

*Leading the Way from Thought to Action*  
**MIDDLEBURY SOLUTIONS GROUP**  
**ENTREPRENEUR'S FORUM**  
**Saturday May 10, 2008 8:30 a.m. – 3:30 p.m.**  
McCardell Bicentennial Hall, Room 216 Middlebury College  
*A Reception will follow at 3:30 PM in the Great Hall of Bicentennial Hall*

## WELCOME!

Do you presently operate an under-funded young company? Want to start a for-profit or not-for-profit enterprise? Want to learn more about the process of creating and growing an early-stage company? Then the DigitalBridges2.0™ Entrepreneur's Forum at Middlebury College on May 10, 2008 is for you!

Witness the pitch-for-funding process first hand, as three Vermont start-ups present themselves to a panel and audience of potential investors, entrepreneurs, and Middlebury students, faculty, staff and alumni.

Get free training at the workshops, which are designed to teach the ins and outs of transforming an idea into an enterprise, the hurdles you will face and the local resources that are ready to assist you in becoming an operating young business.

Meet Middlebury students and alumni, and network with Vermont investors and businesspeople.

### WHO WE ARE AND WHAT WE DO

DigitalBridges2.0™ prepares Middlebury students for 21st Century leadership by:

- Extending beyond the classroom through experiential learning;
- Providing students with an understanding of how technology drives change;
- Helping entrepreneurial thinkers navigate the process of creating, innovating, and implementing their ideas and
- Growing and maintaining virtual and physical networks, relationships and collaboration among the members of the broader Middlebury community.

Through the Middlebury Solutions Group (MSG), a subsidiary of DigitalBridges2.0, students:

- Complete company-building consulting engagements with early-stage Vermont companies;
- Gain hands-on experience with the new venture's transition from concept to funded, operating business.

### SCHEDULE

|                    |  |
|--------------------|--|
| 8:30 –9:15 AM      | Continental Breakfast and Conversation   |
| 9:15 –9:30 AM      | Welcome from Michael Claudon, Professor of Economics                           |
| 9:30 –10:15 AM     | Company Pitch #1 & Team presentation: <b><i>Landell Flutes</i></b>             |
| 10:15 –11:00 AM    | Company Pitch #2 & Team presentation: <b><i>Panel Block</i></b>                |
| 11:00 –11:15 AM    | Break  |
| 11:15 AM –12:00 PM | Company Pitch #3 & Team presentation: <b><i>Standards Technology Group</i></b> |
| 12:00 –1:00 PM     | Luncheon   |
| 1:00 –2:00 PM      | Workshop #1  |
| 2:15 –3:15 PM      | Workshop #2  |
| 3:30 PM            | Networking Reception in the Great Hall of Bicentennial Hall                    |

**THIS EVENT IS FREE AND OPEN TO THE PUBLIC. RSVP TO MARIANN OSBORNE – [MOSBORNE@MIDDLEBURY.EDU](mailto:MOSBORNE@MIDDLEBURY.EDU) – RSVP FORM IS ATTACHED.**

### **ENTREPRENEUR'S FORUM**

The Middlebury Solutions Group (MSG) is a student-staffed, volunteer venture consultancy working with early-stage Vermont companies. On Saturday, May 10, several of these young Vermont companies will make formal pitches to a panel of angel and institutional investors and to an audience of students, alumni, entrepreneurs and investors. The panelists and members of the audience will probe the presenters with questions and critiques.

### **MIDDLEBURY SOLUTIONS GROUP CLIENTS: SPRING 2008**

**Landell Flutes**  
Richmond, VT

Jonathan Landell, Owner

**MSG Team:**

Shannon Donegan '08, Jamie Herth '10,

The use of Titanium for the body of the flute gives the instrument a quicker response time, stronger projection and power, richer overtones, and is markedly lighter to hold. The flutists who play Landell flutes see and hear a difference, because they are made more accurately and have more precise intonation. The player can hear that the titanium flute has a richer and more resonant tone.

“One Man, One Flute.”

**Panel Block**  
Thetford, VT

Henri Fennell, Inventor/Owner

North

**MSG Team:**

Matt Mone '09, Kazu Okumura '10

The concept was developed initially to find a way to make polyurethane foam more competitive with conventional construction materials and methods. My approach was to take advantage of the physical properties of foam that would allow it to be used to provide more than just insulation. Because foam has structural properties, my plan was to use the foam as the structure of the wall or roof. The product has universal appeal and design flexibility to be used by both professional and do-it-yourself consumers for small and large-scale projects. The integral fastening system and gasketing made the design simple, easy, and perfect for the do-it-yourself market. As my son says, it's just like big Legos! This also eliminated the need for heavy or specialized installation equipment and extensive training.

“Build it green for less.”

**Standards Technology Group**  
Williston, VT

David Walsh, CEO/President

**MSG Team:**

Brendan Kelly '09, Chandler Koglmeier '09

Every industry without exception (health, education, engineering, government, defense, safety, automotive, ...) is built on published standards and related material. Hundreds of thousands of documents are published and industries thrive because of this foundational material. STG's customers are technical and business professionals who need to either access for reference or learn for understanding the content of these documents related to the domain of their particular industry. If you have to learn and or access complex reference material that frequently changes such as industry standards, specifications and codes you have a problem. The first problem is figuring out what you have to learn and after you acquire the material the next problem is you

have to learn it or learn how to use it. STG has developed a sophisticated data base and import technology to store industry standards documents for online access.

“Learning should be easy? – What don’t you understand?”

**VENTURE FORUM PANEL**

**Scott Hardy, President, Linckia LLC**

**Eli Moulton, Attorney, Merritt & Merritt & Moulton**

**WORKSHOPS**

**1:00-2:00p.m.**

**1. *Propelling entrepreneurs from concept to enterprise – What’s available? What’s needed?***

Middlebury Solutions Group (Middlebury College) and Bring Your Own Business (Champlain College) are exploring ways they can cooperate towards propelling Vermont start-ups forward. We will examine what is available now and then work with you to develop a concrete action agenda.

**Robert Block, BYOB, Champlain College**

**Michael Claudon, Middlebury Solutions Group, Middlebury College**

**2:15-3:15p.m.**

**2. *How Can I Develop and Take My Products to Market?***

You have innovated an entirely new solution to a problem that pains your target customer greatly. Fine. Now how do you develop that product and take it to market? This workshop will tap decades of experience of doing just this for past clients to the challenge of overcoming this critical hurdle.

**Mint Dole ’56, Dole Associates Inc (retired)**

**A special thank you to our generous sponsors:**

J. Brooks Fisher ’96; Justin Brooks Fisher Foundation; Frederick M. Fritz ’68; Rory Riggs ’74; Jim and Liz Robinson ’84; Pieter Schiller ’60; Jeffrey Schutz ’74; Professor David K. Smith Visiting Economic Lecture Series; Jed Smith ’88; Courter Funds; John Templeton Foundation