



December 2011 Holiday Cheer



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As we say goodbye to a productive 2011 and gear up for an even more exciting 2012, the folks at EDC New Haven would like to take a moment to wish everyone a happy, healthy holiday season! We have had another banner year of economic development in the Elm City, none of which would be possible without the passionate, committed people and organizations that make the City such a vibrant place. This month, we highlight the diversity of entrepreneurial activity that can be found in our fair city. From New Haven native Antoine Scott utilizing his professional driving experience to create a successful airport shuttle business to Bruce Wexler, Yale University, at C8 Sciences turning potentially revolutionary research on non-medical treatment of ADHD and other learning problems into a rapidly growing Science Park startup. The entrepreneurial spirit that pervades New Haven is once again on display in recent events like Startup Weekend New Haven and Pecha Kucha.

Free Parking in Celebration of Shuga Trak's Success at Startup Weekend

The City of New Haven has lifted metered parking fees all weekend in the Ninth Square on Orange Street and Center Street next Saturday, December 17 as a thank you to all those who participated in voting for Startup Weekend New Haven's winner ShugaTrak in the Global Startup Weekend competition. While a team from Hong Kong won (it is a bit bigger.....) New Haven showed tremendous spirit in the virtual competition! Congratulations to ShugaTrak, a home-grown success story, for winning New Haven's inaugural Startup Weekend and joining the Startup Community.

Startup Weekend Brings Entrepreneurs from 5 States to the Elm City and Launches New Companies!

The EDC was one of the organizers and major sponsors of the inaugural Startup Weekend New Haven, a resounding success which took place November 11-13. "Startup Weekend" is a nationally syndicated boot camp in which entrepreneurs and aspiring entrepreneurs come together to determine if they can create a viable startup in the course of a weekend.

The Startup Weekend winners, befitting the spirit of ingenuity and entrepreneurship which permeates New Haven, were as follows:

First place-**ShugaTrak**, which developed an app and supporting website to track blood sugar levels and user compliance for teen diabetics so that parents and teens can better manage the disease. Team Members: John Fitzpatrick, James McFarland, Cliff Hayashida, Marianne Pantalon, Michael Pantalon, David Rhodes, Diego Scataglini & Harvey Zar.



Second place (and winner of the “Team Choice” award)- **MeritBooster.com**, a platform and fundraising tool for K-12 student clubs, trips or projects. Team Members: Keshav Patel & Rajesh Patel.

Third place-**SociabO**, a dating app which leverages groups of friends to make connections geographically in real-time. Team Members: Brian Lynn, Brad Armstrong & Philip Gager.

During the weekend, 65 participants from 5 states, many representing a multitude of universities from throughout the region and beyond, descended on one of New Haven’s rapidly growing co-working spaces, The Grove, on Orange St. in downtown New Haven for the friendly competition. After a warm welcome from Startup Weekend lead organizer Derek Koch of New Haven’s Independent Software, United Illuminating’s Garrett Sheehan and EDC’s own Anne Haynes, the attendees got a pep talk from local entrepreneur extraordinaire and Higher One founder Miles Lasater on getting a business idea off the ground. 30 participants then pitched new business ideas ultimately leading to the formation of 14 teams whose business ideas spanned a range of sectors including bio-med, not for profit administration, financial services, travel and retail.

Throughout the weekend participants diligently worked on their projects while being treated to more inspiring talks by the likes of keynote speaker, Candace Klein of Cincinnati-based Bad Girl Ventures, a micro-lending business for women-owned startups, who gave practical advice on pitching to investors and shared her own experience as an entrepreneur who recently raised significant venture capital. She also expressed interest in doing business in New Haven in the near future!

Late Sunday afternoon the final presentations were pitched in front of a large crowd at Bentara Restaurant in New Haven as teams presented various mobile apps and accompanying business models. The judge’s panel was made up of local entrepreneurs Kate Harrison of Green Bride Guide, Kam Lasater of SeeClickFix as well as venture capitalists Tom Egan (Launch Capital) and Joe DeMartino (Angel Investor Forum) and a CT-based marketing and communications firm principal, Pamela Williams (Williams and House). With all the good ideas that were incubated throughout the weekend, the judges had the difficult task of choosing the winners and it was with great excitement that ShugaTrak emerged

victorious. Their win in New Haven awarded them prizes like free legal work, web-hosting and incubator space as well as startup capital for their newly-formed company while allowing them to compete with Startup Weekend winners from around the world in Global Startup Battle 2011.

If you missed out on the success of Startup Weekend in November, come see what all the excitement was about at the Startup Weekend Reunion to be held at The Grove on Tuesday, December 13 at 9 am. You will be able to catch up with the teams and the rest of the Startup Weekend community and hear a short presentation from a special guest. Hope to see you there!

New Haven Entrepreneurs Represent Connecticut at the White House!

On December 8 & 9 the Startup America Partnership convened its all-entrepreneur Board, sponsors, and regional leaders at the White House, to discuss how best to utilize newly committed funds of \$475 million (pushing the total value of its partner offerings to \$1.2 billion). New Haven entrepreneurs Miles Lasater (Higher One and SeeClickFix), and Derek Koch (Independent Software, and lead organizer of StartUp Weekend New Haven) represented Connecticut at this prominent event. Also in attendance were New Haven resident Casey Pickett, a consultant to the State of Connecticut Department of Community and Economic Development on the innovation ecosystem and Danny Briere, the leader of StartUp Connecticut, and entrepreneur/resident of Storrs, CT who has been a great resource to the New Haven activity.

“The Partnership is helping regions share knowledge they can apply locally as they implement their own state-based efforts, which has great value.” Miles Lasater added. “As co-founder of two technology companies based in New Haven, Higher One and SeeClickFix, I know what it takes to build companies. With the resources, quality of life and talent in Connecticut, there is plenty of opportunity.”

When asked how the network of Startup America and Connecticut as a location helps boost entrepreneurship and business creation in New Haven, Derek Koch responded, “By raising the visibility and awareness of the role of startups in our national economy, Startup America is creating a better environment for us to advance the issue locally.”



The White House meeting was convened to announce the latest round of partner commitments and respond to specific requests made by the nearly 2000 Startup America Firms that have already registered with the Partnership since the release of its platform in September. The Partnership's platform helps startups grow in order to create jobs throughout the country. Joining the Board at the White House were representatives from regional initiatives, including Startup Connecticut, Startup Florida, Startup Illinois, Startup Massachusetts and Startup Tennessee.

New Haven Companies Lauded at CTC Innovation Pipeline Awards 2011: "New Haven is a Pacesetter"

Nearly 400 entrepreneurs, investors and service providers gathered on October 27 at The Omni Hotel in New Haven for the Fifth Annual Innovation Pipeline Awards, a celebration of the most promising early stage and emerging technology companies in Connecticut identified by the Connecticut Technology Council (CTC) as having the best potential to be a successful enterprise. The Economic Development Corporation of New Haven (EDC) and Digital Surgeons were event sponsors and EDC regularly nominates many of the winning companies.

The award for the Most Promising Software Product of the Year went to Occams Resources of New Haven which specializes in custom-made collaboration software that allows groups to manage time and resources regardless of where they are located. Anne Gatling Haynes, EDC CEO, presented and awarded the Most Promising New Internet/New Media Company of the Year to SeeClickFix, also of New Haven. SeeClickFix allows anyone to report and track issues anywhere in the world through the Internet. The citizen-reporting tool could be used by community groups, media organizations or governments.

For the Elevator Pitch competition, three top pitches were chosen from video submissions to compete for a \$10,000 web design prize provided by Digital Surgeons (CEO David Salinas is an EDC active board member). The winner was Sir Groovy, a music licensing company.

Kip Bergstrom of DECD addressed the audience and spoke of how in the wake of the state winning a Jackson Laboratory expansion, Connecticut plans to aggressively recruit science jobs in other states that do not have progressive science-friendly politics. Connecticut is a

state that believes in science including many of the major issues of our time like climate change and stem cell research, he said.

Bergstrom also said "I do have another part of the job that is about making our cities the kind of cool places that young innovators, particularly 30 to 35 years old and those folks that are looking to down shift to smaller cities will come and help us make our cool cities cooler and the absolute pacesetter for that and I'm not just saying this because I'm here but the absolute pacesetter for that is New Haven. If we could get our other cities, Stamford, Bridgeport, Hartford, New London etc., to be as cool a place as New Haven is, we'd be far along on our way."

Help Reinvent Connecticut | New CT DECD Programs for Business Like Yours

Governor Dannel P. Malloy's recent special session on jobs produced many pro-business measures designed to spur job creation, innovation and business growth. The state is in the process of conducting a series of informational sessions statewide to let businesses know firsthand how these measures can positively impact them. Most importantly, we see the State, and in particular the Department of Community and Economic Development, in transition to a much more accessible and proactive agency under the leadership of Commissioner Catherine Smith.

"One focus of the special session was to help businesses—most notably small businesses—prosper and grow," said Catherine Smith, Commissioner of Connecticut's Department of Economic and Community Development (DECD). "With \$180 million in new funding specifically targeted to Connecticut's small business community, the Malloy administration and the state legislature are clearly supporting the job creators and innovators that can accelerate our economic recovery."

The most recent session took place in New Haven on December 6 and was well attended by small and large businesses alike. Attendees learned about new legislation as well as existing programs to assist Connecticut businesses. The following are programs your business might qualify for, contact the EDC for assistance (info@edcnewhaven.com).



Job Expansion Tax Credit

Consolidates and increases the existing job creation tax credit programs

- Employers receive \$500 per month for each new job when they hire
- Incremental credit for hiring the unemployed, disabled, and veterans at \$900 per month

Manufacturing Reinvestment Account

For income years starting January 1, 2012, it doubles, from \$50,000 - \$100,000, the maximum amount deposited

- Manufacturers with 50 or fewer employees deposit 100% of domestic gross receipts for 5 years in an interest bearing MRA to save for:
 1. Training, developing or expanding workforce
 2. Purchase of machinery, equipment or facilities

Small Business Express Program

- Revolving Loan Fund
- Job Creation Incentives
- Job Creation Matching Grants

Eligible to CT companies that have been in existence for at least 1 year and have less than 50 employees

- Grant amounts from \$10,000 to \$100,000
- Businesses must match grant funds dollar for dollar
- Eligible uses include training, working capital, purchase of new machinery and equipment, construction or leasehold improvements and relocation costs

For more information check DECD's website:

<http://www.ct.gov/ecd/site/default.asp>

Future session:

12/14 8:30 - 10:00 a.m. - Stamford/UCONN
12/19 8:30 - 10:00 a.m. - Clinton/Town Hall
12/20 8:30 - 10:00 a.m. - Waterbury/Post University
12/22 8:30 - 10:00 a.m. - Norwich/Three Rivers
Community College

1/5 8:30 - 10:00 a.m. - Bridgeport/Housatonic
Community College

1/9 8:30 - 10:00 a.m. - Meriden/Four Points Sheraton

1/12 8:30 - 10:00 a.m.- Danbury/Matrix Corporate
Center

In addition, businesses that attend these sessions can meet one-on-one with economic development representatives to access fast-track assistance from the state. The agency will also host webinars for those that cannot participate in person. Those interested in attending should register in advance or call 800-392-2122 for more information.

Register here:

<http://www.zoomerang.com/Survey/WEB22DQSU2K9BX>

CT Increases Benefit to Angel Investors

New legislation was passed as part of the October Special Session Jobs Bill at the State Legislature. The legislation reduces the minimum cash investment that a taxpayer must make to qualify for the angel investor income tax credit from \$100,000 to \$25,000. This new threshold opens up investing opportunities to individuals interested in fostering CT's entrepreneurial community. The program is administered through Connecticut Innovations. For qualifications and details on this program, go to <http://www.ctangeltaxcredit.com/>.

Project Storefronts Update & Launch of The Good Life

The Good Life is the latest launch resulting from the Project Storefronts program, a collaboration between prospective entrepreneurs, property owners, the Economic Development Corporation of New Haven and the City of New Haven. This program temporarily inhabits vacant retail and commercial spaces as a series of 'pop up' activities to both boost small business growth, and give creative entrepreneurs a 'pilot' of their idea. This program has been very successful in further enlivening New Haven neighborhoods and business districts by expanding commercial activity, making the City more attractive to potential residents, businesses, students and other artists.

The Good Life launched on Friday, December 2 at 756 Chapel Street. The Good Life started up as a blog in February 2010 and has grown to brick and mortar to



provide one on one consulting. Company founder Eraina Davis said "I'm not a life coach, but a consultant willing to equip you with those first steps in achieving your goals. There is something that happens when you make that first step. You are then able to build the faith necessarily to make those next steps that will cause you to live The Good Life!" Eraina meets one on one to help those seeking "a good life" with taking the first step in their next life goal; starting a business, changing careers, etc.

New Haven's Success to Date

New Haven's own Project Storefronts program has already proven its value of providing creative entrepreneurs an opportunity to test market products and their business acumen before making permanent investments and commitments. In existence since only summer 2010, the Ninth Square site at 100 Orange Street in downtown has offered a low-budget way for prospective entrepreneurs to demonstrate viability and tweak their business plan. The Program has also exposed this rental property to potential long-term tenants and increased foot traffic in the area tremendously. The well-lit storefronts also enliven the street even when the project is closed. To date 20 businesses have launched in a Project Storefronts space and future Storefronts will be seen in neighborhoods throughout New Haven.

Some examples of temporary experiments that are already taking place in retail spaces as a result of New Haven's Project Storefronts, include Art installations/galleries, special interest bookstores, arts classes/educational uses, retail for creatively recycled/up-cycled wares, retail for handmade creations, live performances, new technology/green goods, seasonal and holiday sales, filmmaking and screenings, urban gardening, food and other culinary-related uses, vintage clothing, house wares and numerous types of consignments. For more information visit www.projectstorefrontsnewhaven.com.

Women of Innovation Awards

This awards event allows us to recognize these exceptional innovators and leaders, while also introducing them to a professional network of peers who are equally accomplished. Women of Innovation 2012 will take place March 1, 2012. We encourage you to nominate innovative women in your science-related business or school: http://ct.org/Women_of_Innovation.asp.

Now in its eighth year, this awards program gathers the Connecticut technology community to recognize women in the workforce who are innovators, role models and leaders in the technology, science and engineering fields. Students, teachers and professors at both the high school and college level are also honored for their studies and accomplishments.

Last year, 56 extraordinary and talented women from across Connecticut were honored earlier this year on March 31 during the Seventh Annual Women of Innovation awards dinner at the Aqua Turf Club in Southington. The awards program, sponsored by the Connecticut Technology Council, recognizes women in the workforce who are innovators, role models and leaders in the technology, science and engineering fields. More than 500 guests attended the successful event.

November 2011 Pecha Kucha Event

Every 3 months, Pecha Kucha Night New Haven (www.pecha-kucha.org/night/new-haven/), an international sensation held in hundreds of cities worldwide, is held at Bentara Restaurant on Orange St. On November 16, a standing room only crowd packed Bentara to witness the tenth installment of Pecha Kucha Night New Haven.

For those of you unfamiliar with Pecha Kucha, it is an event for New Haveners of all stripes to meet, network and show their work of all kinds, in a public setting. Drawing its name from the Japanese term for the sound of "chit chat", its presentation format is based on a simple idea: 20 x20, meaning the presenter shows 20 images, each for 20 seconds. The pace is rapid, the material is real and the unexpected is the norm. The key to a great presentation is to present something you love and are passionate about. We have all heard of elevator pitches, a presentation so short you could pitch it to someone in an elevator, well 20 x 20 is a bit longer than that and can be much more laidback, but the idea is the same- short, concise presentations that keep the audience engaged and allows for a variety of presenters unique to Pecha Kucha. It is this format which seems to so enthrall the audience and keeps folks coming back.

Pecha Kucha Nights are informal and fun gatherings held in a space for "thinking and drinking", generally a bar, restaurant or home, where a diverse cluster of creative people get together and share their ideas, works, thoughts, holiday snapshots - just about anything really.



From Dave Coon speaking poetic tales of Yankee power, to Darrell Petit speaking of his sculpture as work, to Derek Koch recapping New Haven's inaugural Startup Weekend, the audience was captivated and enthusiastic.

Be prepared to applaud because there is plenty to cheer about. Admission is free and anyone can be a presenter. That's right, anyone.

Business Spotlight

Precipio Diagnostics

Precipio Diagnostics is a cancer diagnostics laboratory that aims to leverage the most cutting edge research to provide physicians with insight into the genetic causality of cancer and a better understanding of how to treat the patient through personalized medicine. This new life science company initiated operations in August 2011 and occupies the entire 7,500 square-foot third floor of 4 Science Park. The EDC assisted Precipio in touring various New Haven locations and orienting the firm's principals to many of the resources and activities the City had to offer.

Precipio Diagnostics' vision is realized through a dual objective strategy to establish a diagnostics lab which will have a substantial competitive advantage and create a strong cash-generating business, while bringing to market some of the most advanced diagnostics tools currently developed at Yale. Their goal is to become the market leader of personalized medicine in cancer diagnostics.

Precipio Diagnostics receives patient specimens sent by oncologists and hospitals who wish to assess the existence and stage of cancer through Precipio's specialized testing. The lab runs these various tests in which highly trained pathologists then conduct the professional interpretation and send their diagnostic reports to the physician.

The company has 10 staff members at present, 5 of whom (including CEO Ilan Danieli) relocated from New Jersey to the New Haven area to launch this company. Gil Alon, CFO, is a resident of Ridgefield, CT. With plans to hire 15 more employees in the next 24 months, Precipio Diagnostics expects to be earning revenue by the first

quarter of 2012. For more information please visit them on the Web at www.precipiidx.com.

C8 Sciences

Could a New Haven startup hold the key to a breakthrough in treatment of ADHD?

New Haven startup and CTech Science Park member C8 Sciences has quickly found success in New Haven. C8 Sciences was founded by two scientists, Dr. Bruce Wexler of Yale and Dr. Jinxia Dong of Peking University, based on proven neuroscience ("brain plasticity") and intellectual property being patented by and licensed exclusively from Yale University.

Two years ago they developed the first generation prototype product for children age 5-9, and they conducted a proof-of-concept trial with children in the summer and again in the winter of 2010 in Beijing. The results of these trials, measured by four National Institutes of Health (NIH)-standard cognition tests, indicated dramatic improvement in cognitive function equivalent to a 10-point increase in IQ. This exciting finding was followed by a year of additional development leading to the creation of their new web-based and expanded product, C8Kids, which was tested successfully in the summer of 2011 at New Haven Reads, a well-respected non-profit tutoring program in New Haven. A second phase of pilot programs began early this fall in Bristol and Hamden Public Schools, and they are continuing successfully through the winter.

This year also saw C8 Sciences receive funding from Connecticut Innovation's Pre-Seed Investment Fund which also included matching funding from private investors. And just last month, it was announced that Dr. Wexler and colleague Dr. James F. Leckman, Director of Research at the Yale Child Study Center, have been selected to receive a prestigious \$3 million NIH Director Award to advance their research using integrated brain, body and social intervention to treat ADHD. The NIH grant will fund two randomized control trials of the new treatment program, one in the Hamden public school system and the other in Beijing, China and is given "to support bold and innovative scientific ideas in Transformative Research that have the potential to create or overturn fundamental paradigms". C8 Sciences novel approach of using non-pharmaceutical products to improve cognition in all children and help children who



have learning problems like ADHD could prove to truly be a game-changer and is yet another example of groundbreaking research taking place in New Haven. To learn more please visit their website at www.c8sciences.com .

Class Limousine Worldwide Launches QConn Shuttle

Class Limousine Worldwide a locally owned livery service recently expanded to include the new QConn Shuttle. New Haven driver and entrepreneur Antoine Scott has appeared to tap into a growing market with his QConn Shuttle service to New York City and its metropolitan area airports. After working with EDC on developing his initial concepts and business plan, QConn launched in February 2011 with support from Elmseed, Yale's student micro-lending organization, QConn, short for "Quick To And From Connecticut", caters to area colleges like Yale, Southern and Quinnipiac, to name a few, but is open to all.

QConn takes passengers to John F. Kennedy, LaGuardia and Westchester County Airports, as well other locations in New York City. Scott recently added Newark Airport to his routes after determining there was sufficient customer interest. A comparison with other more traditional modes of airport transportation showed QConn to often be a more affordable and convenient alternative than many of them. The company will use an independent contractor model developed with Elmseed, in which it will pay drivers who own and operate their vehicles. According to Scott, this will result in better wages for the drivers while keeping cost down for the customer.

The service will provide town cars, SUVs, and minivans and all of the routes will be express from New Haven to New York City with a "3 MAX" guarantee, meaning no shuttle will make more than three stops in New Haven County before continuing to its destination. This guarantee is what Scott hopes will set his shuttle service apart from the others as it will get passengers to their destination more quickly.

Whether you need shuttle service to one of the New York area airports or a ride to New York City, consider using New Haven's own Class Limousine Worldwide or QConn Shuttle for your travel needs, you will not be disappointed. Class Limousine Worldwide can be found at www.classlimoworldwide.com and QConn can be reached at www.qconnshuttle.com .