

OUR GRADUATES INNOVATING ACROSS THE GLOBE

SAMUEL ZELL & ROBERT H. LURIE INSTITUTE FOR ENTREPRENEURIAL STUDIES
STEPHEN M. ROSS SCHOOL OF BUSINESS AT THE UNIVERSITY OF MICHIGAN

FALL REPORT 2009



Eric Siczka, MBA 2001
Co-founder, Pixel Velocity

Donna Gent, MBA 1998
Co-founder, Kinderstreet

Scott Baron, MBA/CEMP 2004
ACCIONA Energy North America

Jitesh Tank, MBA 2003
Medtronic

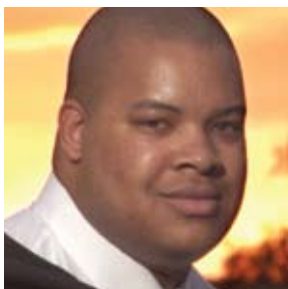


Atisa Sioshansi, MBA 2004
Baxter Healthcare

Robert Mazur, MBA 2003
Founder, B.A. Maze Inc.

Praveen Suthrum, MBA 2004
Co-Founder, NextServices

Michael McCorquodale, Ph.D. 2004
Founder, Mobius Microsystems

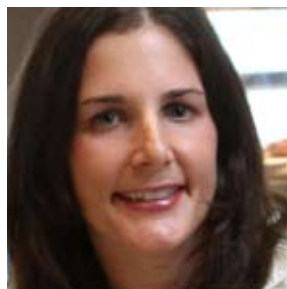


Rodney Emerson, MBA 2004
Founder, RiskReps

Alex Virgilio, Ph.D., 1997, MBA 2002
Amgen

Kim Gans, MBA 2003
Founder, Sweet Flour Bake Shop

Adam Borden, MBA 2005
Founder, Bradmer Foods Venture Capital



Tim Petersen, MBA 1998
Arboretum Ventures

Christopher Whitehead, MBA 2009
Pfizer Global R&D

Amy Mecozzi Cho, MD/MBA 2007
Advocate Christ Medical Center

Heath Silverman, MBA 2008
Intel Capital



James Green, DM 2008, MBA 2004
Founder, Venture Artisans

Catherine Lee, MBA 2008
Facebook Inc., fbFund

Jason Lin, MBA/MA 2009
Founder, Hitchsters.com

Michael Callas, MBA 2002
Co-Founder, Outdoor Divas



Jafar Hasan, MD 2000, MBA 2006
Founder, Surgmatix

Gus Simiao, MBA 2007
Vortex Hydro Energy

Chris Genteel, MBA 2008
Google

Linda Mok, MBA 2001
Allianz Private Equity Partners

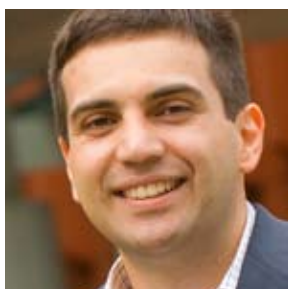


TABLE OF CONTENTS

1-3 MESSAGES

Thomas C. Kinnear, Executive Director

Samuel Zell, Chairman, Equity Group Investments | **Ann Lurie**, President and Treasurer, The Ann and Robert H. Lurie Foundation

4-7 A LEADING FORCE OF CHANGE

[Driving the Innovation Process Across Campus](#)

Tim Faley, Zell Lurie Institute

Peter Adriaens, Civil and Environmental Engineering, the Ross School and the School of Natural Resources and Environment

[Advancing Student-Managed Venture Capital Investment Funds](#)

Mary Campbell, EDF Ventures | **Karen Bantel**, Consultant | **Tom Porter**, Zell Lurie Institute | **Erik Gordon**, Zell Lurie Institute

[Building Awareness, Relationships and Networks through Major Symposia](#)

David Brophy, Center for Venture Capital & Private Equity Finance | **Mary Nickson**, Zell Lurie Institute

[Providing a Portfolio of Programs to Empower Student Entrepreneurs](#)

Tim Petersen, Arboretum Ventures | **Paul Kirsch**, Zell Lurie Institute

8-9 FUELING A DECADE OF ENTREPRENEURSHIP EDUCATION Timeline of Major Gifts and Institute Impact

10-11 A Leading Force of Change (continued)

[Creating a Comprehensive Framework of Entrepreneurship Education](#)

Jim Price, CompanyCrafters | **Len Middleton**, Ross School of Business | **Keith Alessi**, Westmoreland Coal Co.

12-17 LASTING IMPACT ON GRADUATES, COMPANIES AND COMMUNITY

Robert Mazur, MBA '03, B.A. Maze Inc. | **Adam Borden**, MBA '05, Bradmer Foods

Catherine Lee, MBA '08, Facebook Inc. | **Heath Silverman**, MBA '08, Intel Capital

Jeff Williams, MBA '92, HandyLab Inc. | **Sue Hares**, Green Hills Software Inc. and NextHop Technologies Inc.

Gus Simiao, MBA '07, Vortex Hydro Energy LLC | **Predrag Sukovic**, Exec Ed '05, Xoran Technologies

Jeff Wilkins, MBA '03, Group90 Companies | **Mike McCorquodale**, Ph.D. '04, Mobius Microsystems Inc.

Eric Siczka, MBA '01, Pixel Velocity | **Eric Stoermer**, MBA '01, Environmental Operating Solutions Inc.

Diane Durance, Great Lakes Entrepreneur's Quest | **Greg Main**, Michigan Economic Development Corporation

MESSAGE

from Thomas C. Kinnear
Executive Director

The 10-year mark is a good point in time to step back, assess what we have accomplished at the Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies over the past decade and consider where we want to go in coming years.

When the Institute was established in 1999 with a \$10 million gift from Sam Zell and Ann Lurie, our goal was to become a leader in entrepreneurial education and to foster entrepreneurship throughout the Ross School of Business, the University of Michigan and the broader business community beyond the campus boundaries. To accomplish this, we developed entrepreneurial studies courses and case studies designed to give our students the technical knowledge they would need to identify, assess and advance out-of-the-box ideas for entrepreneurial enterprises, and to be excellent entrepreneurial employees within larger corporations. We launched innovative, first-of-their kind programs, such as the Wolverine Venture Fund, entrepreneurial MAP (Multidisciplinary Action Projects) and Dare to Dream, to let students get their hands dirty working in the field with start-up companies or venture capital investors. We organized symposia to expose students to the excitement in the surrounding entrepreneurial and venture capital communities. And we supported the entire entrepreneurial education matrix with scholarships and mentoring.



Thomas C. Kinnear
Executive Director

Over time, these courses, programs and symposia have grown in scale, depth, richness and competency. In recent years, we have promulgated entrepreneurship across the University campus and developed cooperative relationships with the College of Engineering and the School of Medicine. Our students have traveled throughout the state of Michigan, across the country and around the globe to pursue entrepreneurial opportunities at home and abroad.

The impact of the Institute has been felt in many ways, both directly and indirectly. A number of our students have started new companies while they were in school or soon after leaving. Others have joined venture capital firms following their graduation. Still others have gone to work for major corporations where they have applied their entrepreneurial knowledge and skills within the firm, or bided their time while they waited for the right opportunity to strike out and launch their own ventures.

In retrospect, we have worked diligently to fulfill the Institute's original vision to create a comprehensive platform for entrepreneurial education. Our accomplishments are due to the great support we have received from our donors and staff. So, where do we go from here? What lies ahead for the Institute as it embarks upon its second decade? We will continue to implement and enrich the successful programs of past years while at the same time devote more attention to scholarly research and literature, case studies and publications aimed at the practitioner community.

MESSAGE

from Samuel Zell

Chairman, Equity Group Investments

Preliminary efforts to instill an entrepreneurial spirit in the Michigan Business School and the University of Michigan actually began a decade before the Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies was established in 1999. From roughly 1980 to 1988, we ran national competitions in which contestants were asked to submit a syllabus for an entrepreneurship course. During that time, eight of the winners were given one-year appointments at the Michigan Business School so they could teach their courses. In the end, this approach proved unsuccessful, and we created the Zell Lurie Institute.

My initial hopes for the Institute were that this entrepreneurial spirit would become infectious and permeate not only the Business School but other schools and colleges across campus. I also hoped the University community would recognize both the importance and the need for these critical elements of entrepreneurship, which ultimately translate into achievement and growth for a society.

Reflecting back, I am extremely pleased with the progress we've made over the past decade. Today, the Institute is working with the College of Engineering and the School of Medicine to commercialize ideas and to teach young people what it means to be an entrepreneur. In addition, we have rolled the Wolverine Venture Fund, E-MAP (Entrepreneurial Multidisciplinary Action Projects), various business competitions and other entrepreneurial opportunities into the Institute's overall programming framework, so resources can be shared and lessons can be learned. These are certainly among the highlights of our accomplishments.

Since its launch, the Institute also has done a great deal to change the perception of entrepreneurship in the academic community. Ten years ago, entrepreneurship was not really considered to be part of a "collegiate" experience, nor was it accepted as a serious academic endeavor. More than anything else, the establishment of the Zell Lurie Institute with its focus on entrepreneurial studies and the recognition it has received throughout the University have made it an integral and very necessary part of today's academic curriculum. By incorporating a wide range of entrepreneurial activities under a single roof, the Institute has carved out a unique and very attractive niche in academia that will draw students to the University of Michigan now and in future years.

I am aware of numerous entrepreneurial companies that have flowered as a result of exposure to the Institute. But it really doesn't matter whether those businesses ultimately



Samuel Zell
Chairman
Equity Group Investments

succeed or not. The important point is that the University is creating an opportunity for students to go through the entrepreneurial process, to apply what they've learned in the classroom and to test their own mettle. Through internship programs, for example, students have an opportunity to work in an entrepreneurial, venture-capital or more traditional company where they gain experience and learn more about what it takes to go from A to B to C.

These days, it's not very common to find an institute that was created for a specific purpose and followed the original path that was laid out. I think one of the Zell Lurie Institute's greatest achievements is that it has done exactly what we envisioned by establishing an entrepreneurial footprint at the Business School and spreading the entrepreneurial spirit across campus. The Institute's success has been due in large part to the full support it has received from the University. In addition, Tom Kinnear has done a great job in leading the organization, and our alumni and friends have contributed valuable financial and other types of support.

As we look forward to the next decade, I see a need to take the whole study of entrepreneurship farther down what I'd call the academic road, as well as the practical road. I think the mantra for the next 10 years is likely to call for a combination of both approaches.

MESSAGE

from Ann Lurie

President and Treasurer

The Ann and Robert H. Lurie Foundation

When I made a commitment to philanthropy in the early 1990s, I focused on higher education and medical research. My husband, Robert H. Lurie, had just died, and these fields were in harmony with his significant career in business and my training and background in nursing. Bob was a University of Michigan alumnus with an engineering degree, who, along with Sam Zell, started as an entrepreneur by managing student housing while he was still a student in Ann Arbor. So, from the beginning, my philanthropy was personal — passionately personal.

At the same time, medical and technological research was pioneering ground-breaking, even revolutionary, discoveries. However, the lack of progressive methodologies made it too cumbersome to bring these new technologies to market. In order to manufacture the smaller, faster, smarter and cheaper devices I was learning about, collaboration across disciplines was essential; but it was not happening fast enough.

Genuinely inspired by these research-driven innovations, I came to understand that I was in the position to help accelerate both the convergence of the physical and life sciences and the commercialization of new technologies. If this could be achieved, society was destined to benefit from the availability of proven medical advancements and the economic returns generated from manufacturing and marketing new products.

Academia was the logical landscape in which to jump-start this progression. If the world-class research capacities at Michigan could be leveraged with a skillfully cultivated curriculum in entrepreneurial studies, it would be more than a win-win situation. There was potential for a $1 + 1 = 3$ equation, one of Bob's and Sam's mantras. Assets and capital could be redeployed to next-generation areas of productivity, and more jobs would be created. This would enhance Michigan's economic development and aid in its transition from the traditional manufacturing-based economy to a knowledge-based economy. The key pieces were in place to create the Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies: the fertile educational landscape; the distinguished faculty who understood entrepreneurship; and a field of eager students. It was very rewarding for me to be part of this.

I had some initial concerns regarding how entrepreneurship actually could be "taught." But I also had faith that Professor Tom Kinnear and the faculty at the Michigan Business School could find a way, and they have exceeded



Ann Lurie
President and Treasurer
The Ann and Robert H. Lurie Foundation

my expectations. The Institute has created a much greater awareness of entrepreneurship and refined entrepreneurial thinking. Far superior resources exist today for both students and faculty. The Institute provides a forum for distinguished Michigan alumni and faculty to share the chronology and nuances of their own successful entrepreneurial experiences. Take a look at their courses, programs and research offerings. The competitions, multidisciplinary projects, clubs, major events and internships, combined with coursework, provide students with a real-world, off-the-street perspective as well as traditional management practices. They are prepared to succeed either autonomously or in a corporate setting. In addition, students have access to capital and other types of significant support that enables them to create business plans and actually launch businesses while earning their degrees. That would really please Bob.

The collaboration on research commercialization between the Institute and the Medical Center and my commitment to biomedical engineering and integrated microsystems and nanotechnology at the College of Engineering is what I originally envisioned when this effort was in the fledgling stages. I'd like to thank all of those who did the heavy lifting over the past 10 years, and send my congratulations to the Zell Lurie Institute for Entrepreneurial Studies on its 10th anniversary.

CELEBRATING 10 YEARS AS A LEADING FORCE OF CHANGE IN ENTREPRENEURIAL EDUCATION

Guided by the overarching vision of its founding benefactors, Sam Zell and Ann Lurie, the Institute has succeeded in changing the world of entrepreneurship education by creating a living laboratory for the entire venture creation and investment cycle within the University of Michigan. This enriched entrepreneurial ecosystem maximizes the educational impact of coursework, programs and events while providing students with 360-degree exposure to entrepreneurship. More important, it inspires them to create and actively pursue their own entrepreneurial visions at the University and after graduation.

Driving The Innovation Process Across Campus

Over the past 10 years, the Zell Lurie Institute has served as an integrator and bridge builder, working to formalize a process to advance application-driven innovation across the University of Michigan campus and beyond.

“Our goal from the beginning was to establish ourselves in the Ross School of Business and to spread entrepreneurship to other areas of the U-M campus, the state of Michigan, the U. S. and, ultimately, the world,” says Tim Faley, managing director of the Zell Lurie Institute. This ambitious plan in and of itself was not enough, however. “You can dream as much as you want, but you need the funding to accomplish it,” he adds.

A critical financial catalyst came from U-M alumnus Warren “Bud” Williamson III in 2005. His \$2 million gift established the Warren P. Williamson III Collaborative Entrepreneurial Education Initiative, which ignited efforts to introduce entrepreneurial studies and programs in other schools and colleges and to promote multidisciplinary collaboration in the commercialization process.

New courses in entrepreneurship for engineering and business students were introduced between 2006 and 2008. In the fall of 2007, the College of Engineering established its own Center for Entrepreneurship. The following year, a team led by Dr. James Geiger, a pediatric surgeon and associate professor in the U-M School of Medicine, inaugurated the Medical Innovation Center, which supports efforts to move innovation in the medical field from the bench to bedside. Other U-M schools and colleges, such as Dentistry, Information and LS&A, also have shown interest in becoming increasingly involved in entrepreneurship.

Professor Peter Adriaens, who teaches several courses in Clean Tech Entrepreneurship under the Williamson Initiative, is breaking new ground by engaging engineering and business students with emerging Clean Tech companies. “Student teams are helping these start-ups iteratively solve technical, business-model and market-uncertainty problems and find ways to capture the value created by innovation,” explains Adriaens, who holds faculty appointments in Civil and Environmental Engineering, the Ross School and the School of Natural Resources and Environment. “In the process, the teams are learning from the scientists and inventors, as well as from each other.”

Much has been accomplished since 1999, but there’s still plenty of work to be done. “I think we have helped to plant the seeds of entrepreneurship and to initiate cultural change all over campus,” Faley says. “Now the challenge is how we can continue to grow, collaborate and maximize our efforts while minimizing our duplications in a complex environment like the University. Our next frontiers are our alumni, the state, the country and the globe.”



Tim Faley, Zell Lurie Institute



Peter Adriaens,
Civil and Environmental Engineering,
the Ross School and
the School of Natural Resources and Environment

Advancing Student-Managed Venture Capital Investment Funds

Major milestones at the Zell Lurie Institute and the Ross School of Business over the past decade have revolved around the success of two student-managed venture capital investment funds — the Wolverine Venture Fund (WVF) and the Frankel Commercialization Fund. Together, these funds provide University of Michigan students with real-world experience in sourcing, evaluating, negotiating and transacting deals across a continuum of investment stages, from pre-seed and seed to early-stage and A and B rounds. The soon-to-be-launched Social Enterprise Fund will further expand this action-based learning approach.

The confluence of industry, interest and engagement, plus \$500,000 in alumni donations, sparked the creation of the Wolverine Venture Fund in 1998. Since then, the University-based, student-led venture fund, now operated under the auspices of the Zell Lurie Institute, has grown dramatically in size and scope. Currently, students manage \$3.5 million of capital, oversee investments in 12 portfolio companies, and learn first-hand the risks and rewards of investing in high-growth emerging companies.

“The impetus for launching the fund was to give students a real-life experience as venture investors,” explains Karen Bantel, who was the founding managing director of both the Zell Lurie Institute and the Wolverine Venture Fund. “The WVF was unique in that we co-invested with professional venture capitalists in cutting-edge company opportunities.”

MBA students learn how to source candidates for investment, conduct initial analyses and negotiate with company founders and managers. Then they present their investment recommendations to the fund’s advisory board. The investment dollars serve a dual purpose when they are awarded to University spin-outs launched by students, faculty or alumni seeking to commercialize research discoveries or new technologies.

“A key attribute of a successful venture capitalist is having an understanding of the challenges of entrepreneurial leadership,” says Mary Campbell, a founding WVF advisory board member and director of EDF Ventures in Ann Arbor. “The Wolverine Venture Fund gives students a very clear window into the company-creation and building process.”

This signature program hit a historic milestone in 2004 when IntraLase Corp. became the first portfolio company to go public, returning more than \$1 million to the fund. The WVF has continued to gain traction for several reasons. “First, we have special dispensation from the University of Michigan to run the fund as part of the University’s endowment,” explains Thomas C. Kinnear, the Institute’s executive director. “Second, we have kept the fund at a size that allows us to participate as a co-investor in deals with venture capitalists. And third, we have preserved the fund as an internally run program where students are allowed to make the decisions.”

Erik Gordon, the WVF’s incoming managing director, will build upon past success by giving students the tools to do rigorous, advanced analyses of business models and underlying scientific and technical innovations. “Opportunities and risks arise in both areas,” Gordon says. “We also will deepen the students’ understanding of the market side of commercially deploying important innovations that impact society.”

The launch of the School’s Frankel Commercialization Fund in the fall of 2005 engaged students in the very beginning stages of research commercialization where deals are sourced, technologies and inventors are evaluated and companies are formed. Thus far, the Frankel Fund has made four investments, two in technologies originating at the University and two in off-campus technologies.

“Students cannot learn how to develop a rigorous process for making investment decisions from a book or in the classroom,” says Tom Porter, director of the Fund and executive-in-residence at the Zell Lurie Institute. “The Frankel Fund provides a safe haven where they can experience success and learn from their failures. In the process, they gain a thorough understanding of the investment process that allows them to move into careers faster and to be more productive once they get there.”



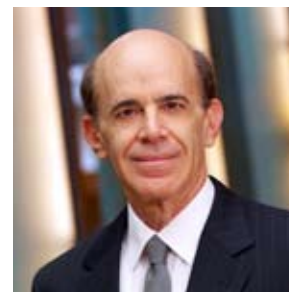
Mary Campbell, EDF Ventures



Karen Bantel, Consultant



Tom Porter, Zell Lurie Institute



Erik Gordon, Zell Lurie Institute

Building Awareness, Relationships and Networks Through Major Symposia

Since its launch, the Zell Lurie Institute has channeled considerable energy into organizing and supporting major symposia. These events are designed to connect University of Michigan students and graduates with new ideas, valuable resources and influential individuals, both on campus and in the broader business community. In addition, outsiders have an opportunity to learn more about the University's dynamic role in bringing new research discoveries to the marketplace.

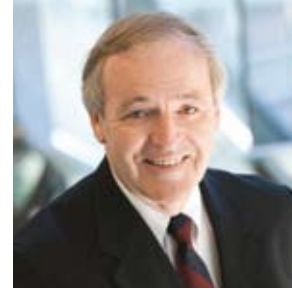
"Ten years ago, business students were operating in a silo with a very limited pool of resources," says Mary Nickson, program manager at the Zell Lurie Institute. "Since then, we've created a much bigger venue with a larger database of University alumni, faculty and staff, as well as inventors, entrepreneurs and investors."

Students can access this far-reaching network and tap its wealth of intellectual and financial capital during job searches or leadership recruitment to help launch a start-up, grow a young company or develop an entrepreneurial venture within a large corporation. Working hand-in-hand with co-sponsors, such as the Office of Technology Transfer, the Entrepreneur and Venture Club, the state of Michigan and the Michigan Venture Capital Association, the Institute has forged a closely knit entrepreneurial and venture community.

Every fall since 2000 when Entrepalooza began, the daylong event has enriched the entrepreneurial-learning environment on campus and exposed University students to new-venture creation in Ann Arbor, the Midwest and elsewhere. "We often feature U-M alumni who are experienced in all aspects of ideation, finance and launching and building businesses," Nickson says. In addition, the Zell Lurie Institute periodically has sponsored other specialized symposia focused on commercialization opportunities in high-potential growth industries, such as micro- and nanotechnology, medical devices, alternative energy, life sciences, microsystems and Clean Tech.

The Michigan Growth Capital Symposium, which celebrated its 28th anniversary in May 2009, was the first of what have become known as venture fairs. It was folded into the Zell Lurie Institute's offerings in 2007, following a merger with the Center for Venture Capital and Private Equity Finance. Finance Professor David J. Brophy, the symposium's founder and director, attributes the success and longevity of this flagship event to its close affiliation with the University and its ability to attract and vet high-quality companies, investors and speakers. "The symposium also has improved because we've added more resources, provided more services and improved our coaching for presenting companies," he says.

Moreover, Brophy points out, "This is not just a talking seminar. It's very much a working meeting." Over the years, countless deals have been struck. Student entrepreneurs have procured angel and venture-capital financing for their start-ups. Investors from the East and West coasts have co-invested in new ventures with their counterparts from Michigan and the Midwest. "The whole idea behind the symposium is to improve the track toward commercialization and the realization of value," Brophy concludes.



David Brophy
Center for Venture Capital
& Private Equity Finance



Mary Nickson, Zell Lurie Institute

Above
Photos by: Lin Jones
Scott Galvin

Sherman Powell, MBA '08
Entrepalooza 2008



Samuel Wyly, MBA '57
Keynote Speaker Entrepalooza 2008



Providing a Portfolio of Programs to Empower Student Entrepreneurs

Through the introduction and redesign of innovative programming over a 10-year period, the Zell Lurie Institute has empowered University of Michigan student entrepreneurs to pursue new-venture creation by giving them the new-business-development skills and financial resources needed to launch start-up companies.

The Pryor-Hale Business Plan Competition, established in 1984 by the Michigan Business School to encourage and identify the most promising student-led businesses, was restructured and renamed by the Institute in 2005. Today the Michigan Business Challenge is a University-wide event comprising four successive rounds of team competition over four months. The Institute also offers a series of 10 business-development seminars that parallel the multistage competition process. These sessions provide ongoing coaching and help to advance the competing teams' efforts.

"Our goal is to cultivate a culture of entrepreneurship at the University," says Zell Lurie Program Manager Paul Kirsch. "Student teams benefit from the competitive, deadline-driven environment, the professional feedback they receive and the real-world experience of presenting their business plans before a panel of venture capitalists." Nearly half of the competing teams today include non-business students drawn from the College of Engineering, the School of Medicine and other disciplines.

Many top winners of the Michigan Business Challenge continue to develop and launch their business ventures, often with assistance from another highly effective Zell Lurie Institute program: Dare to Dream. "Initially, we wanted to provide small grants to MBA and BBA students to encourage them to evaluate and accelerate the development of their unique business ideas," explains Tim Petersen, former managing director of the Institute, who spearheaded the introduction of the program in 2000. "The competitive format was intended to stimulate students' entrepreneurial spirit and give them a taste of the entrepreneurial process."

In 2007, the Institute modified Dare to Dream to provide grant awards at three critical developmental stages: business design, business assessment and business plan. The program's scope also was expanded to encourage non-business students at the University to compete for funding. In the fall of 2008, the College of Engineering's Center for Entrepreneurship assumed oversight responsibility for the business-design phase and contributed 25 percent of the program's overall funding. To date, nearly \$700,000 has been awarded to more than 990 students.

"The pipeline is working very well," reports Tim Faley, Zell Lurie's managing director. "Through its portfolio of programs, including Dare to Dream and the Michigan Business Challenge, the Zell Lurie Institute has expanded the entrepreneurial challenge across campus and provided training, mentoring and support to drive the innovation process."



Tim Petersen, Arboretum Ventures



Paul Kirsch, Zell Lurie Institute

Above
Photos by: Douglas Schaible

Michigan Growth Capital Symposium 2009



FUELING A DECADE OF ENTREPRENEURSHIP EDUCATION

TIMELINE OF MAJOR GIFTS MARK INSTITUTE MILESTONES

The Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies owes a great deal to the benefactors, educators and supporters who spearheaded its formation, fueled its growth and development, and contributed in so many ways to its success over the past decade. These dedicated individuals, drawn from the ranks of business, academe and the community, were united by their common desire to create a world-leading institute at the University of Michigan that would set a new standard for entrepreneurship education. Through their personal engagement, insightful leadership and generous gifts, then and now, the Zell Lurie Institute has not only fulfilled, but surpassed, its original vision. Their continuing support will enable the Institute to raise the bar on entrepreneurship education and research while maintaining its tradition of excellence for years to come.

These significant gifts mark important milestones in advancing the curriculum, programming and expansion of the Zell Lurie Institute.

Two great entrepreneurs, [Samuel Zell](#), AB '63, JD '66, and [Ann Lurie](#), make an initial \$10 million gift to the University of Michigan Business School to establish a formal institute for teaching and research in entrepreneurship. The Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies, named in honor of Mr. Zell, the chairman of Equity Group Investments, and Mrs. Lurie's late husband, [Robert H. Lurie](#), BSEIE '64, MSE '66, begins operations in the fall of 1999. **1999**

The [Millard H. Pryor Sr.](#), BA '25, MA '27, Memorial Entrepreneurship Fund gives a grant to fund student internships. **1999**

The [Ronald and Eileen Weiser Family Foundation](#) begins its funding of annual entrepreneurial-achievement awards, including: the BBA and the MBA Entrepreneur of the Year awards and the Cause-based Entrepreneurial Leadership Award. **1999-2009**

[Marcel Gani](#), MBA '78, makes a gift to establish the Marcel Gani Internship Fund for Entrepreneurial Studies. To date, the Marcel Gani Internship Program has provided \$1,100,000 in matching funds to place 203 MBA students at 154 start-up and venture-capital companies. **2000**

[F. Phillip Handy](#) contributes funds to support entrepreneurial internships. **2000**

[Hal](#), MBA '85, and [Ann Davis](#) make an expendable gift to the Zell Lurie Institute. **2001**

The [Ewing Marion Kauffman Foundation](#) awards grant funding to support education and entrepreneurship. **2001-2005**

[Paul S. Brentlinger](#), BBA '50, MBA '51, provides a gift to fund an entrepreneurial case-writing program used to teach entrepreneurship in the classroom. Thus far, 14 case studies have been written. **2001-2006**

A two-year grant from the [Ann and Carman Adams Fund of the Community Foundation of Southeast Michigan](#) enables the Zell Lurie Institute to expand its Dare to Dream grant program for student-initiated businesses. To date, nearly \$700,000 has been awarded to more than 990 students. **2002-2003**

[Michael](#), BBA '72, and [Susan Jandernoa](#) provides a gift to support Wolverine Venture Fund investments in the life-sciences sector and student internships at life-sciences companies through the Marcel Gani Internship Program. **2002-2006**

[Mitch Mondry](#), AB '82, MBA '86, JD '86, gives annually to support Mitchell A. Mondry Entrepreneurial Scholarships for top-performing, second-year business students with an interest in entrepreneurship. To date, 64 students have received \$240,000 from the Mondry and other scholarship programs. **2003-2009**

Zell Lurie Institute co-benefactor [Samuel Zell](#), AB '63, JD '66, contributes an additional gift to expand programs, faculty and curriculum focused on entrepreneurship education. **2004**

A gift from [Warren \("Bud"\) P. Williamson III](#), BSE EE '52, MBA '54, launches the Collaborative Entrepreneurial Education Initiative to promote joint business-engineering entrepreneurship education and new-venture creation at the University. **2005**

A two-year gift from [Stanley](#), AB '63, MBA '64, and [Judy Frankel](#) launches the Ross School of Business Frankel Commercialization Fund, the first student-led, business school-based, pre-seed investment fund. To date, the Frankel Fund and the \$3.5 million Wolverine Venture Fund have engaged 195 students; made 42 investments, valued at \$2.8 million, in 23 companies; and secured two positive exits, including one initial public offering that returned \$1 million. **2005-2006**

[Eugene Applebaum's](#) gift establishes the Eugene Applebaum Dare to Dream Fund to support grants for student start-up companies. **2005-2009**

Contributions made during the years preceding the Zell Lurie Institute's founding in 1999 helped to lay the groundwork for entrepreneurship education at the Ross School of Business.

[Millard H.](#), '25, MA '27, and [Mary S. Pryor](#) give a grant through the Pryor Foundation to the Michigan Business School as a challenge "to commit the entrepreneurial dreams of students to paper." From this grant, an annual Pryor Entrepreneurial award is established to offer a cash prize for the best-prepared, most-innovative business plan detailing the start-up strategy for a new enterprise. **1984**

The [Robert L. and Judith S. Hooker](#) Endowment makes a gift to support entrepreneurial studies. **1989**

[Michael](#), MBA '67, and [Clare Callahan](#) make a financial contribution, which is used to fund entrepreneurial internships. **1993**

The [Clayton G. Hale Endowment Fund](#) gives a grant to support the renamed Pryor-Hale Business Plan Competition, which evolves into the Michigan Business Challenge in 2005. The Pryor and Hale endowments continue to fund the annual Pryor-Hale Award of \$15,000 for the best business plan; a \$5,000 award is given for runner-up. To date, \$372,950 has been awarded to 707 students. **1995**

A gift from [David T. Shelby](#), BBA '62, MBA '64, provides support for the Wolverine Venture Fund. The David T. Shelby Leadership Award, named in his honor, is given each year to a graduating student member of the Fund who exemplifies leadership. **1997**

[Brian P. and Mary L. Campbell](#), MBA '79, support the Wolverine Venture Fund through their contributions over four years. **1997-2006**

[Keith Alessi](#), MBA '79, makes a gift to establish a Faculty Endowed Chair in Entrepreneurship. **1998**

ADVISORY BOARD

Keith E. Alessi, Westmoreland Coal Company
Eugene Applebaum, Arbor Investments Group
John W. Barfield, The Bartech Group, Inc.
Jonn Behrman, Serial Entrepreneur
D. Theodore Berghorst, Vector Securities International, LLC
Paul S. Brentlinger, Morgenthaler Ventures
Kenneth A. Buckfire, Miller Buckfire & Co., LLC
Mary L. Campbell, EDF Ventures, LP
Dwight D. Carlson, Coherix, Inc.
Thomas E. Darden, Jr., Reliant Equity Investors
Hal Davis, Entrepreneur & Investor
Richard P. Eidswick, Arbor Partners LLC
Stanley Frankel, Frankel Associates
Marcel Gani, Santa Clara University
Jan L. Garfinkle, Arboretum Ventures
Michael R. Hallman, The Hallman Group
John C. Kennedy, Autocam Corporation
Bradley A. Keywell, Echo Global Logistics LLC
Hans Koch, Webcor Development Advisors
Ann Lurie, Lurie Investments
Steven A. McKean, Acceller, Inc.
Clyde E. McKenzie, Tellurex Corporation
Mitchell Mondry, M Group, LLC
Marvin G. Parnes, University of Michigan
Richard Rogel, Tomay, Inc.
Michael B. Staebler, Pepper Hamilton, LLP
Maria A. Thompson, A123Systems Government Solutions Group
(formerly T/J Technologies)
Samuel Valenti III, Valenti Capital
Jeff Weedman, The Procter & Gamble Company
Ronald N. Weiser, McKinley Associates, Inc.
Jeffrey S. Williams, HandyLab, Inc.
Warren P. (Bud) Williamson, III, Skye Management
Samuel Zell, Equity Group Investments
Thomas Zurbuchen, University of Michigan

STAFF

Robert J. Dolan, President, Zell Lurie Institute
Thomas C. Kinneary, Executive Director
Timothy Faley, Managing Director
David J. Brophy, Director, Center for Venture Capital & Private Equity Finance
Richard (Erik) M. Gordon, Associate Director and Clinical Assistant Professor
Thomas S. Porter, Executive in Residence
Mary Nickson, Marketing/Program Manager
Paul Kirsch, Program Manager
Anne Perigo, Program Coordinator
Marybeth Davis, Program Assistant
Carolyn Maguire, Administrator

FACULTY

Peter Adriaens, Ph.D., P.E., University of Michigan
Keith E. Alessi, Westmoreland Coal Company
Peter T. Allen, Peter Allen and Associates
Albert A. Bogdan, Ph.D., AAB Development Strategies LLC
David J. Brophy, Ph.D., University of Michigan
J. Michael Davis, Wolverine Capital Partners
Timothy L. Faley, Ph.D., University of Michigan
Fred Feinberg, Ph.D., University of Michigan
Richard (Erik) M. Gordon, University of Michigan
Thomas C. Kinnear, Ph.D., University of Michigan
Nancy A. Kotzian, Ph.D., University of Michigan
M.S. Krishnan, MS, Ph.D., University of Michigan
Francine Lafontaine, Ph.D., University of Michigan
Andrew F. Lawlor, University of Michigan
Scott E. Masten, Ph.D., University of Michigan
Len M. Middleton, University of Michigan
William F. Pickard, Ph.D., VITEC LLC and Global Automotive Alliance LLC
Thomas S. Porter, Trillium Ventures
James Price, CompanyCrafters LLC
Cindy A. Schipani, J.D., University of Michigan
Robert A. VanOrder, University of Michigan
Janet A. Weiss, Ph.D., University of Michigan
Arvids A. Ziedonis, Ph.D., University of Michigan
Rosemarie Ziedonis, Ph.D., University of Michigan

WOLVERINE VENTURE FUND ADVISORY BOARD

Mary L. Campbell, EDF Ventures
Peter Adriaens, Ph.D., P.E., University of Michigan
Peter Bardwick, Zecco Holdings Inc.
Thomas C. Kinnear, Ph.D., University of Michigan (Managing Director)
Timothy M. Mayleben, EIMA Advisors
Jonathan P. Murray, Early Stage Partners
Timothy B. Petersen, Arboretum Ventures
Mina Patel Sook, Apjohn Ventures Fund
Donald Walker, Arbor Partners
Steven D. Weinstein, Novartis Venture Fund
Marc Weiser, RPM Ventures

FRANKEL COMMERCIALIZATION FUND ADVISORS

Jim Adox, Venture Investors
Peter Adriaens, Ph.D., P.E., University of Michigan
Lindsay Aspegren, North Coast Technology Investors
David Gard, Michigan Environmental Council
David Hartmann, Arbor Blue
Al Kortesoja, Formerly Capgemini/Ernst & Young
David McCann, Google
Tom Porter, University of Michigan (Managing Director)
Chuck Salley, Investor
Mary R. Flack, NanoBio
Larry Hagerty, Former President, RLP Technologies
Michael P. Kurek, Biotechnology Business Consultants
Ken Nisbet, U-M Office of Technology Transfer
Tim Petersen, Arboretum Ventures
Joshua Pokempner, Owner, Giddy Up!
Gerard P. Spencer, Retired Partner, Arthur Andersen

Creating a Comprehensive Framework of Entrepreneurship Education

For 10 years, the Zell Lurie Institute has pioneered innovative coursework while making constant refinements to provide entrepreneurs and corporate-world “intrapreneurs” with the right tools and knowledge for the right application.

Today, Ross School of Business students can select from 25 different entrepreneurial studies courses, covering the basics of new-venture creation, management and marketing, as well as specialized niches, such as social enterprise, urban entrepreneurship, franchising and Clean Tech ventures. In recent years, College of Engineering graduate students have been drawn into entrepreneurship education through multidisciplinary courses that address the business side of technology commercialization, biomedical design and manufacturing, and new-venture formation and financing.

“What distinguishes the Institute is that many courses are taught by actual entrepreneurs and business founders with decades of useful ‘scar tissue,’” says adjunct lecturer Jim Price, a serial technology entrepreneur. “We know what questions to ask, what strategies work best and what pitfalls to avoid. In addition, we are teaching in a supportive, resource-rich environment that enables students to take their dreams and turn them into reality.”

Len Middleton, also an adjunct lecturer, has observed rising interest in entrepreneurship among women over the last decade. “When I started teaching the entrepreneurial management course for undergraduate business students in the fall of 1999, there were only two women in my class,” he recalls. “Now, women make up nearly 50 percent.”

Middleton’s own background in a family-run business prompted him to launch, in 2001, what has been a well-received course on the dynamics of starting and operating a family business. Through the global-projects course he co-teaches, with funding from the Zell Lurie Institute, students view entrepreneurship through yet another prism by working on high-tech incubator projects in Ireland. “This global context prepares students to navigate through different cultures and business practices while utilizing knowledge from their core courses,” Middleton says.

Keith Alessi, who teaches a course on entrepreneurial turnaround management, contends that divergent points of view from different practitioners with different experiences can help students shape their own thinking. “Entrepreneurship is difficult to teach and cannot be reduced to a formula,” says Alessi, an adjunct lecturer and the president and chief executive of Westmoreland Coal Co., his fifth turnaround venture. “Therefore, it’s important that students get as many perspectives as possible.” Internships at start-up companies, and multidisciplinary action projects (MAP) with an entrepreneurial or international focus also help to round out the Zell Lurie Institute’s comprehensive educational package.



Jim Price. CompanyCrafters



Len Middleton, Ross School of Business



Keith Alessi , Westmoreland Coal Co.

Above
Photos by: Douglas Schaible

Martin Vloet

Wolverine Venture Fund 2008-09

Michigan Business Challenge 2008
Team Husk



LASTING IMPACT ON GRADUATES, COMPANIES AND COMMUNITY

The Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies not only has shaped the course of entrepreneurship education over the past 10 years. It also has impacted the development of entrepreneurial business through its graduates, who are driving innovation in diverse fields around the globe. Together, these graduates are fulfilling a decade-long hope, expressed by Sam Zell in 1999, to use entrepreneurship for personal and professional achievement and to drive the growth of society.

OPENING DOORS TO NEW OPPORTUNITIES

Robert Mazur, MBA '03

Founder and President, B.A. Maze Inc



Robert Mazur

Since inventing the PurrFect Opener and launching his Michigan-based corporation, B.A. Maze Inc., in 2002, Bob Mazur has pursued his entrepreneurial goal to become the leader in consumer-product brands targeted at a rapidly growing segment of aging Americans. His start-up venture was among the first to receive a \$10,000 Dare to Dream grant from the Zell Lurie Institute. "Thinking back, the Institute provided a launch pad for B.A. Maze Inc. to invent and distribute innovative consumer products focused on the independent-living and quality-of-life issues of older adults," Mazur says. "My classes at the Ross School of Business provided a business framework, and my professors provided valuable consultation. Teamwork led to 11 products on the market, seven years in business, and four business-plan awards totaling \$80,000. Volunteering with the Institute and mentoring student projects in Finance Professor David Brophy's Financing Research Commercialization class over the last four years have opened doors to new opportunities for me and my company."

HITTING KEY MILESTONES

Adam Borden, MBA '05

Founder, Bradmer Foods



Adam Borden

Since founding his Baltimore-based venture capital firm, Bradmer Foods, in 2005, Adam Borden has hit several key milestones in rapid succession. In 2007, his first portfolio company, Organic to Go, went public. That same year, he raised a \$10 million investment fund, and has since added three early-stage specialty-foods companies to his portfolio: Charles Chocolates, Adina and Sambazon. "The Zell Lurie Institute had a profound impact on my career trajectory," Borden explains. "When I enrolled in the Ross School of Business, I was targeting a career at a large consumer packaged-goods company. However, as a result of the support and encouragement I received from the Institute on the business-competition circuit, I decided to pursue an entrepreneurial career right out of Ross." Raising his investment fund was, well, a piece of cake. "I was able to speak the language of investors because I had presented pitches to the Zell Lurie Institute board and panels of judges at the various competitions," he says. "I also had had many opportunities to meet professional venture capitalists." In recent years, Borden has cultivated acquaintances with U-M alumni in the non-mainstream food industry. This network may prove valuable as he ratchets up his role as an operating partner in a specialty-foods business.

INVESTING WITH ANGELS

Catherine Lee, MBA '08

Product Marketing Manager, Facebook Inc., fbFund



Catherine Lee

The entrepreneurial, venture-investing and leadership skills Catherine Lee acquired through the Zell Lurie Institute have enabled her to thrive in the rapidly growing corporate environment at Facebook and to advance its \$10 million strategic seed fund. “The fbFund has doubled in size and evolved from a grant program to an incubator program over the past year, so my role as manager has changed,” explains Lee, who helped to select and currently oversees a portfolio of 50 emerging companies. “Now we are taking equity positions and starting to manage our holdings.” To meet these new management challenges, Lee created a formal mentoring program and recruited angel investors and entrepreneurs to assist her. Two companies already have been acquired. She credits the Michigan Business Challenge and the Wolverine Venture Fund (WVF) for preparing her to become a successful angel-fund manager within a big corporation. “Participating in the business-plan competition enabled me to see things from the entrepreneur’s perspective and to get valuable feedback from venture capitalists and faculty,” she says. “As a team facilitator for the WVF, I gained experience in leading a team, conducting due diligence and evaluating the performance of portfolio companies. I am applying all these skills to the Fund.”

CONFRONTING CORPORATE CHALLENGES

Heath Silverman, MBA '08

Associate Investment Manager, Intel Capital



Heath Silverman

Heath Silverman confronted a new set of business challenges this year when he left his role in product marketing for Intel’s Channel Desktop Platforms Group and joined the corporation’s global-investment arm, Intel Capital. This new position the second rotational assignment as part of Intel’s Accelerated Leadership Program brought an almost overnight change of responsibilities and skill-set requirements. But Silverman never broke stride. He says he has the Zell Lurie Institute and the Ross School of Business to thank for his success in the corporate world. “In my new role, I’m looking at venture capital investments in software, specifically around Clean Tech and other verticals, such as education, health care and finance,” Silverman explains. “My experience on the Frankel Commercialization Fund with veteran investor Tom Porter has been invaluable in preparing me for this position.” He also has benefited from the entrepreneurial insights he and his MBA classmates gained during their new-venture creation class while perfecting a business plan and pitch, and then competing in the Michigan Business Challenge. “Through my Zell Lurie programs, coursework and mentoring, I have had an opportunity to view deal making from the perspective of both the entrepreneur and the venture capitalist,” he says. “Being able to experience and understand both sides has enabled me to hit the ground running at Intel Capital.” Silverman, who was named 2008 Entrepreneur of the Year for an MBA, also has tapped into his University of Michigan network and forged valuable relationships with other graduates who have expertise in the Clean Tech and venture capital fields.

ADVOCATING ENTREPRENEURSHIP EDUCATION

Jeff Williams, MBA '92

President and CEO, HandyLab Inc.



Jeff Williams

Jeff Williams is a strong advocate for entrepreneurship education. In recent years, he has served as a board advisor for the Zell Lurie Institute, Office of Technology Transfer and Frankel Commercialization Fund. “The Zell Lurie Institute has the ability to make a significant impact on entrepreneurship,” he says. “The Ross School of Business sorts out individuals with a strong desire to be leaders in business. By giving them the proper skill sets and exposure to entrepreneurship and industry relationships, you will get good companies with strong leadership.” The well-rounded business education Williams received at the University of Michigan Business School in the early 1990s enabled him to excel in challenging management roles at large and small companies, as well as entrepreneurial start-ups, such as HandyLab. “Michigan gave me good preparation to be a general manager,” he says. Williams tested the waters of entrepreneurial enterprise at Genomic Solutions, an Ann Arbor-based science-instrumentation company that he co-founded in 1997 and took public three years later. In 2004, he joined HandyLab, a University biotechnology spin-out focused on the development of microfluidic technology for use in advanced molecular diagnostic testing. The young company has received several rounds of funding from the Wolverine Venture Fund and is currently partnering with the University of Michigan Healthcare System on clinical trials.

KICK-STARTING NEW VENTURES

Sue Hares

Director of Networking Solutions

Green Hills Software Inc.

Founder, NextHop Technologies Inc.



Sue Hares

Sue Hares’ career trajectory from a University of Michigan industrial consortium to a start-up enterprise to an established technology company was facilitated by a well-timed “kick-start” from the Zell Lurie Institute. In 2000, Hares transitioned the Merit GateD Consortium from the University to NextHop Technologies, a commercial venture she founded in Ann Arbor to develop routing, switching and wireless software. “We were resource-constrained during that first year,” recalls Hares, a U-M computer-engineering graduate. “The Zell Lurie Institute really helped us out and made the initial venture successful for both the University and the future company.” Through the Marcel Gani Internship Program, the Institute funded two MBA summer interns who conducted research, prepared financial models and developed a preliminary business plan that NextHop later refined and used to approach venture capitalists. “Without the students’ help and their expertise in finance and computer technology, we wouldn’t have been able to procure \$8 million in funding from a top-tier venture capitalist in Silicon Valley,” Hares says. “Our company in turn provided the two MBAs with the opportunity to be part of the first wave of interviews inside the venture-capital process. It’s an experience very few students get.” In 2007, NextHop transitioned the routing-software portion of its business into Ann Arbor-based Green Hills Software, where Hares is now director of networking solutions.

COMMERCIALIZING CUTTING EDGE TECHNOLOGY

Gus Simiao, MBA '07

CEO, Vortex Hydro Energy LLC



Gus Simiao

Gus Simiao's engagement in Zell Lurie Institute programs and entrepreneurship courses helped pave his way to becoming chief executive officer of Vortex Hydro Energy, a University of Michigan spin-out company based in Ann Arbor. He met U-M professor Michael M. Bernitsas during a Marcel Gani internship and worked that summer on commercializing the inventor's VIVACE technology, which harnesses water currents to generate electricity. Simiao and his MBA classmates in adjunct lecturer Jim Price's New Venture Creation course developed the initial business plan for Vortex Hydro Energy. He later refined it with coaching assistance from Zell Lurie's staff and entered four business plan competitions. The Institute awarded Simiao a \$10,000 Dare to Dream grant in 2006 to support the advancement of the technology and business concept. "The Zell Lurie Institute helped me develop my entrepreneurial talent and provided the knowledge and resources to move forward and pursue this business idea," says Simiao, who was named 2007 MBA Entrepreneur of the Year. "My interaction with the Institute has continued after graduation and come full circle."

SHAPING INNOVATIVE IDEAS INTO BUSINESSES

Predrag Sukovic, Exec Ed '05

President and CEO, Xoran Technologies



Predrag Sukovic

Ten years ago, Predrag Sukovic was a University of Michigan doctoral student with promising technology for an innovative medical-imaging device, but no business background. "The Zell Lurie Institute helped me, a biomedical engineer with an idea, shape that idea into a business," he says. "Today that business is a \$14 million company with 50 employees." Xoran Technologies' flagship product is its MiniCAT™ scanner, which is used by CT technologists and physicians for performing sinus scans. Since 2001 when company was spun out of the University, Sukovic has made great strides, using the Institute's programs, mentors and coursework as stepping stones to entrepreneurial success. "We participated in a number of business-plan competitions," he says. "With coaching from Zell Lurie's staff and critiques from the judges, we ended up with a very solid business plan and collected \$100,000 in prize money to cover expenses for the company." Sukovic enrolled in graduate-level business courses to learn the entrepreneurial skills he needed to develop and grow Xoran Technologies into an industry leader. MBA summer interns conducted market research, drafted patent applications and provided other business services. A \$20,000 Dare to Dream grant helped the start-up bridge a funding gap and add more staff. "The Zell Lurie Institute contributes in many ways to building new ventures in this research-rich University environment," Sukovic concludes.

DRIVING BUSINESS DEVELOPMENT

Jeff Wilkins, MBA '03

Founder and Managing Partner, Group 90 Companies



Jeff Wilkins

A common thread runs through the business opportunities Jeff Wilkins has pursued, including his most recent venture, Group 90 Companies, a private equity investment group, which has made more than \$30 million in investments. That common thread is entrepreneurship. “Without a doubt, the Zell Lurie Institute launched my entrepreneurial career,” Wilkins asserts. “It cemented my belief in entrepreneurship as a field in which I wanted to work during my career, and gave me confidence in my ability to succeed.” Wilkins’ entrepreneurial epiphany occurred during his MBA studies when doctoral fellow Michael McCorquodale approached the Ross School of Business through the Zell Lurie Institute to ask for help in developing a business plan for Mobius Microsystems. Intrigued, Wilkins became involved, and the high-tech venture soon took off. “We took advantage of every program the Institute had to offer, including Dare to Dream and Marcel Gani internships,” he says. “We used our winnings from business-plan competitions as seed money to launch the company in 2002. Through the competitions, we built valuable relationships with venture capitalists and industry observers, as well as credibility for our company.” For the next four years, Wilkins drove business development at the University spin-out, which is commercializing a clocking technology for semiconductors. He parted ways in 2006 when Mobius Microsystems relocated to Silicon Valley, and he returned to his hometown of Columbus, Ohio, to launch Group 90 Companies.

BUILDING A GLOBAL CORPORATION

Michael McCorquodale, Ph.D. '04

Founder and Chief Technology Officer, Mobius Microsystems Inc.



Michael McCorquodale

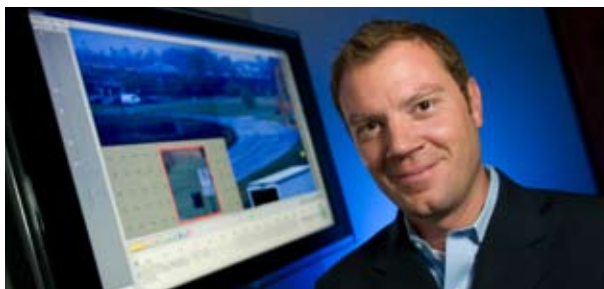
The Zell Lurie Institute was the linchpin of resources at the University of Michigan that helped Michael McCorquodale launch Mobius Microsystems in 2002 and build the fabless, semiconductor component business into a global corporation. The spin-out company handles the design, engineering, marketing and sales operations for its “all-silicon timing reference” products, and outsources the manufacturing, test and assembly work to Asia. Now with offices in Michigan, California and Taiwan, Mobius Microsystems shipped more than 10 million units of its first product. “Even though I came from engineering, the Zell Lurie Institute connected me with veteran entrepreneurs and MBA students who assisted me in developing a real-world business plan,” says McCorquodale, who received his Ph.D. in electrical engineering and computer science in 2004. “The Institute also supported my entry into business plan competitions, which provided valuable feedback for refining the plan.” McCorquodale used \$170,000 in winnings, including a \$20,000 Dare to Dream grant, to open the company’s Ann Arbor office. “The Wolverine Venture Fund has invested in all of our investment rounds, including the early-stage angel round when it was very difficult to raise money in Michigan,” he says. To date, the company has raised \$25 million from multiple investors. Mentoring by Zell Lurie Institute staff and input from Marcel Gani interns also proved valuable. “Without the Institute, you could speculate that this company would not have been formed or moved forward, because I would not have found the resources that were so critical in the early years,” McCorquodale concludes.

BECOMING A SERIAL ENTREPRENEUR

Eric Sieczka, MBA '01

Co-founder, President and CEO, Pixel Velocity

Co-founder, President and CEO, Ultrasound Medical Devices Inc.



Eric Sieczka

Eric Sieczka is well on his way to becoming a serial entrepreneur. In 2001 while he was still an MBA student at the Ross School of Business, Sieczka launched Pixel Velocity, a developer and manufacturer of high-definition video-surveillance systems. With help from a Dare to Dream grant, he established a company office at the Ann Arbor IT Zone. Over the past two years, major systems have been installed at Michigan Stadium, Chicago O'Hare International Airport and other strategic facilities. In 2008, Sieczka spun out a second company, Ultrasound Medical Devices Inc. The cardiac health-care start-up is focused on creating and licensing software that allows physicians to quantify the performance of a patient's heart. "The Zell Lurie Institute had an important impact on me," Sieczka says. "Participating in the Great Lakes Entrepreneur's Quest and other competitions provided good training in preparing and pitching business plans. That early experience helped us raise \$7 million over several financing rounds from angel investors." Through Institute programs and entrepreneurship coursework, Sieczka acquired the knowledge and skills needed to recruit top management talent and develop targeted marketing strategies. "The power of the Institute is that the professors have hands-on experience and can give practical lessons to help you make wise decisions and avoid costly mistakes," he says.

BOOTSTRAPPING YOUNG COMPANIES

Eric Stoermer, MBA '01

President and CEO, Environmental Operating Solutions Inc.



Eric Stoermer

In 2004, Eric Stoermer stepped up to lead Environmental Operations Solutions Inc. (EOS), a Cape Cod company that develops and markets proprietary wastewater-treatment chemicals. At that point in time, the firm had virtually no customer base or revenue. Today, under Stoermer's leadership, EOS has more than 265 customers, and last year achieved nearly \$2 million in recurring revenue. He says the exposure and access to entrepreneurial environments he received through the Zell Lurie Institute convinced him to join the company and bootstrap its success. "I am a very risk-averse person by nature, and I thought that this characteristic, by definition, excluded me from pursuing an entrepreneurial career path," Stoermer explains. "The Zell Lurie Institute had a major impact on my decision to work in a small entrepreneurial venture following business school." As a consultant at McKinsey & Co., he was more accustomed to dealing with large organizations, so the decision to leave corporate America was not easy. However, Stoermer says, the Institute allowed him to explore his interest in entrepreneurial ventures in a very low-risk student environment. "My experiences with the Institute, primarily the Wolverine Venture Fund, demystified the world of venture investing and entrepreneurial companies, and convinced me there was no reason I couldn't be successful, have fun and thrive in an entrepreneurial environment," he remarks.

TEAMING UP FOR MICHIGAN

Diane Durance

Executive Director, Great Lakes Entrepreneur's Quest



Diane Durance

For nearly a decade, the Great Lakes Entrepreneur's Quest (GLEQ) has challenged entrepreneurs throughout the state of Michigan to create award-winning business plans for innovative ventures and to advance emerging, high-growth companies in technology, energy, telecommunications, life sciences and other promising sectors. From the very beginning, the Zell Lurie Institute has taken a leading role in the organization. The Institute was one of the founding partners of GLEQ in 2000 and provided early administrative support. It has continued to sponsor GLEQ's two rounds of competition each year, in the spring and fall, which attract students from the University of Michigan and other universities, as well as entrepreneurs and company founders from the business community. Since 2001, GLEQ has awarded more than \$700,000 in prize money. "This partnership is great for the state, because it helps young talent interested in starting innovative high-growth businesses to make the connections they need to launch their companies in Michigan," says GLEQ Executive Director Diane Durance. "Participants have the opportunity to network with University professors, experts in their field and venture capitalists, who serve as judges. Investors are able to find really interesting technologies and deals." In the future, Durance says, GLEQ hopes to offer larger, equity-based prizes for advanced participants and to draw more venture capitalists who are willing to invest in Michigan companies.

CREATING AN ENTREPRENEURIAL ECOSYSTEM

Greg Main

President and CEO, Michigan Economic Development Corporation



Greg Main

A 10-year partnership, dating to the inception of both the Zell Lurie Institute and the Michigan Economic Development Corporation (MEDC), has laid a strong foundation for entrepreneurship and venture capital investment. "We believe Michigan's future will be more prosperous if we can engage and support entrepreneurs as they commercialize innovative technologies and create new companies," says Greg Main, president and CEO of the MEDC. "To do that, we need a strong, vibrant entrepreneurial and venture capital community in our state. The Zell Lurie Institute's programming and initiatives have played a leading role in creating that kind of ecosystem." Over the past decade, the MEDC and the state of Michigan have contributed significant funding to support Institute events and coursework. "The cornerstone of our collaboration has been the Michigan Growth Capital Symposium," says Main, who appeared as a panelist in May 2009. "This annual event provides a showcase for entrepreneurial companies, many of them University spin-outs, as well as an opportunity for venture capitalists to network and drive deal flow." Zell Lurie Executive Director Thomas Kinnear assisted the MEDC with the launch of the state's Venture Michigan Fund and now chairs the highly successful fund-of-funds program. "The Institute has helped to develop and grow a venture investment community in Michigan," Main says. "Before 2000, less than a handful of venture capital firms called Michigan their home. Today, we have more than 20 venture funds operating in-state and actively seeking investments within Michigan's rich entrepreneurial community."



Samuel Zell &
Robert H. Lurie Institute
FOR ENTREPRENEURIAL STUDIES

Center for Venture Capital &
Private Equity Finance

		1927 Nation's first course in Family Business offered at University of Michigan		
1998 Launch of the Wolverine Venture Fund -- the country's first student-run fund				2004 Wolverine Venture Fund's first investment returns over \$1M to the \$3.5M fund
		Since 2001 Dare to Dream Grants for Start-ups award nearly \$700K to over 990 students		
				Since 2001 Intercollegiate Business Plan Competitions award over \$1.2M to U-M teams
	Since 2000 Marcel Gani Internships match over \$1M in funds placing 203 MBAs at 154 firms			