The Wolverine Venture Fund Celebrates a win with its sixth exit with IBM’s acquisition of Silverpop
Student-Led Investment Funds

The School’s three student-led investment funds – Wolverine Venture Fund, Zell Lurie Commercialization Fund, and Social Venture Fund – with more than $7M under management, immerse students in the business assessment and investment process. The Fund’s student members seek, screen and negotiate investments and develop significant experience in these areas - and in working with VCs and entrepreneurs. In the past year, these funds invested over $400K in emerging startups.

Wolverine Venture Fund Invests in NeuMoDX and Celebrates Sixth Successful Exit with SilverPop

In early April the Wolverine Venture Fund invested in NeuMoDx Molecular, Inc., a privately held diagnostics company. The $21 million Series B round of financing was led by Pfizer Ventures and also included investments from Baird Capital, Venture Investors and existing investor Arboretum Ventures. The Wolverine Venture Fund also participated in NeuMoDx’ $5 million Series A financing round in 2012.

A few weeks later the Wolverine Venture Fund announced that one of its early portfolio companies, Silverpop was acquired by IBM. Silverpop, a privately held software company based in Atlanta, is a leading marketing automation and real-time personalization technology. As one of the Fund’s first investments made in August of 2000, SilverPop is one of the few dot com era investments to bear fruit. This marks the Wolverine Venture sixth successful exit since its formation.

<table>
<thead>
<tr>
<th>WVF Portfolio Investments</th>
<th>Investment Partners</th>
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<tbody>
<tr>
<td>ArborMetrix, July 2013, January 2014</td>
<td>RPM Ventures, Arboretum Ventures</td>
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<tr>
<td>nLIGHT (Arbor Photonics), February 2009</td>
<td>RPM Ventures</td>
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<tr>
<td>Delphinus Medical Technologies, May 2010, July 2013, August 2013</td>
<td>Arboretum Ventures, Beringea, North Coast Technology Investors, First Step Fund</td>
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<tr>
<td>Environmental Operating Solutions, July 2008</td>
<td>EDF Ventures, Angel Investors, Stuart Mill Venture Partners</td>
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<td>IntelePeer, January 2008</td>
<td>EDF Ventures, Kennet Venture Partners, IVA Fund, Vogen Fund, Black Steel Investments</td>
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<tr>
<td>Intelligent Clearing Network, May 2010</td>
<td>Early Stage Partners</td>
</tr>
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<td>Lycera, July 2008, December 2013</td>
<td>EDF Ventures, Angel Investors</td>
</tr>
<tr>
<td>NanoBio, March 2006, November 2008</td>
<td>Angel Funds, Perseus LLC</td>
</tr>
<tr>
<td>Nanocerox, November 2005, December 2006, May 2008</td>
<td>Angel Funds</td>
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<tr>
<td>NeuMoDX, March 2014</td>
<td>Pfizer Ventures, Baird Capital, Venture Investors, Arboretum Ventures</td>
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<tr>
<td>Sonitus Medical, March 2011, May 2012</td>
<td>Pfizer Ventures, Baird Capital, Venture Investors, Arboretum Ventures</td>
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<tr>
<td>TransCorp, April 2011</td>
<td>EDF Ventures, Hopen Life Science Ventures</td>
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WVF Exits

**Centromine**, November 1998; Acquired by **Echo Group** March 2001
Investment Partners: **EDF Ventures; Echo Group; SightLine Partners; Tullis Health Investors**

**HandyLab Inc.**, June 2000; Acquired by **Becton Dickinson** November 2009
Investment Partners: **EDF Ventures, Arboretum Ventures, Ardesta, Pfizer Ventures**

**Intralase**, May 1998; Oct 2004 IPO
Investment Partners: **EDF Ventures, Brentwood Venture Capital**

**Mobius Microsystems**, April 2004; Acquired by **Integrated Device Technologies** January 2010
Investment Partners: **Waypoint Ventures, Angel Funds, Menlo Ventures, Foundation Ventures**

**SilverPop Systems**, August 2000; Acquired by **IBM** April 2014
Investment Partners: **Draper Fisher Jurvetson**

**Versity.com (formerly CollegeClub.com)**, September 1999; Acquired by **Student Advantage** April 2000
Investment Partners: **Venrock Associates, Sigma Partners, Global Retail Partners, Angels**

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**WVF Student Members**

Kalpana Adlakha, MBA ‘15  
Beirj Bagdasarian, MBA ‘14  
Josh Ballen, MBA ‘14  
Neena Bolla, MBA ‘15  
Nick Bell, MBA ‘14  
Nickhil Bhave, MBA ‘15  
Sonia Zongpei Chen, MBA ‘14  
Yee Chen, MBA ‘15  
Kevin Crosby, MBA ‘14  
Andrius Giedraitis, MBA/MD ‘14  
Wee Min Goh, PTMBA  
Erick Goihman, MBA ‘15  
Tommaso Gomez, MBA ‘14  
Jonathan Helm, MBA ‘15

Jennifer Hsu, MBA ‘14  
Gaurav Jain, MBA ‘15  
Nicholas Kransz, MD/MBA ‘15  
Joseph Kraut, MBA ‘15  
Ashish Kumar, PTMBA  
Jae Lee, MBA ‘14  
Matt Liberatore, MBA/MENG ‘14  
Drew Prekop, MBA ‘15  
Michael Sherman, PTMBA  
Saumil Shrivastava, MBA ‘15  
Ryan Shuman, MBA ‘14  
Erica Sivertson, MBA ‘15  
Vishal Srivastav, MBA ‘14  
Rupesh Thakkar, MBA ‘14

This year’s **David T. Shelby Award** was given to Jennifer Hsu, MBA ‘14 and Nick Bell, MBA ‘14 for their outstanding leadership.

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**WVF Advisory Board**

Richard (Erik) Gordon, J.D., Managing Director  
Thomas C. Kinnear, Ph.D., Faculty Advisor  
Carolyn M. Maguire, Administrative Assistant  
Tim Petersen, Managing Director, Arboretum Ventures, Alumni Investment Manager, WVF  
Peter Adriaens, Ph.D., P.E., BCEEM, Director, Watershed Capital Group  
Mary Lincoln Campbell, Managing Director, EDF Ventures  
Timothy M. Mayleben, President and CEO, Esperion Therapeutics  
Jonathan P. Murray, Managing Director, Early Stage Partners  
Mina Patel Sooch, Founder & General Partner, Apjohn Ventures Fund, President and CEO, ProNaI  
Ryan Waddington, Co-Founder and Managing Director, Huron River Ventures  
Donald Walker, Managing Director, Arbor Partners  
Steven D. Weinstein, Managing Director, Novartis Venture Fund  
Marc Weiser, Managing Director, RPM Ventures  
Harry Wilcox, COO and General Partner, Flagship Ventures  
Mark Zhu, Investment Manager, DTE Energy
Zell Lurie Commercialization Fund Makes Investments in AlertWatch and AdAdapted

The Zell Lurie Commercialization Fund (formerly the Frankel Commercialization Fund) is a student-led, pre-seed investment fund established to identify and accelerate the commercialization of ideas generated within the University community and the surrounding area. Earlier this year, the fund provided pre-seed investments to healthcare startup AlertWatch and ad tech start up AdAdapted.

<table>
<thead>
<tr>
<th>ZLCF Portfolio Investments</th>
<th>Investment Partners</th>
</tr>
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<tbody>
<tr>
<td>AlertWatch, November 2013, April 2014</td>
<td>Amherst Fund, LLC, The First Step Fund, BELLE Capital USA</td>
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<tr>
<td>AdAdapted, January 2014</td>
<td>Detroit Venture Partners, First Step Fund Amherst Fund, Spark’s Michigan Pre-Seed Capital Fund</td>
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<td>Accio Energy, June 2009</td>
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<td>Ambiq Micro, August 2010</td>
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<td>Are You a Human, July 2011</td>
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<td>Fusion Coolant, January 2013</td>
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<td>SurMod (Beholz Tech Inc), August 2007, May 2008</td>
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<td>Surgimatix, August 2008</td>
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<th>ZLCF Exit</th>
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<td>nLIGHT (Arbor Photonics), November 2007</td>
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<td>Acquired January 2013 nLIGHT Corp</td>
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<tr>
<th>ZLCF Student Members</th>
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<tr>
<td>Steve Allen, PhD ’15, MD ’17</td>
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<tr>
<td>Kartik Bandhuvula, MBA ’14</td>
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<tr>
<td>Chen Blatman, MBA ’15</td>
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<td>Jeremy Burstyn, MBA ’15</td>
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<td>Adam Coccari, MBA ’14</td>
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<td>Anubhav Dhawan, MBA ’15</td>
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<td>Christopher Doughty, MBA ’14</td>
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<td>Nate Franklin, MBA ’14</td>
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<td>Ray Gallagher, MBA ’14</td>
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<td>Elizabeth Hershman, MBA ’15</td>
</tr>
<tr>
<td>Molly Klein-McDowell, MBA ’14</td>
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<td>Hemanth Kolera, PTMBA</td>
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<tr>
<td>Stewart Thornhill, Ph.D., Managing Director</td>
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<tr>
<td>Jim Aadox, Managing Director, Venture Investors</td>
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<tr>
<td>Peter Adriaens, Director, Global CleanTech Cluster Association</td>
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<tr>
<td>Arik Anderson, Vice President of Product Development, Terumo Cardiovascular</td>
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<tr>
<td>Lindsay Aspegren, General Partner, North Coast Technology Investor</td>
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<tr>
<td>Lauren Bigelow, CEO, Growth Capital Network</td>
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<td>Terry Cross, Entrepreneur/Investor</td>
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<td>Ethan Goodman, Managing Director, Griffon Ventures</td>
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<td>Pedro Guillemin, Managing Partner, Kinetek Partners</td>
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<td>Gregg Hammerman, Co-founder, Larky</td>
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<td>Kalyan Handique, CEO, DeNovo Sciences</td>
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<tr>
<td>David Hartmann, Mentor-In-Residence, UM Tech Transfer</td>
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<tr>
<td>Al Kortesoja, Formerly Capgemini/Ernst &amp; Young</td>
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<tr>
<td>David McCann, National Small Business Development Team, Google</td>
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<tr>
<td>Paul McCreadie, Managing Director, Arboretum Ventures</td>
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<tr>
<td>Kim Pargoff, Grid Storage Manager, Government and Military Solutions, A123 Systems</td>
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<tr>
<td>Joshua Pokempner, Entrepreneur</td>
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Student-led Investment Funds

Social Venture Fund

Social Venture Fund Invests in PowerHouse Dynamics and Mytonomy

The nation’s first student-led impact investing fund, has quickly gained momentum since it first launched in 2010. Earlier this year the fund participated in a bridge financing round for Powerhouse Dynamics, a cloud-based provider of enterprise energy and asset management solutions. At the end of the previous academic year, the fund participated in a seed stage round of financing in Mytonomy, Inc., a video storytelling platform for college and career advising. The Social Venture Fund makes early-stage investments of up to $100,000 in sustainable and innovative, for-profit organizations that deliver financial returns and place the generation of a significant social impact at the heart of their mission.

SVF Student Members

| Aamer Ali, MBA ‘14 | Will Kletter, MBA/MS ‘16 |
| Varun Bandri, BBA ‘15 | Jessica Knapp, MBA ‘15 |
| Haley Bash, BBA ‘14 | In Jae Lee, BBA ‘14 |
| Kaitlyn Brown, MBA ‘14 | Emily Litwin, MBA ‘14 |
| Pratik Butala, MBA ‘14 | Bobby McCarty, MBA ‘14 |
| Sarah-Jane Caban, MBA ‘14 | Will Morrison, MBA/MS ‘15 |
| Nydia Cardenas, MBA ‘15 | Sripryia Navalpakam, BBA ‘15 |
| Alicia Chin, MBA ‘14 | David Paolilea, BBA ‘14 |
| Steve Davidson, MBA/MS ‘14 | Ebony Pope, MBA ‘15 |
| Chad Dibble, MBA/MS ‘15 | Lizzie Reisman, MBA/MS ‘14 |
| Dean Duffy, BBA ‘15 | Sarah Richardson, MBA/MPH ‘15 |
| Kenny Fahey, MBA/MS ‘16 | Ira Rigaud, MBA ‘14 |
| Juan Pablo Garcia, MBA/MS ‘16 | Dan Rosen, MBA ‘14 |
| Nancy Gephart, MBA/MS ‘14 | Tara Tarazi, BBA ‘15 |
| Philip Ginsberg, MBA ‘14 | Perry Teicher, MBA/JD ‘15 |
| Owen Henkel, MBA ‘14 | Stefanie Thomas, MBA ‘15 |
| Joanna Herrmann, MBA/MS ‘16 | Jimmy Ward, MBA/MS ‘14 |
| Sara Hohenstein, MBA ‘14 | Carrie Wolfe, MBA ‘15 |
| Berry Kennedy, MBA/MS ‘14 | Claire VanHorn, MBA ‘15 |
| Kyle Kilebrew, MBA ‘15 | |

SVF Advisory Board

Uday Rajan, Managing Director
David Green, Sr. Vice President, Fellow, Ashoka
Narayan Ramachandran, Senior Advisor, India, Morgan Stanley
Mahendra Ramsinghani, Managing Director of First Step Fund, Invest Detroit
Brian Trelsted, Chief Investment Officer, Acumen Fund
Wes Selke, Hub Ventures
Steven K. Hamp
Achievements and Awards

Scholarships for Entrepreneurial Ross Students

Congratulations to the students who received $5,000 each toward their tuition.

**Zell Scholars**
- Kartik Bandhuvula, MBA '14
- Christopher Doughty, MBA '14
- Raymond Gallagher, MBA '14
- Jennifer Hsu, MBA '14
- Ashish Kumar, MBA '14
- Joanna Lai, MBA '14
- Matthew Liberatore, MBA/MSE '14
- Thomas Polzin, MBA '14
- Mark Shubitz, MBA '14
- Ryan Shuman, MBA '14
- Brandon Tirrell, MBA '14

**Mitchell A. Mondry Scholars**
- Nancy Gepphart, MBA/MS '13
- Paul Robichaux, MBA/MPH '14

**Zell Institute & Erb Institute Scholars**
- Wesley Allred, MBA/MS '14
- Adam Byrnes, MBA/MS '14

**Samuel Valenti Award for Exceptional Entrepreneurial Development**

$2,500 each
- Muhammad Faisal, MBA '14
- Jeff Plott, MBA '14

**BBA, MBA and Cause Based Entrepreneurship Awards**

Made possible by Ronald (BBA ’66) and Eileen Weiser (MM ’75), based on achievements in entrepreneurship and academic excellence.

**MBA Entrepreneur of the Year**

$1000
- Paul Robichaux, MBA ‘14

**BBA Entrepreneur of the Year**

$350 each
- Shayla Scales, BBA’14
- Jacob Rosenfeld, BBA’14
- Billy Kreinik, BBA’14

**Cause-Based Entrepreneur of the Year**

$1,000 each
- Dan Rosen, MBA ’14
- Marianna Kerppola, MBA/MS ’16

**Alan Gelband (BBA ‘65/MBA ’67) Private Equity Award**

On March 19, 2014 second year Ross MBA student teams from Professor David Brophy’s finance course, pitched leveraged buyout proposals on public companies to a panel of 15 PE professionals for a chance at the Alan Gelband Private Equity award totaling $10,000.

The winning team - Nick Bell, Walter Ruddy, Shiv Sairaman and Santosh Ramasubramanian and Mike Nucatola - won in a close competition by runners-up Rahul Agrawal, Dane Anderson, Marco Basu, Nayan Behal, Dan Gerding, Shweta Jha, Robert Juarez and Shalini Sushri.
Dare to Dream & Mayleben Venture Shaping Grants Awarded to Michigan Students Developing Promising Business Ventures

In mid-November and mid-February the Zell Lurie Institute announced the recipients of its Dare to Dream and Mayleben Venture Shaping Grants for students to develop their business venture from ideation to launch. The program annually awards up to $100,000 to Michigan undergraduate and graduate students.

Integration Grants (phase 1)

Teams write a business plan, create an investor pitch and legally establish their company.

**Cribspot ($5,000)** - comprehensive rental site that helps students find off campus housing options. Jason Oktasinski (BBA ‘13), Tim Jones (CS ‘13), Evan Dancer (CS ‘13), Anthony Sardone (BBA ‘14), Tyler Belyea (LSA ‘14), John Corser (BSE ‘14)

**Flipsi ($5,000)** - reusable drinking bottle that flips inside out for easier cleaning. Jeff Plott (MSE Dec. ‘13), Chris Plott (MSE ‘03)

**Movellus Circuits ($5,000)** - designs for embedded processors making them scalable, portable, cheaper and smaller. Muhammad Faisal (PhD ‘14), Daniel Andersen (MBA ‘14)

**MyDerm Portal ($2,500)** - web based app for dermatologists to provide follow-up treatment by internet and saves time. Paul Robichaux (MBA/MPH ‘14), Venessa Pena-Robichaux

Assessment Grants (phase 2) - $1,500 per team

Teams establish the feasibility of their business to gauge whether to invest further resources and commit to launching the venture.

**Bar2Bar Transportation** - mobile app that allows users to schedule and pay for rides on party buses. Daniel Matian (BBA ‘14), Harris Markowitz (LSA ‘14)

**Flipsi** - reusable drinking bottle that flip inside out for easier cleaning. Jeff Plott (MSE Dec. ‘13), Chris Plott (MSE ‘03)

**Keravnos Energy** - installing heavy duty battery storage units into commercial buildings to provide fast charging services to EV drivers. Dimitris Assanis (PhD ‘15), Johannes Kristinsson (MBA ‘15), Rupert Tull de Salis (MSEE ‘14)

**Lab Compass** - web hosted data management software allowing researchers to efficiently collect, aggregate and manipulate large amounts of data. Alex VanDerKolk (BBA Dec ‘13), Nikhil Kumar (BSE ‘14), Max Wolff (BSE ‘14), Rahul Iyengar (BSE ‘14), George Zakhem (BSE ‘14), David Middleton (LSA ‘15)

**Maize Analytics** - privacy auditing tool that uses a novel algorithm to assess access to patient records saving hospitals time by automatically producing rules and explanations, thus reducing the number of flags requiring investigation. Greg Currence (MsE ‘14), Daniel Fabbri (CSE PhD ‘13)

**Motorsport Microclimate Cooling Technologies** - line of protective motorcycle gear with built in thermoelectric cooling technology powered by the motorcycle’s electrical system. Zachary Hwang (MsE ‘14)

**MyDerm Portal** - web based app for dermatologists to provide follow-up treatment by internet and saves time. Paul Robichaux (MBA/MPH ‘14), Venessa Pena-Robichaux

**Nodify** - allows users to rank or prioritize their contacts in order of importance and suggests the best ways to interact with the contacts. Jimmy Ward (MBA/MS ‘14), Adam Byrnes (MBA/MS ‘14), Sam Stevenson (MBA/MS ‘14)

**SurgeryEdu** - provides personalized patient education solutions to medical professionals via an iPad platform. Tanvi Gangal (BS ‘15), Raghav Haran (Econ/CS ‘15)

**Tools for the Elderly** - visually appealing tableware that allows people with limited dexterity ease of use. Brandon Tirrell (MBA ‘14), Karthik Raman (MBA ‘14)
VeritaPharm - system of kiosks for pharmacists and consumers to check the authenticity of their prescription drugs via a molecular barcode. Jeremy Holzwarth (PhD ‘14), Rahul Singh (PhD ‘14)

WhomBatz - cylindrical foam bats, moderately priced and marketed to tweens to promote physical activity. Lukas Strickland (MS SNRE ‘14)

Mayleben Venture Shaping Grants (phase 3) - $500 per team

Teams construct a viable business out of a business idea to move toward launch.

Bee Tagged - app that allows users to tag connections from their social networks. Diego Cepeda (MBA ‘14), Dom Parisie (CSE ‘15)

Built LLC* - developing lightweight, energy efficient composite panels that reduce the energy use of a structure and allow for onsite construction and design flexibility, facilitating an expedited building timeline. Adam Bennett (MBA ‘14), Shubhi Choudhary (MSE Dec 2013), Sundeep Ramachandran (MSE Dec ‘13), Jose Solis (MBA/MS ‘14)

ChargeMyCarNow** - installing heavy duty battery storage units into commercial buildings to provide fast charging services to EV drivers. Rupert Tull de Salis (MSEE ‘14)

CtrlF Life - real-time tracking mechanism for users to locate lost items on a virtual map of their home. Vijairam Parasuraman (MSE ‘14), Balaji Soundararajan (MSE ‘14), Yanning Li (MBA ‘14)

Day 14 Health Solutions - an effective ovulation detection ingestible for women to take the guesswork out of conception and providing vitamin and mineral supplements. Gabriel Craft (MBA ‘15)

e-Arg - detachable electronic hookah head that can be used to replace the tobacco burning portion of the traditional hookah. Reda Jaber (MD/MBA ‘14), Nikita Jaber (BS ‘12)

Elegus Technologies - battery separator that improves the performance of lithium ion batteries. John Hennessy (MsE ‘14), Long Qian (MsE ‘14), Daniel Vander Ley (MsE ‘14)

Estia - property management company that matches owners of unoccupied space with short term guests. Dimitri Akimaru (BSE ‘14)

eV Score** - smartphone app for potential EV purchasers to assess their travel patterns and evaluate the ability of existing EV models to meet these needs. Hua Cai (PhD ‘15)

Fixworthy - image-based computerized maintenance management system for users to upload photographs and responders to quickly find the problem through a GPS feature. Colleen Sain (BS ‘14), Daniel Agar (BBA ‘14)

Flipsi - A reusable drinking bottle that flips inside out for easier cleaning. Jeff Plott (MSE Dec ‘13), Chris Plott (MSE ‘03), Haritha Doddala

In Control Wear - shape wear that contours a woman’s body and is aesthetically pleasing. Shayla Scales (BBA ‘14)

IndustryStar - free global web platform for businesses to evaluate suppliers using key performance indicators. William Crane (PTMBA ‘15), Matt Forster (PTMBA ‘14), Abhishek Pennetsa (PTMBA ‘14), Kenneth Nelson

Lifted Snacks - mobile app for travelers in airports to place a meal order that is delivered to their gate. Jilly Badanes (MBA ‘14)

LoopHope* - ethical apparel online retail site that assists ethical producers in optimizing their supply chains. Marianna Kerppola (MBA/MS ‘16)

MicroLeap Technologies - energy harvesting technology that uses vibrations and movements as its core energy source to generate electricity. Rachit Khator (MsE ‘14), Apoorva Anand (MsE ‘14), Long Qian (MsE ‘14)

MyDermPortal - web based app for dermatologists to provide follow-up treatment by internet and saves time. Paul Robichaux (MBA/MPH ‘14), Venessa Pena-Robichaux

My Safe Going Out - taxi driver screening service with a mobile app for women in India to choose drivers. Takuhiro Nakamura (MBA ‘14)

Network Finance* - peer to peer lending platform for graduate students that provides tools, structure and legal security to the lender and borrower. Brian Rassel (MBA/MS ‘16), Kelsea Ballantyne (MBA/MS ‘16), John Serron (MBA/MS ‘16)
Pocket Gripper - low-cost pocket gripping device that prevents the loss of necessary items. Kevin Moses (BBA ’16), Brett Moses

Raita - company that manufactures and sells savory Indian yogurts that are healthy and satisfying. Harinee Sampath (MBA ’15), Santiago Proano (MBA ’14), Dante Vasquez (MBA ’14), Lukas Strickland (MS ’14), Vlad Golgotiu (MD/MBA ’14)

Tea Pack - affordable, easy-to-use product that mitigates the messy after effects of using loose leaf teas or tea bags. Matt Seiler (MBA ’15)

The Food Chain - a grocery delivery service for Ann Arbor students to place online orders and delivery within 24 hours. Chaoyi Feng (BBA ’15), Xuan Yang

Tools for the Elderly - visually appealing tableware that allows people with limited dexterity ease of use. Brandon Tirrell (MBA ’14), Karthik Raman (MBA ’14)

Turba Health - web interface for patients suffering from asthma to obtain a diagnosis and monitor their condition remotely. Greg Currence (MsE ’14), Shirish Garg (MsE ’14), Weitang Zhuang (MsE ’14), Elisa Gunawan (MsE ’14), Michael Vizachero (MD/MBA ’14)

Turnip - mobile app for users to plan get-togethers and stay on top of their friend’s locations. Ryan Embree (LSA ’16), Alex O’Brien (BBA ’16), Daniel Pyatetsky (BBA ’16), Alex Beam (BBA ’16)

VeritaPharm - system of kiosks for pharmacists and consumers to check the authenticity of their prescription drugs via a molecular barcode. Jeremy Holzwarth (PhD ’14), Rahul Singh (PhD ’14)

WhomBatz - cylindrical foam bats, moderately priced and marketed to tweens to promote physical activity. Lukas Strickland (MS SNRE ’14)

YouKnowWatt - A web application that is accessed by home energy auditors and homeowners that will give homeowners energy efficiency tips and allow the auditor to communicate directly with them. Jared Helfman (BBA ’15), Steven Sherman (MsE ‘13), Jack Dean (BBA ’10), Kolin Purcell (CSE ’15), Jeff Hurray (BBA/CSE ’16)

* Funded by the ERB Institute; ** Funded by SMART
Michigan Business Challenge Draws Strong Participation from U-M Student Teams

The MBC, multi-round competition, began in December with students from across the University’s 19 schools and colleges. Round one hosted 68 teams. Of these, 16 teams advanced to Round two where the field was narrowed down to eight semi-finalist teams. In February, these eight teams were put to the test, and four finalist teams were chosen to present their businesses to investors and compete for top prizes.

$20,000 Pryor Hale Award for Best Business, $2,000 Outstanding Presentation, $5,000 Williamson Award for Most Successful Business and Engineering Team

**Movellus Circuits** - offers a disruptive, patent-pending clock generator technology for the microprocessor market. Muhammad Faisal (PhD ’14), Daniel Andersen (MBA ’14)

$10,000 Runner-up $2,500 Marketing Award sponsored by Mark Petroff

**Flipsi** - offers a new type of reusable drinking bottle that eliminates the difficulties associated with cleaning and drying. Jeff Plott (MSE Dec ’13), Chris Plott (MSE ’03)

$7,500 Erb Award for Environmental and Social Sustainability

**Keravnos Energy** - designs, installs and operates energy systems that charge electric vehicles in under 30 minutes, profitably. The innovative control algorithms allow two revenue streams to be generated from one energy storage system. Rupert Tull de Salis (MSEE ’14), Dimitris Assanis (PhD ME ’15), Johannes Kristinsson (MBA ’15)

$2,500 Most Successful Undergraduate Team

**MyDerm Portal** - is a web-based application that allows dermatologists to see their patients for their follow-up visits over the internet, avoiding long wait-times and unnecessary travel. Paul Robichaux (MBA/MPH ’14), Venessa Pena-Robichaux

$2,000 Best Written Plan

**Lab Compass** - is a healthcare informatics software platform that integrates meaningful use treatment data with qualitative patient input and administrative documentation to facilitate pioneering healthcare research. Alex VanDerKolk (BBA Dec ’13), Nikhil Kumar (BSE ’14), Max Wolff (BSE ’14), Rahul Iyengar (BSE ’14), George Zakhem (LSA ’14), David Middleton (LSA ’15)

$2,000 Outstanding Presentation

**Nodify** - is a mobile app that automatically refines a user’s professional network into a manageable group of important contacts and suggests relevant reasons to stay in touch. Sam Stevenson (MBA/MS ’14), Adam Byrnes (MBA/MS ’14), James Ward (MBA/MS ’14)

Semi-Final teams that did not place each received $500 – **Lab Compass, Nodify, VeritaPharm** Jeremy Holzwarth (PhD ’14), Rahul Singh (PhD ’14) and **eV Score** Hua Cai (PhD ’15), Yang Li, Ming Xu

MBC awarded student teams $63,000 in total prize money
TechArb Fosters College Entrepreneurs

U-M’s student business incubator provides coaching and mentoring to student-led startups that represent a broad spectrum of products and services. TechArb is jointly managed by Ross' Zell Lurie Institute and the College of Engineering’s Center for Entrepreneurship.

TechArb Incubator
2014 Student Teams

Winter 2014

**Beyond Bounds** - a yearlong program that offers freshmen and sophomores retreats, workshops, mentorship and self-directed projects, to develop an entrepreneurial mindset, engage in experiential learning and augment their education to make real world impact.

**Built** - makes sustainable building design and construction easier and more affordable for the residential and light commercial market sectors.

**LoopHop** - an ecommerce site for socially and environmentally responsible apparel.

**Notify** - a mobile app that automatically refines a user's professional network into a manageable group of important contacts.

**OverTheFly** - a fashion accessory company that is the creator of the Astro Belt

**Pelico** - develop affordable and sustainable solutions that expand individual capabilities.

**Simply Lobby** - an integrated lobbying portal that allows clients to find and manage contract lobbyists, compile and submit expense reports, submit state lobbying compliance reports, and pay lobbying fees online.

**Ultrakast** - social networking website at Michigan connecting students through their classes and interests.

**Xpressly** - an open platform where trained mentors work with mentees using carefully designed curriculums.

Summer 2014

**BetterHope** - curates products made with dignity.

**Course Hack** - an EdTech startup that instantly organizes students’ course assignments into their electronic calendars.

**Elegus Technologies** - increases the safety, durability, and longevity of li-ion batteries through the design and manufacture of custom lithium-ion battery separators.

**Upliven** - an interactive mobile phone application that aims to help those with symptoms of anxiety and depression.

**FrostGear** - designs personal cooling products to provide thermal comfort for people in hot climates.

**IndustryStar** - offers growing businesses world-class supply chain management software and services.

**My Aegis** - committed to improving helmet safety through innovations focused on the protective lining.

**MyDerm Portal** - a web-based application which allows dermatologists to provide follow-up treatment via the internet.

**MyoAlert** - a wearable tech startup that aims to reduce the number of avoidable deaths and permanent heart damage stemming from acute cardiac events.

**Notify** - an open platform where trained mentors work with mentees using carefully designed curriculums.

**ResMaps** - a resume analytics service that lets you see who is looking at your resume and what they viewing.

**Tools for the Elderly**

**WallSpace**

*OverTheFly, Pelico, Simply Lobby are Winter & Summer 2014 Participants.*
Marcel Gani Summer Interns Gain Executive Level Insights and Real World Experience Inside Start-up and Venture Capital Firms

2014 Internships

Hosts
- ArborMetrix, Ann Arbor
- The Brinery, Ann Arbor
- Chat Sports, San Francisco
- Esperion Therapeutics, Ann Arbor
- ProNAi Therapeutics, Plymouth
- Collabirfy & RPM Ventures, Ann Arbor
- TEAM Charter Schools (NPM), Detroit
- OTT, Ann Arbor
- OTT, Ann Arbor
- Mission Throttle (ERB), Southfield
- SoFi (ERB), San Francisco
- Sage Corps, Buenos Aires
- Sage Corps, Buenos Aires

Interns
- Ben Rath, BBA ’16
- Julia Rominger, MBA ’15
- Stephen Soward, BBA ’16
- Ryan Boyd, BBA ’16
- Abhishek Manjunathan, BBA ’15
- Evan Botsford, MBA ’15
- Kaitlin Paulson, MBA/MS Erb ’16
- Tri Bui, MBA ’15
- Brice Rolston, MBA ’15
- Juan Pablo Garcia, MBA/MS Erb ’16
- Joanna Herrmann, MBA/MS Erb ’16
- Mike Justus, BBA ’15
- Jacob Gordon, BBA ’16

Student-Initiated
- Growing Energy Labs, Inc. (GELI), San Francisco,
  - Nexercise, Washington DC
- UrgentRX, Denver
- SeatGeek, New York
- Sidecar, San Francisco
- Enlighten PR, Chicago

Interns
- Andrew Krulewitz, MBA ’15
- Stefanie Thomas, MBA ’15
- John Huang, MBA ’15
- Thomas Zidar, BBA ;15
- Anuj Abrol, BBA ’15
- Daniel Pyatetsky, BBA ’16

Self Hosted
- BetterHope, Ann Arbor

Interns
- Marianna Kerppola, MBA/MS Erb ’16

18 start-up and venture capital firms hosted 20 Marcel Gani Interns
University of Michigan’s Annual Entrepalooza Symposium Hosted Adam Lilling of LaunchPad LA and Explored Accelerating Entrepreneurs’ Growth

The Zell Lurie Institute and the Ross Entrepreneur and Venture Club hosted its annual entrepreneurial symposium, Entrepalooza on Sept. 20, 2013 at the Ross School of Business. This year’s event featured a keynote address from Adam Lilling (BBA ’92), serial entrepreneur, investor and co-founder of LaunchPad LA – the top startup accelerator in southern California. It also hosted a series of panel discussions centered on the theme ‘Accelerate You.’

During his successful entrepreneurial career, Lilling was also co-founder and CEO of entertainment and advertising network BiggerBoat, and founder and CEO of Pentagon CDs and Tapes, which was sold to Virgin in 1999. Drawing on his unique perspective as an entrepreneur, investor and now advisor, Lilling spoke about how he accelerated the growth of his own ventures and how he counsels others forging an entrepreneurial path. He was also be presented with the school’s Entrepreneur of the Year award.

The remainder of the program included several panel presentations that brought together local business and venture capital executives to provide expert advice on key topics including: Starting Up and Growing Your Business, Pathways to Entrepreneurship and Early Stage Venture Financing.

Panelists included Kalyan Handique, CEO of HandyLab; Todd Sullivan, Ross alum (MBA ’05), CEO of Betterfly.com and founder of SpiritShop; Rich Sheridan, CEO of Menlo Innovations LLC; and Troy Henikoff, managing director of TechStars Chicago. At the ‘Lunch and Learn’ prior to the symposium, invited entrepreneurs and venture capitalists hosted small group discussions on topics related to different stages of the start-up life cycle and starting businesses in different industries.
8th Annual Private Equity Conference featured Kevin Albert of Pantheon Ventures and John Diggins of Platinum Equity Partners

The Zell Lurie Institute and its Center for Venture Capital and Private Equity Finance hosted its eighth annual Private Equity conference on Oct. 4, 2013. The ‘boutique’ conference covered current and emerging topics in the nation’s credit markets that posed challenges and new opportunities for those in private equity and institutional investing. More than 200 private equity, investment banking and business professionals from around the United States and from the University of Michigan alumni community attended.

Kevin Albert, global head of business development at Pantheon Ventures, an international private equity fund-of-funds manager, delivered the opening keynote address. Albert presented on new trends in fundraising by private equity shops. A second keynote address was given later in the morning by John Diggins, a partner at Platinum Equity Partners. Diggins shared his perspective on where the California-based private equity firm is placing its investment dollars and what attracted the firm to the state of Michigan. He also spoke about Platinum Equity’s stake in the Detroit Pistons and the firm’s experience with the NBA franchise.

In addition a series of panel discussions included participation from: Eric Dykema, Lineage Capital LLC; Gerry Boylan, Long Point Capital; Frank Muller, Jr., Behringer Harvard Holdings, Inc.; Michael Oleshansky, PSP Capital Partners LLC; Joseph O’Connor, AlpInvest Partners; Bruce Engler, Faegre Baker Daniels LLP; Mike Vlasic, Vlasic Investments; Jeff Arnesen, Houlihan Lokey; Michael Faremouth, Linsalata Capital Partners; Sandra Bosela, OTRust Private Markets Group; Brian Demkowicz, Huron Capital Brendan Edmonds, Atlantic-Pacific Capital; Eric Wilcomes, DuPont Capital Management Corp.and Shawn Winnie, State of Michigan Department of Treasury.
33rd Michigan Growth Capital Symposium
Hosts Investors from around the Country

On June 17-18, 2014 the Michigan Growth Capital Symposium hosted more than 400 entrepreneurs, researchers, investment professionals and business executives for a jam-packed two days of speakers, panelists, company pitches and networking. The symposium showcased 32 companies that represented the “Best of the Midwest’s” early stage and growth companies seeking funding, as well as a University Research “Pitch” Track that put the focus on the startup landscape within these universities and emerging companies coming out of their programs.

Ed Torres (MBA ’89), a seasoned pharmaceutical executive, accomplished venture capitalist and current managing director of Lilly Ventures, gave the opening keynote address where he shared his perspectives on best practices for venture firms. Torres’ address explored the new business models being deployed by corporate VCs to reinvigorate venture investments in the life sciences. The closing keynote address from Kevin Conroy (JD ’91), Chairman and CEO of Wisconsin-based Exact Sciences, noted his experiences building successful healthcare diagnostics companies in the region and provided suggestions on how the innovation community of investors, founders and advisers could become even more powerful.

In addition to the keynote speakers, the program featured high-caliber speakers representing entrepreneurs, researchers, investment professionals and business executives who led informative discussions on pivotal industry issues. The MGCS is hosted by the Ross School of Business’ Center for Venture Capital and Private Equity Finances with support from the Michigan Venture Capital Association. More than 400 were in attendance and nearly 100 regional and top national venture capital firms were represented from around the country. Since the Symposium’s inception, the event has helped more than 800 companies raise funding.


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[Image: 2014 Entrepreneurship Award Recipients for BBA, MBA and Cause-Based Leadership]