach us about starting a company in difficult times?

Market dislocation can create opportunity in these ways:

1. Customers may be more willing to consider disruptive new ideas. When times are good, customers may simply buy more of the same. When times are tough, they tend to zero-base their budgets and challenge every purchase, leaving po-

tential room for new ideas, products and companies. Personal computers and spreadsheets replaced mainframes. Internet ads replaced TV ads.

2. Entrenched competitors may be less competitive and have a legacy business and product from which it is difficult to pivot. Their ability to invest in innovation is often diminished as their balance sheet is weakened.

3. Founders and employees may be willing to take risks to start and join companies as there is less to lose if the prospects at established companies are grim.

Gross domestic product may shrink over the near term, but the best startups discover "substitution" areas where market dislocation is creating opportunity at the expense of sectors that will decline. Recent Q3 2008 quarterly revenue reports show many areas in technology/services continued to grow year over year: Amazon (+31 percent), Apple (+27 percent), eBay (+11 percent), Google (+31 percent), Netflix (+16 percent) and Verizon Wireless (+13 percent), just to name a few. Each of these companies warned of slowing growth, but for a variety of reasons, including the ones I list below, they will likely keep growing.

Consumers may buy discounted goods online at the expense of retail.

Advertisers may buy targeted, measurable search ads at the expense of radio, TV and newspaper ads.

Consumers may drop their land-line phones in exchange for cheaper wireless devices that provide communication utility along with Internet, en-

tertainment and business services.

Families may dramatically reduce their purchases of automobiles, apparel, airline tickets and dinners out, but they may spend more on their existing homes and home-related activities as they save money.

Our portfolio of early-stage investments includes many companies that are leveraging these "substitution" trends in Internet, wireless and ad networks. And we have several companies that offer dramatic cost savings to enterprises in times when that issue is important.

This is a difficult time to start or join a new company, and investors are rightfully cautious. But history teaches that some of the best companies are started in difficult times. Many years from now we will look back on this period as an era that forged great companies. Hang in there.

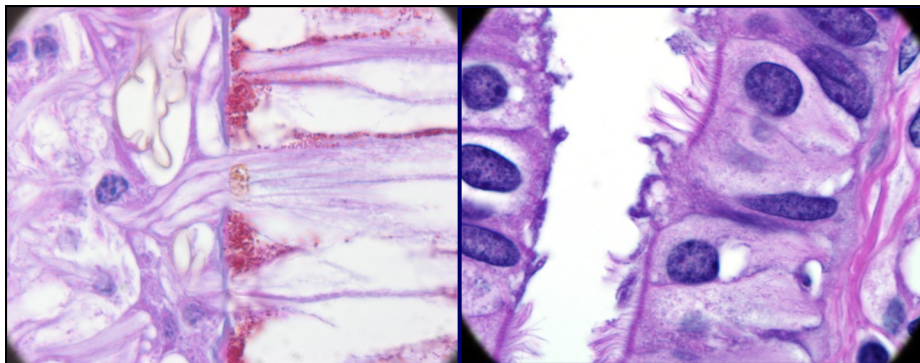
Len Jordan is a partner with Frazier Technologies, a venture capital firm that has a part-time office in Boise. He can be reached at [len@fraziertechnology.com](mailto:len@fraziertechnology.com).

Starting Up is a series published on Thursdays. The columns grew from discussions between the Statesman and local tech and entrepreneurial leaders and are coordinated by Julie Howard, a specialist for the Idaho Office of Science and Technology. Reach her at [julie.howard@commerce.idaho.gov](mailto:julie.howard@commerce.idaho.gov).

**New to the TECenter**

## The TECenter Welcomes Bi-Biomics

Bi-Biomics joined the TECenter as a resident client in September. Bi-Biomics is a life science discovery company founded by Dr. Tom Donndelinger and Kevin OBrien. Their services include tissue processing and pathologic services and products include a growing library of fixatives and reagents available for purchase through BBC Bio-chemical.



*Photos from [www.bi-biomics.com](http://www.bi-biomics.com)*

*The Tissue sections produced in our lab yield images with detail resolution at 1600X. This technology bridges the gap between light and electron microscopy, providing 10-100 times more detail and greatly extending the limits of your research and diagnosis.*

**Bi-Biomics Contact Info:**

Kevin OBrien

Phone 208.954.0348

[kobrien@bi-biomics.com](mailto:kobrien@bi-biomics.com)

[www.bi-biomics.com](http://www.bi-biomics.com)

**TECenter Graduates**

## MetaGeek: Moving Onward and Upward

We would like to congratulate MetaGeek, the most recent graduate of the BSU TECenter.

MetaGeek joined the TECenter in 2006, since that time they have grown from one employee to eight and increased sales significantly. MetaGeek has also employed multiple interns, worked with four Boise State student teams from the College of Business and one international student team from the University of Heidelberg in Germany.

MetaGeek founder, Ryan Woodings came to the TECenter when his product was in the early stages of development. The company has since moved through product development, introduction and into

the growth stage of the commercialization process.

Who is MetaGeek?

MetaGeek is an innovator and leading provider of Wi-Fi spectrum analyzer solutions. Its award-winning Wi-Spy hardware - widely recognized as the most compact in its class - comes bundled with MetaGeek's powerful visualization application, Chanalyzer. Together, this solution allows users to visualize, troubleshoot, and optimize their wireless networks at home or work. By building advanced features into an affordable, mobile, and easy-to-use product, Wi-Spy with Chanalyzer is the ideal solution for any user - from corporate IT pros... to tech geeks... to the non-technical home consumer.

**MetaGeek Contact Info:**

MetaGeek, LLC

10147 W. Emerald St., Suite #150

Boise Idaho 83704

Phone 1.208.639.3140

Fax 1.208.441.6483

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

# The Who's Who of the BSU TECenter

*Find out more about your neighboring businesses*



2moto.com

Leading manufacturer and distributor of snowbikes and snowbike kits. Ride your bike where you want all year round. Your motorcycle, our kit. The Next Real Power Sport!

208wbi.com



Wireless Business Integration is the combination of wireless solutions for input and output of data into the business environment to effectively enhance productivity and increase profits. 208 Wireless Business Integration (208 WBI) helps you look at your business technology processes and develops an implementation strategy and plan to re-engineer the culture and operational platform to increase productivity, profitability, and efficiency of your organization



Aeroleds.com

AeroLEDs has taken flight in the kit aircraft industry with the introduction of the AeroSUN lighting system. AeroLEDS is passionate about flight and exploring new and innovative products to improve the flying experience for enthusiasts and professionals alike.

Auctionfrogs.org



AuctionFrogs is a virtual fundraising community that brings businesses, charitable organizations, and bidders together in order to fund great causes.



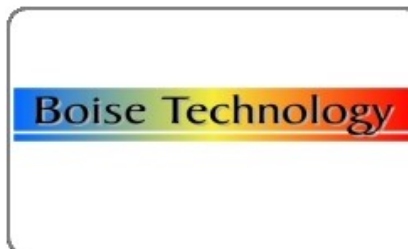
bansheeriverboards.com

The banshee bungee can be used for snowboarding, skiing, skateboarding, skimboarding, dirtboarding and riverboarding. The possibilities are endless, reach up to 30 mph!

www.bi-biomics.com



Bi-Biomics is a life science discovery company based in Nampa, Idaho. We have many exciting areas of research starting in the basics of cell biology. We offer tissue processing and pathologic services and a growing library of fixatives and reagents available for purchase through BBC Biochemical. Check our website for details.



Boisetechnology.org

Boise Technology Inc. is a specialized scientific research company that utilizes advanced spectroscopic techniques for the investigation of fundamental scientific problems. Active areas of research are currently concentrated on, but not limited to, answering important questions in surface science using nonlinear optical spectroscopy. The instrumentation and scientific expertise at Boise Technology is ready to tackle many additional pressing scientific challenges in physics, chemistry, and biology.



Clearwatercountry.com

Garden Green Garbanzo Beans, naturally nutritious. The year-round availability of fresh Garden Green Garbanzo beans creates a new option for the health conscious consumer. Garden Green Garbanzos are great for almost any diet because they are high in protein and dietary fiber, low in fat, calories, sodium and are cholesterol free.

Checkabiz.com

Check a Biz gives you a place to share your opinions on the businesses you use. We give our members access to *everything* that people have said about businesses in your area, whether it is eloquent or incomprehensible, sparkling or scathing.

Our little tagline is "*nothing but the truth.*" That is what you'll get at Check a Biz.



Dentalrat.com

The Dental R.A.T. is a simple and powerful tool for streamlining your computerized periodontal charting. It works with your current dental software. The Dental R.A.T is a simple foot-operated mouse that enables the most effective, consistent hands free-periodontal charting solution available.

Etriptrader.com

eTripTrader has revolutionized how pilots manage their schedules and ultimately their lives. Our company is redefining how to work with businesses and professionals to deliver robust tools that empower employees with greater schedule control.



Les-equals-more.com

Liftruck Enterprise Solutions (L.E.S.) is owned and operated by lift truck industry professionals with over 40-years of hands-on experience in the maintenance, servicing, sales, distribution, parts, rentals, purchasing and leasing aspects relating to lift trucks. The corporate headquarters are in Idaho, with operational centers in Idaho and Utah.

Nutristyle.com

"Nutrition for your Life Style." Internet Nutrition and wellness for Grocers. Nutristyle's highly-flexible Multi-layered approach to generating menus acknowledges that every individual is unique.



Readydebit.com

Get the Visa® prepaid card that will save you money! A Better Deal for Your Money— Here at Ready Financial we're committed to getting our customers a better deal on their banking products. Big banks take billions of dollars every year from their customers in checking account overdraft and other fees. We've designed the READYdebit® Card to help you eliminate those fees.

Valitics.com

We're an interactive marketing company. We specialize in web design, online marketing and web analytics. Our work turns your website into an engaging, measurable asset.




**BOISE STATE TECHNOLOGY AND  
ENTREPRENEURIAL CENTER**

Boise State West Campus  
5465 E. Terra Linda Way  
Nampa, ID 83687

Phone: 208.562.3636  
Fax: 208.562.3650  
Web: [www.bsutecenter.com](http://www.bsutecenter.com)



*Growing great ideas since 2003*

## TECenter Facility Corner

### *Did you know that you can reserve the TECenter conference rooms online?*

Visit [www.bsutecenter.com](http://www.bsutecenter.com) and go to the "News and Events" tab. Simply enter your name, email address and select your time, date and what you would like to reserve. You can make reservations for company meetings, sales pitches, training sessions, business lunches, focus groups and any other events pertaining to your business. You can reserve the following:

- **Large Presentation Room** with seating for 100, tables for 40, one large conference table, one conference phone, Wi-Fi internet connection, four white boards and one portable projector screen.
- **Small Conference Room** with seating for six, one conference table, one conference phone, Ethernet internet connection, Wi-Fi internet connection and two white boards.
- **Computer Lab** with eight computer work stations with internet capabilities and one instructor work station. Great for focus groups or group training.
- **Presentation Projector.** Great for sales or investment pitches

If you have any questions email [marissagoff@boisestate.edu](mailto:marissagoff@boisestate.edu)

## TECenter Events Calendar

### NOVEMBER 2008

- Friday 21 12:00 –1:00 pm Lunch & Learn " Investors Perspective" with Dr. Kevin Learned.
- Thursday 27 TECenter closed for the Thanksgiving holiday\*
- Friday 28 TECenter closed for the Thanksgiving holiday\*

### DECEMBER 2008

- Friday 5 Lunch & Learn *Sales & Marketing Success Stories*
- Friday 19 Lunch & Learn *Strategic Partnering and Alliance Success Stories*
- Thursday 25 TECenter closed for the Christmas holiday\*
- Wednesday 31 TECenter Closed for the New Years Holiday\*

### JANUARY 2009 HAPPY NEW YEAR!

- Thursday 1 TECenter closed for the New Years holiday\*
- Friday 9 Lunch & Learn "What Works for Us" *Financial Planning and Budgeting*

\* Building is still accessible 24 hours to all clients with key FOBs

*What topic would you like to see in our next issue of The Critical Few Review ?*

Please send us any of the following:

- Announcements
- Press releases
- Job Postings
- News and Events
- Lunch and Learn topics
- Photos
- Resource links
- Articles

*We encourage collaboration and embrace constructive comments so send all your ideas and comments to [sarahpokorney@boisestate.edu](mailto:sarahpokorney@boisestate.edu)*