

# Inventors COUNCIL

---

## OF MID-MICHIGAN

PO Box 311, Flushing, Michigan 48433

Web Site: [INVENTORSCOUNCIL.ORG](http://INVENTORSCOUNCIL.ORG)

The Inventors Council is an independent, non-profit 501 C-3 corporation formed to help inventors pursue their dreams of bringing new and innovative products to market. Our goal is to help fellow inventors succeed in the most efficient and least costly manner possible by providing education and business networking.

Founded by Robert (Bob) Ross in 1995

We meet monthly at Walli's Restaurant, 1341 South Center Road Burton, Michigan. Just Two blocks south of I-69, Exit 139

VOLUME SEVENTEEN

NEXT MEETING THURSDAY, May 9, 2013, 7:00PM

NUMBER FIVE

### Thursday May 9, 2013 Meeting

The meeting will take place at 7:00 pm in the upstairs of Walli's Restaurant in Burton Michigan.

Our speaker will be Nathan Bindschatel of NBNC Enterprises, an Internet Sales Company that uses Amazon to sell thousands of books and assorted items from his Michigan home.

Nathan is going to share his extensive Amazon experience to show our inventors how he researches, lists, and sell things on his site. He has developed some great processes that allows him to operate a full time business from home. Come and learn the ins and outs of Amazon site usage.

See you all at the meeting.

Meeting will start at 7:00pm Thursday April 11,

### Thursday April 11, 2013 Meeting

The meeting will take place at 7:00 pm in the upstairs of Walli's Restaurant in Burton Michigan.

Our speaker was, by way of Skype, is Cary Harwin, President and Co-Founder of "Fund a Geek". "Fund a Geek" was formed to create crowd funding for Inventors.

We had a very interesting discussion about this new approach to raising funds for our inventions. Cary did a great job of presenting the material. Thanks for a great job Cary.

### Screening Ideas

This is addressed primarily to inventors. Its theme is don't spend money unnecessarily. The old saw, "You have to spend money to make money", is extremely dangerous to those not skilled in business. The better saying is, "The way to make money is to not lose what you have". We're seeing far too many inventors rushing off to a patent attorney with their first idea. If you want a patent to hang on the wall and you have an un-needed \$5,000 laying around, fine -- but that's not the way to make money. The odds are at least 100 to 1 against you, i.e., you have at best a 1% chance of getting that money back -- let alone make a profit.

The way (for an inventor) to make money is to go find a customer with a problem, solve it, and sell him the solution.

"But I have a solution to a problem that everybody has."

You don't sell to "everybody" -- you sell to people. Go ask some people whether they'd buy it -- and not your next door neighbor.

You have a sporting goods product? Go to a few sporting goods stores and ask the buyer, "If you had a product that does such-and-such (whatever benefits you perceived when you came up with the idea in the first place), would you buy it?" If you expect it to sell through retail, ask the retailer, not the end user.

Then "At what price?". The product will have to be manufactured at 1/4 to 1/6 of the retail price. Get a feeling for whether that's in the cards.

Then "What reps that call on you carry this kind of product?". And go talk with the reps and ask the same kinds of questions.

Now you have at least some objective notion of whether the thing might sell, and you know at what cost you have to bring it in at. If you're honest with yourself, this alone will screen out 90-95% of your ideas. You've spent some time -- but, importantly, no money.

ICMM Regular Meeting Agenda will follow our speaker at 8:00 pm Cubicle Cop —"ICCM Invention 2011" This is our invention project and we are at the packaging stage. We are refining some issues and will continue to work on the product development of the "Cubicle Cop" in 2013 and continue to train our inventors how to invent and take the product to market.

**ICMM**  
**Home of the Happy Inventors**



## MARKETING

Hints from the Fog  
by Mike Ball, President



(continues from page 1)

This applies whether you're intending to manufacture or license. If a potential customer doesn't get excited about the possibilities of buying from you, it's not likely they'll get excited about buying from anyone else.

For ideas that get through this screen, ask yourself, "Do I have the sales and business skills necessary to put this across?" Carrying it half way (or even most of the way) doesn't count. You'll have spent money, but there'll be no return (at least no profit) until the end, i.e., until the product is actually selling in the marketplace.

Again, this applies whether you're intending to manufacture or license. It's just as hard, maybe harder, to negotiate and sell a license than to start a business.

If you don't have the sales and business skills, and are unable or don't want to learn them, you have two choices -- hire them or find a partner who has them.

Under the principle. "don't spend money unnecessarily", first choice is to find a partner.

How do you find a partner? You get out to meetings and events where you'd expect to find the type of partners you're looking for -- trade association meetings, Chamber of Commerce meetings, the Enterprise Forums...

For example, if you're looking for a partner with selling skills, see if there's an active manufacturers rep association meeting in your area. If there is, ask if you can sit in on one of their meetings to get a better feeling for how their business works. And when you attend, make a concerted effort to mix and mingle. Try to meet everyone there. Get them to talk about what they do and the problems they encounter -- and tell them a little about yourself and your interests.

For those you seem to have a little rapport with, stay in touch. Call them occasionally with a question. Offer to help them with a task or expertise when appropriate. In other words, build *relationships*. If you do this well in advance of the need, when the need becomes real, you'll have some choices -- and the experiential knowledge to make some reasonable choices.

If you insist on waiting until the last minute and *hiring* the missing skills, recognize there's a good possibility you're going to get burned -- more likely because of mis-communication than dishonesty, but the effect's the same.

Look for people who are willing to break their work down into small quantifiable tasks costing no more than what you're willing to write-off to education. Be very careful with contracts. Take the time to ask yourself, "What are my options if the other party doesn't perform?". *The Termination clause is the most important clause in any contract.*

Don't expect a contract with no risk. Every business transaction involves risk. Just try to negotiate an equitable division of benefits and risks. And, to the maximum extent possible, make your risk loss of time and effort -- not loss of money.

Keep in mind -- the best way to make money is to not lose what you already have.

## Invention Review Panel

For objective evaluation and priceless feedback, share your invention ideas with an educated group of inventors, business owners, engineers and authors!

Our Panel will sign a non-disclosure agreement to guarantee your ideas are kept secret while we provide you with the input needed to make decisions, no matter what stage of the invention process you're at!

There's a \$25.00 Donation for a Review. The Panel meets at 6:15pm before each meeting. Call Panel Chairman Rick Mason at 810-659-7935 for an appointment.

Review Panel Members  
Marty Sovis Rick Mason  
Jim White

**Bob Ross 1919 - 2004**  
*Inventors Education Column*

## *Inventors Resources*

**Michigan Inventors Clubs**  
Inventors Council of Mid-Michigan  
[Inventorscouncil.org](http://Inventorscouncil.org)

**Muskegon Inventors Network**  
[Muskegoninventorsnetwork.org](http://Muskegoninventorsnetwork.org)

**Grand Rapids Inventors Network**  
[GRinventorsnetwork.org](http://GRinventorsnetwork.org)

**Jackson Inventors Network**  
[Jacksoninventors.org](http://Jacksoninventors.org)

**MidMichigan Innovation Center**  
[www.mmic.us](http://www.mmic.us)

### Officers and Directors

Mike Ball *President* 810-245-5599  
michaelball@turbousa.com  
Roger Stolpin *Membership* 248-634-2129  
Finite-007.att.net  
Ron Kilponen *Legal* 248-344-7132  
kilponen@bignet.net  
Rick Mason *V-Pres* 810-659-7935  
xymason@aol.com  
Andy Burlager *Director* 810-695-5752  
andyburlager@Gmail.com  
**Marty Sovis** *Sec/Treasr* 810-659-6741  
Msovis@comcast.net  
Mary Kordyban *Director* 313-481-1391  
mkordyban@gmail.com

**Home of the Happy Inventors**

## Links for ICMM Inventors to Review to find networking opportunities

### [Entrepreneur Connect - GLEQ will award over \\$250,000 in prizes](#)

Join *Entrepreneur Connect (EC)* event sponsors at GLEQ's year end event on Tuesday, June 18, where over \$250K in prizes will be awarded and excellent programming with something for everyone. Our current sponsors include:

- MSU Innovation Center - Lead Sponsor
- Brinks Hofer Gilson & Lione
- MSU Federal Credit Union
- MSU Bioeconomy Institute

#### LEAP

This year's event brings back some old favorites and adds some new items for the changing times:

- Investor Golf Scramble
- Table Top Displays
- Consultant's Corridor (free twenty minute sessions with all kinds of experts)
- Top six Emerging Companies vying for \$25K

Breakout sessions - [BOOST Pitch Competition](#), Obtaining Capital, Finalists for Pure Michigan Social Entrepreneurship Challenge and much more  
Find out more about *EC* and register at [www.EntrepreneurConnectMI.org](http://www.EntrepreneurConnectMI.org).

### [GLEQ Submission Deadline Reminder](#)

SmartZone Award Category - Monday, May 6, 5 p.m.

All other categories - Monday, May 20, 5 p.m.

**MI Department of Agriculture and Rural Development (MDARD) Grant Opportunities.** The initiative will use a competitive grant process to fund research, education, and technical assistance efforts focused on removing barriers and leveraging opportunities identified by processors, agri-business, and those in agricultural production as critical to business development and growth. MDARD is hosting six meetings across the state to inform industry leaders, partners and interested persons such as you, about the grant process and goals.

#### **Monday, May 6, 10 a.m.-noon**

Alpine Center Complex, 800 Livingston Blvd., Gaylord

#### **Tuesday, May 7, 10 a.m.-noon**

Peter White Public Library, 217 North Front Street, Marquette

#### **Wednesday, May 8, 10 a.m.-noon**

MSU Office, 1 Tuscola Street #100, Saginaw

#### **Thursday, May 9, 10 a.m.-noon**

The Eastern Market, 2934 Russell St., Detroit

#### **Tuesday, May 14, 10 a.m.-noon**

Kalamazoo RESA, 1819 E. Milham Ave., Portage

#### **Thursday, May 16, 10 a.m.-noon**

Frederik Meijer Gardens, 1000 E. Beltline NW, Grand Rapids

No registration required for these sessions. Questions contact 517-242-3021.

**MBIA 2013 Annual Conference.** (CORRECTED) Join the Michigan Business Incubator Association in their annual meeting for networking, high-profile keynote speakers from various industries across Michigan, round table discussions exploring capital creation, incubators and entrepreneurial culture, innovation training sessions and an award ceremony celebrating incubators and incubator clients.

**Wednesday and Thursday, May 15 6-8 p.m -16 8:30 a.m.-4 p.m.**

The Athenium Hotel, 1000 Brush Avenue, Detroit

<http://www.michiganincubation.org>

**APACC 12<sup>th</sup> Annual Dinner Celebration – Bridging Success.** Celebrate Asian Pacific American Chamber of Commerce's twelve years of accomplishments and network with over 500 corporate executives, entrepreneurs, diverse business professionals and civic leaders at our annual dinner gala. There will be a networking reception, dinner, dancing and an afterglow party. Come join in the fun. Ethnic attire or black-tie event.

**Saturday, May 18, 5:30-11 p.m.**

MGM Grand, 1777 Third Street, Detroit

<http://www.apacc.net/>

**Michigan Growth Capital Symposium.** The Michigan Growth Capital Symposium (MGCS) is the premier event where financiers meet the 'Best of the Midwest' in new businesses and emerging technologies. As one of the longest running programs of its kind, this year's symposium is expected to bring together 450 attendees including top investors from across the country, executives of early stage and emerging growth companies, and related stakeholders.

**Tuesday and Wednesday, May 21, 10:30 a.m.-7 p.m – May 22, 7:30 a.m.-2 p.m.**

Ann Arbor/Ypsilanti Marriott Resort, 1275 S. Huron St., Ypsilanti.

<http://michigan-gcs.com/>

**Heading for the Big Leagues.** Heading for the Big Leagues celebrates innovation & entrepreneurship in the mid-Michigan region and gives attendees an opportunity to network and see firsthand some of the innovative products and services being developed here. Special recognition will be given to entrepreneurs and businesses that have cultivated mid-Michigan's entrepreneurial environment, including established and emerging companies that are critical to growing Michigan's economy. Join sponsors, including GLEQ to this special annual event. Entrepreneurs interested in showcasing their product or service can apply to exhibit as well.

**Thursday, May 30, 3-10 p.m.**

Dow Diamond, 825 E. Main Street, Midland.

<http://www.mmic.us/events/view/12>

**NewME Detroit Popup.** NewME Accelerator, a nationally recognized Startup Accelerator for minorities and women based in San Francisco, hits the road! NewME will launch an intensive 3-night version of the critically acclaimed program in Detroit at TechTown. Local entrepreneurs will get a taste of what it's like to participate in the 12-week program in just 3 nights right in their own backyard. Participants will get critical advice, hands-on classes, and even a Demo Day that includes pitching to top investors, in addition to a \$45,000 service prize pack. Advanced registration is required.

**Wednesday, Thursday and Friday, May 29, 10 a.m.-7:30 p.m., May 30, 10 a.m.-7:30 p.m., May 31, 10 a.m.-9 p.m.**

TechTown, 440 Burroughs Street, Detroit

<http://techtowndetroit.org/>

**BP 101: Business Startup - The Essentials.** This is Detroit SCORE's introductory workshop. They start by discussing your concept and a short self-evaluation and cover legal entities - both For-Profit and Not-For-Profit. The essentials include a management section on how to build your management and support team. The final section is a discussion of your financial responsibilities and financing resources for start-ups.

**Tuesday, May 14, 8:45 a.m.-noon**

Michigan First Credit Union, 27000 Evergreen Road, Lathrup Village

<http://detroit.score.org/localworkshops>

**SBIR At-A-Glance.** This class will provide you with a high-level view of alternative avenues for commercialization and how the federal funding through the SBIR and STTR programs can be a valuable part of the process.

**Wednesday, May 15, 1-2:30 p.m.**

Macomb-OU INCubator at Velocity, 6633 18 Mile Road, Sterling Heights

<http://www.bbcetc.com/training/>

**State Contract Opportunities 3.0.** What do you need to take part in the more than \$500 million in government contracts purchased by the government each year? The Procurement and Technical Assistance Center (PTAC) of the Genesee Regional Chamber of Commerce can provide a certified training designed to provide the tools necessary to pursue local, state or federal government contracting. Part 3 of a 5 part series of workshops.

**Wednesday, May 15, 1:30-2:30 p.m.**

WEBINAR

[http://www.automationalley.com/a2\\_nws\\_eventinfo?id=a086000000JFKKjAAP](http://www.automationalley.com/a2_nws_eventinfo?id=a086000000JFKKjAAP)

**MBIA 2013 Annual Conference.** (CORRECTED) Join the Michigan Business Incubator Association in their annual meeting for networking, high-profile keynote speakers from various industries across Michigan, round table discussions exploring capital creation, incubators and entrepreneurial culture, innovation training sessions and an award ceremony celebrating the incubators and incubator clients.

**Wednesday and Thursday, May 15 6-8 p.m -16 8:30 a.m.-4 p.m.**

The Atheneum Hotel, 1000 Brush Avenue, Detroit

<http://www.michiganincubation.org> o be included, how to write a budget justification, can the company afford to pursue this project, what indirect rate should be used and more.

**Thursday, May 16, 1-2 p.m.**

WEBINAR

<http://www.bbcetc.com/training/>

**Essentials of Commercialization.** Learn the basics of how to develop an SBIR/STTR commercialization plan. Includes information on the ingredients of a credible plan, pitfalls to avoid, using market research and developing financial plans and business models.

**Thursday, May 16, 1-3 p.m.**

TechTown, 440 Burroughs Street, Detroit

<http://www.bbcetc.com/training/>

**New Enterprise Forum – The Pricing Puzzle.** One big question every entrepreneur must face is how much to charge for products and services. What are the major considerations in establishing pricing? What are some common mistakes you should look out for? What resources are available to help inform your decision? Join NEF to hear some expert insights in the Pricing Puzzle and hear this month's showcase presenter prepared by work with their NEF Program Coaching Team.

**Thursday, May 16, 5-8 p.m.**

Holiday Inn North Campus, 3600 Plymouth Road, Ann Arbor.

<http://www.newenterpriseforum.org/>

**Innovator Spotlight – Brad Ellison.** The Innovator Spotlight is a one hour educational gathering in which an industry authority will speak on a technology-related topic. Attendees will be exposed to the expert's experiences, successes and failures and how to replicate successes or avoid pitfalls. This is an interactive event where questions will be answered and attendees have the opportunity to network with forward-thinking, experienced entrepreneurs.

**Tuesday, May 21, 11:30 a.m.-1 p.m.**

MidMichigan Innovation Center, 2007 Austin St., Midland

<http://www.mmic.us/events/view/9>

**Motor City Connect - 275.** Join the business professionals of Motor City Connect for an effective and fun alternative to the traditional networking meeting. This is a chance for everyone to come face-to-face with other MCC members. MCC Live lunches are relaxed, casual and usually good for a few laughs. It's never a something you have to attend; it's an event you want to attend. No sixty-second commercials. No ten-minute speakers. This is just a chance to break bread together, meet new people, seek to understand their needs and connect on a new level.

**Tuesday, May 21, 11:30 a.m.-1 p.m.**

Brann's Steakhouse, 39715 Six Mile Road, Northville

<http://motorcityconnect.groupsie.com>

**Bookkeeping 411.** A well-designed and efficiently used bookkeeping system is the foundation of accurate financial reporting and taxation compliance. This session is designed specifically for entrepreneurs who find they need help creating and using a bookkeeping system. Among topics to be covered: choosing manual over automated, creating customized charts of accounts, maintaining appropriate physical/electronic records, and more.

**Wednesday, May 22, 8:30-10 a.m.**

Macomb OU-INCubator at Velocity, 6633 Eighteen Mile Road, Sterling Heights

[MacINC@oakland.edu](mailto:MacINC@oakland.edu)

**Preparing a State Proposal 4.0.** PTAC Government Contracting Certification - Five Steps to Success What do you need to take part in the more than \$500 million in government contracts purchased by the government each year? The Procurement and Technical Assistance Center (PTAC) of the Genesee Regional Chamber of Commerce can provide a certified training designed to provide the tools necessary to pursue local, state or federal government contracting. Part 4 of a 5 part series.

**Wednesday, May 22, 1:30-2:30 p.m.**

WEBINAR

[http://www.automationalley.com/a2\\_nws\\_eventinfo?id=a086000000JFKKyAAP](http://www.automationalley.com/a2_nws_eventinfo?id=a086000000JFKKyAAP)

**Foreign Trade Zone No. 275 – Seminar.** Join Port Lansing at one of four mid-Michigan stops to learn how your company can tap into Port Lansing's FTZ No. **MBIA**

**From Lab Bench to Plant – Elements of Chemical Process Scale-Up.** The MSU Bioeconomy Institute will host a week-long, hands-on, chemical process scale-up workshop for interested students, educators in Science, Technology, Engineering or Mathematics (STEM) disciplines, and high technology entrepreneurs and economic development professionals. The workshop is intended to familiarize individuals with the transitional issues encountered in moving chemical process from the laboratory bench to the chemical plant.

**Monday through Friday, May 6-10, 8 a.m.-5 p.m.**

Bioeconomy Institute, 242 Howard, Holland

<http://bioeconinst.msu.edu/lab2plant>

**EISEM Entrepreneur's Forum.** A fine-tuned elevator pitch can open the door to funding and key partnerships for entrepreneurs. Perfecting that pitch takes practice - and often some advice from experts and other experienced entrepreneurs. Watch up-and-coming entrepreneurs present their business plans, and then join in the discussion at the Entrepreneurial Initiative of Southeast Michigan (EISEM) Entrepreneur's Forum.

**Tuesday, May 7, 8-11:30 a.m.**

Automation Alley, 2675 Bellingham, Troy

[http://www.automationalley.com/a2\\_nws\\_eventcal?m=5&y=2013](http://www.automationalley.com/a2_nws_eventcal?m=5&y=2013)

**Capital Raise Meetup.** If you are a startup or early-stage growth-based business looking for funding, come meet and listen to capital expert, Mike Brennan, Business Commercialization and Capital Investment Advisor for the Macomb-OU INCubator. He will detail the various capital sources in Michigan, and talk about how to properly position your company to be qualified for private funding, including private equity, the angel network and venture capital, and/or public funding, including grants, pre-seed, micro-loans and venture match.

**Tuesday, May 7, 9:30-11 a.m.**

Macomb-OU INCubator at Velocity, 6633 Eighteen Mile Road, Sterling Heights

[MacI@Oakland.edu](mailto:MacI@Oakland.edu)

**Submitting to the DOD? Learn to Talk Their Talk!** This webinar will provide a brief look at how SBIR/STTR projects fit into the DoD's procurement process, and how you can "speak their language" to improve your chances of winning Phase I and Phase II contract awards.

**Tuesday, May 7, 1-2 p.m.**

WEBINAR

<http://www.bbcetc.com/training/>

**Class @ Start Garden: The Balance Breakthrough Model – Testing Desirability, Feasibility, and viability.** Just getting started? Learn the basics of Business Model Generation, Customer Development, Human Centered Design, marketing Communications, Finance/Law and much more.

**Tuesday, May 7, 11:30 a.m.-1 p.m.**

Start Garden, 50 Louis Ave., 1st floor, Grand Rapids

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

**An Evening with Greg Lucier – A MichBio Signature Event.** MichBio's *Signature* Events are a brand-new offering that provides bioscience professionals an opportunity to engage with both their peers and distinguished industry-related guests – outside of a formal conference program. Designed to be more celebration than education, our inaugural event will feature a reception, followed by dinner and a presentation by our featured guest.

**Tuesday, May 7, 5-8 p.m.**

U-M North Campus Research Complex, Building 18, 2800 Plymouth Road, Ann Arbor

<http://michbio.org/displaycommon.cfm?an=1&subarticlenbr=316>

**Motor City Connect Live – Novi.** Join the business professionals of Motor City Connect for an effective and fun alternative to the traditional networking meeting. This is a chance for everyone to come face-to-face with other MCC members. MCC Live lunches are relaxed, casual and usually good for a few laughs. It's never a something you have to attend; it's an event you want to attend. No sixty-second commercials. No ten-minute speakers. This is just a chance to break bread together, meet new people, seek to understand their needs and connect on a new level.

**Tuesday, May 7, 11:30 a.m.-1 p.m.**

BD's Mongolian BBQ, 43155 Main Street, Novi

<http://motorcityconnect.groupsie.com>

**Your Next Career – Start a Tech Venture.** This informational event will provide an overview of the ACTIVATE class as well as related program materials. The ACTIVATE Class of 2013 will be held in September 2013 - July 2014 at co-locations in southeast and west Michigan. ACTIVATE is a proven technology that guides women through idea generation and commercial validation to launch growth oriented businesses. The program is focused on women who have an idea or technology to commercialize, already have an early start up and those with solid career experience and transferrable skills to unleash their entrepreneurial spirit.

**Wednesday, May 8, 1-2 p.m.**

Automation Alley, 2675 Bellingham Drive, Troy

<https://www.inforummichigan.org/calendar/2013-05>

**CEED Microloan Orientation.** Many small businesses face obstacles when trying to obtain a business loan. The recognition of the serious need for working capital for existing businesses, start-up or expansion, equipment purchases, and job creation is not the priority it once was. If you have a need for alternative financing consider the MicroLoan Program. Discover the requirements and process necessary to apply and obtain a microloan.

**Wednesday, May 8, 9-11 a.m.**

Oakland County Executive Office Building, 250 Elizabeth Lake Road, Waterford

<https://www.misbtcd.net/events.aspx>

**Open Office Hours – Chat with Charlie.** Are you an entrepreneur working on a technology-based or -enabled business? Do you want to get an expert's opinion on your big idea, or are you seeking direction on how to secure funding, line up resources, make connections or more? [Charlie Moret](#) wants to help. Haven't met Charlie? He's Tech-Town's managing director of technology-based entrepreneurship, a veteran of the technology innovation and entrepreneurial space, and is opening his office door twice a month to discuss your business questions.

**Thursday, May 9, 9 a.m.-noon**

TechTown, 440 Burroughs Street, Detroit

<http://chatwithcharlie0509-eorg.eventbrite.com/>

**SBIR/STTR Proposal Preparation for the Dept. of Defense.** This Dept. of Defense-focused seminar provides detailed instruction on the ins and outs of preparing a proposal to meet the requirements of the DoD, including both technical and commercialization plans, and navigating the often complicated submission process.

**Thursday, May 9, 9 a.m.-3 p.m.**

Automation Alley, 2675 Bellingham Drive, Troy

<http://www.bbcetc.com/training/>

**SBIR/STTR Proposal Writing Tips for NSF.** This National Science Foundation-focused webinar provides instruction and tips on preparing a proposal to meet the requirements of the NSF. The webinar will also include an update on recent changes in the program resulting from reauthorization.

**Thursday, May 9, 1-2 p.m.**

**2013 Annual Conference.** (CORRECTED) Join the Michigan Business Incubator Association in their annual meeting for networking, high-profile keynote speakers from various industries across Michigan, round table discussions exploring capital creation, incubators and entrepreneurs culture, innovation training sessions and an award ceremony celebrating the incubators and incubator clients.

**Wednesday and Thursday, May 15 6-8 p.m -16 8:30 a.m.-4 p.m.**

The Atheneum Hotel, 1000 Brush Avenue, Detroit

<http://www.michiganincubation.org>

**How to Prepare a Budget for SBIR/STTR Proposals.** This session will walk through the development of a project budget. Items covered will include: what costs need to be included, how to write a budget justification, can the company afford to pursue this project, what indirect rate should be used and more.

**Thursday, May 16, 1-2 p.m.**

WEBINAR

<http://www.bbcetc.com/training/>

**Essentials of Commercialization.** Learn the basics of how to develop an SBIR/STTR commercialization plan. Includes information on the ingredients of a credible plan, pitfalls to avoid, using market research and developing financial plans and business models.

**Thursday, May 16, 1-3 p.m.**

TechTown, 440 Burroughs Street, Detroit

<http://www.bbcetc.com/training/>

**New Enterprise Forum – The Pricing Puzzle.** One big question every entrepreneur must face is how much to charge for products and services. What are the major considerations in establishing pricing? What are some common mistakes you should look out for? What resources are available to help inform your decision? Join NEF to hear some expert insights in the Pricing Puzzle and hear this month's showcase presenter prepared by work with their NEF Program Coaching Team.

**Thursday, May 16, 5-8 p.m.**

Holiday Inn North Campus, 3600 Plymouth Road, Ann Arbor.

<http://www.newenterpriseforum.org/>

**Innovator Spotlight – Brad Ellison.** The Innovator Spotlight is a one hour educational gathering in which an industry authority will speak on a technology-related topic. Attendees will be exposed to the expert's experiences, successes and failures and how to replicate successes or avoid pitfalls. This is an interactive event where questions will be answered and attendees have the opportunity to network with forward-thinking, experienced entrepreneurs.

**Tuesday, May 21, 11:30 a.m.-1 p.m.**

MidMichigan Innovation Center, 2007 Austin St., Midland

<http://www.mmic.us/events/view/9>

**Motor City Connect - 275.** Join the business professionals of Motor City Connect for an effective and fun alternative to the traditional networking meeting. This is a chance for everyone to come face-to-face with other MCC members. MCC Live lunches are relaxed, casual and usually good for a few laughs. It's never a something you have to attend; it's an event you want to attend. No sixty-second commercials. No ten-minute speakers. This is just a chance to break bread together, ~~meet new people, seek to~~ understand their needs and connect on a new level.

**Wednesday, May 21, 11:30 a.m.-1 p.m.**

Brann's Steakhouse, 39715 Six Mile Road, Northville

<http://motorcityconnect.grouppsite.com>

**Bookkeeping 411.** A well-designed and efficiently used bookkeeping system is the foundation of accurate financial reporting and taxation compliance. This session is designed specifically for entrepreneurs who find they need help creating and using a bookkeeping system. Among topics to be covered: choosing manual over automated, creating customized charts of accounts, maintaining appropriate physical/electronic records, and more.

**Wednesday, May 22, 8:30-10 a.m.**

Macomb OU-INCubator at Velocity, 6633 Eighteen Mile Road, Sterling Heights

[MacINC@oakland.edu](mailto:MacINC@oakland.edu)

**Preparing a State Proposal 4.0.** PTAC Government Contracting Certification - Five Steps to Success What do you need to take part in the more than \$500 million in government contracts purchased by the government each year? The Procurement and Technical Assistance Center (PTAC) of the Genesee Regional Chamber of Commerce can provide a certified training designed to provide the tools necessary to pursue local, state or federal government contracting. Part 4 of a 5 part series.

**Wednesday, May 22, 1:30-2:30 p.m.**

WEBINAR

[http://www.automationalley.com/a2\\_nws\\_eventinfo?id=a08600000JFKKyAAP](http://www.automationalley.com/a2_nws_eventinfo?id=a08600000JFKKyAAP)

**Foreign Trade Zone No. 275 – Seminar.** Join Port Lansing at one of four mid-Michigan stops to learn how your company can tap into Port Lansing's FTZ No.

275. Experts from Hellmann Worldwide Logistics will provide an overview of the program, real world examples and answer your questions on how to make the FTZ program work for you.

**Wednesday, May 22, noon-3 p.m.**

Cascade Manor House, Fireplace Room, 1970 Kibby Rd., Jackson

<http://www.portlansing.com/ftz>

**The ABC's of SBIR/STTR Funding.** Is your technology company eligible for non-dilutive federal funding through the government's SBIR/STTR program? Join BBCetc for this webinar covering SBIR/STTR program basics including: program purpose; eligibility; and sources of funding. It is designed to provide enough information for attendees to determine if they would like to seriously pursue proposal development and tools to help begin the process.

**Wednesday, May 22, 1-2 p.m.**

WEBINAR

<http://www.bbcetc.com/training/>

**TED Talk.** On the second and fourth Thursday of each month from September through May staff, members, and people from the community gather to observe and then discuss video clips from Ted.com. The conversation that results is inspiring, enlightening and meant to encourage community building. Coffee and snacks are provided. Bring a friend or two to get them thinking and talking.

**Thursday, May 23, 8:30-10 a.m.**

MidMichigan Innovation Center, 2007 Austin St., Midland

<http://www.mmic.us/events/view/10>

**BP 102: Business Startup – Marketing and Social Media.** Once you have a business concept and legal entity you need to set up your marketing program. Customers don't just walk in the door. They do not automatically gravitate to your product or service. SCORE/Detroit Chapter workshops shows you how to set up an effective marketing program. They use the FOUR C's as a discussion guide to develop a strong program - Company, Capabilities, Customers and Competitors and finish the workshop with a primer on the internet and social media.

**Thursday, May 23, 8:45 a.m.-noon**

Michigan First Credit Union, 27000 Evergreen Road, Lathrup Village

<http://detroit.score.org/localworkshops>

**Doing Business in Indonesia and Singapore.** Is your company looking to boost its global competitiveness and expand into Southeast Asia's most dynamic markets? Join Automation Alley's conference on Doing Business in Indonesia and Singapore, two of the world's leading nations with a high demand for Michigan-made products, services and technologies. This session is a must-attend event for companies looking to expand their markets overseas and, as a next step, also learn about Automation Alley's Trade Mission to Indonesia and Singapore.

**Thursday, May 23, 8-11:30 a.m.**

Automation Alley, 2675 Bellingham, Troy

[http://www.automationalley.com/a2\\_news\\_eventcal?m=5&y=2013](http://www.automationalley.com/a2_news_eventcal?m=5&y=2013)

**SMTA Michigan Expo and Tech Forum.** The Surface Mount Technology Association Michigan Chapter invites you to network with your industry peers and learn from our technical presenters on topics including SMT and Lead-Free Assembly, Low Volume and High Mix Electronic Manufacturing and more!

**Thursday, May 23, 10 a.m.-3 p.m.**

Livonia Embassy Suites Ballroom, 19525 Victory Parkway, Livonia

[www.smta.org/expos/#michigan](http://www.smta.org/expos/#michigan)

**Motor City Connect – Royal Oak.** Join the business professionals of Motor City Connect for an effective and fun alternative to the traditional networking meeting. This is a chance for everyone to come face-to-face with other MCC members. MCC Live lunches are relaxed, casual and usually good for a few laughs. It's never a something you have to attend; it's an event you want to attend. No sixty-second commercials. No ten-minute speakers. This is just a chance to break bread together, meet new people, seek to understand their needs and connect on a new level.

**Tuesday, May 28, 11:30 a.m.-1 p.m.**

Tequilla Blue, 526 Main, Royal Oak

<http://motorcityconnect.groupsie.com>

**NewME Detroit Popup.** NewME Accelerator, a nationally recognized Startup Accelerator for minorities and women based in San Francisco, hits the road! **NewME will launch an intensive version of the critically acclaimed program in Detroit at TechTown.** Local entrepreneurs will get a taste of what it's like to participate in the 12-week program in just 3 nights right in their backyard. Participants will get critical advice, hands-on classes, and even a Demo Day that includes pitching to top investors, in addition to a \$45,000 service prize pack. Advanced registration required.

Wednesday, Thursday and Friday, May 29, 10 a.m.-7:30 p.m., May 30, 10 a.m.-7:30 p.m., **May 31, 10 a.m.-9 p.m.**

TechTown, 440 Burroughs Street, Detroit

<http://techtowndetroit.org/>