

BizStarts Networking powers up at Manpower

After conducting exhaustive research and asking around, we discovered that networking in business is pretty important. It takes on a whole new level of importance when you're an entrepreneur trying to start a business, raise funds and draw on support and experience of others.

So, the third networking event for BizStarts Milwaukee took place in the beautiful World Headquarters of Manpower on the north end of Milwaukee's downtown. The turnout was terrific and many productive connections were made.



Melanie Holmes from Manpower welcomed the crowd. James Carlson from Bucketworks also spoke and let the attendees know that "Start Anything" would run July 25-26, serving as an "Un-conference style" event where entrepreneurs provide info and others help launch them into the angel phase.

John Torinus discussed Venture Track and updated the audience that half a dozen entrepreneurs were ready to start TechVenture classes, with room for more. Twenty-seven successful CEO's have signed up to mentor Venture Track entrepreneurs. The metric has been set for 50 start-ups by end of 2010, and the tally is 13 so far.

The major guest speaker was Dr. Brian Curry from [Physiogenix](#), a start-up providing preclinical research services for diabetes, behavioral and cardiovascular fields.

Remember, Manpower was once an entrepreneurial venture...

Manpower was started in 1948 by attorneys/entrepreneurs Elmer Winter and Aaron Scheinfeld. Out of one good idea to fulfill staffing needs came a global company that today serves over 400,000 clients worldwide across 4,200 offices in 82 countries and territories. They've also served over nine million people with training and development services. AND, they hosted our networking meeting!

Physiogenix originally started as a "garage"/ "bedroom" company, with the goal of providing data to help make a better product. His first client was Jansport in Appleton, which contracted with him after he high-tailed it to get to a convention in Salt Lake City to show how serious he was about getting his product out there. The thrill of seeing his first product on the market is what continues to drive him. A recent reorganization (remember, companies can constantly change), helped bring a five-fold increase in net income.

Brian is one of the BizStarts mentors, so if your company qualifies as a Venture Track company,, he will be happy to share his experiences and provide expertise. To sign up for Venture Track, go to the [Venture Track](#) section on BizStarts Milwaukee.

Overall, attendance was great at the May 7th Networking Event; a lot of connections were made. Thanks again to sponsors Ernst & Young, Godfrey & Kahn, Reinhart Boerner Van Deuren s.c., M&I Bank and, of course, Manpower for hosting.

Revvig up Entrepreneurship on Campus

The Harley-Davidson Museum "Rumble" was the location for the May 21 BizStarts Milwaukee "Revvig Up Entrepreneurship on Campus" college consortium meeting. Given the legendary legacy of Harley-Davidson, it was the ideal venue for entrepreneur educators and advocates to meet. BizStarts Milwaukee President John Torinus officially kicked off the meeting. Harley Davidson employee Tom Platz, Conservator Historian, added to the kick off by giving a great "snapshot" presentation of Harleys history.

Programming for the day included an asset-building approach for campus entrepreneur programming presented by Mary Secore, Program Coordinator for Outreach, National Collegiate Inventors & Innovators Alliance; an overview of Marquette University's comprehensive entrepreneur programming by Tim Keane, Director, Kohler Center for Entrepreneurship at Marquette, and a recap of the BizStarts Milwaukee resources and web site by Penny Scheuerman, Community Development Manager, We Energies.

Their presentations were followed by UW-Madison guest speakers Charles Hoslet, Managing Director, Office of Corporate Relations, and Stephanie Jutt, Professor of Flute, School of Music. Charles Hoslett provided an excellent overview of UW-Madison Extensive Entrepreneurship courses, programming and experiences, while Professor Jutt talked about the exciting Arts Enterprise Initiative, a two year old initiative which she spearheaded.

Eighteen of the 20 regional colleges were represented, many with multiple attendees.

The BizStarts College Consortium is all about advocating for and working towards more robust entrepreneurial programming on college campuses in Southeast Wisconsin.

The consortium will track their success using annual surveys. The results of the baseline benchmark survey, developed by Emeritus Professor Mark Schug, will be presented in the fall to consortium members.

Mark Your Calendar, Part 1: Wisconsin Entrepreneurs Conference, June 9-10

The Wisconsin Technology Council is holding the Wisconsin Entrepreneurs Conference at the Hyatt Regency Milwaukee on June 9th and 10th. [Click here for more info!](#)



Mark Your Calendar, Part 2: September 30th Networking Event marks BizStarts' first birthday!

It may be early notice, but with summer activities on deck and ready to draw your attention across Milwaukee, we wanted to give you an early heads-up: our next networking event is coming up on September 30th. Does that date look familiar? Perhaps it's because that's the date in 2008 when BizStarts officially kicked off!

So yes, it's BizStarts' 1st birthday as well. We made it through Year One with a lot to show – assistance with start-ups, our [website](#), kicking off of BizStarts Connect, BizStarts Learn, BizStarts VentureTrack and BizStarts Buzz...it's been busy!

Come celebrate and network with other entrepreneurs, investors and generally good folk amidst food, beverages and merriment. More details – like the time and location - will follow, so keep an eye on our newsletters and the BizStarts website!

Featured Entrepreneur: Robert Young, Paradigm Sensors

Biodiesel. Not to be confused with biofuels or ethanol, it's a domestic, renewable fuel for diesel engines derived from natural oils like soybean oil. It's a key part of the \$5 billion alternative fuel market designed to reduce U.S. and global dependence on traditional fossil fuels, improve air quality and reduce the carbon footprint. Biodiesel use is accelerating faster than any other alternative fuel due to its use of non-food feedstocks and the minimal need to alter diesel engines or fuel delivery infrastructure, and regardless of what is used - chicken fat, pork and other animal fats, soy, waste restaurant grease or vegetable oil - it must meet certain specifications.

Enter a company that reveals if biodiesel meets the required specs: Paradigm Sensors, founded by our Featured Entrepreneur, Paradigm Sensors President Robert Young.



This was not Young's first entrepreneurial foray: having developed seven patented sensor devices for handheld patient monitors, he was a natural to guide the development of Paradigm Sensors' handheld biodiesel analyzer. Prior experience in start-ups allowed him to quickly guide the transfer of technology from Marquette University to Paradigm Sensors and put together an exceptional team of talented individuals to accomplish the mission of the company.



The analyzer, called the i-SPEC Q-100, was named one of the most significant technology products of 2008 by *R&D Magazine*. The i-SPEC Q-100 analyzer uses impedance spectroscopy to assess the chemical content of biodiesel, including glycerin, acid number, blend percentage and methanol. Marquette University's College of Engineering developed the technology for the analyzer. It's Paradigm Sensors' first commercially available product.

Awards keep coming, too: remember the MIT Club of Wisconsin event at the Country Springs Hotel on March 13th? Paradigm Sensors won the Small Company Technology Achievement Award from the MIT Club of Wisconsin that day.

Paradigm Sensors was featured in *Biodiesel Magazine's* January, 2009 issue. Check it out by clicking on the magazine cover to the left.

The analyzer finds a ready market all over the globe. There are distributors in India, Japan, Brazil and Singapore, and they're developing a whole network of distributors worldwide.

Katherine Nelson, Paradigm's Director of Marketing, notes: "It [the analyzer] is well-received all over the world because different regions of the world use different seed stock to make biodiesel. Our handheld devices are valuable because people blend feedstocks and can measure their blend percent and quality."

The American Lung Association is a member of the Wisconsin Biodiesel Association because they know how emissions are cut by using biodiesel. School district buses use it, cabs and city buses too.

Paradigm Sensors resides in Milwaukee's 30th Street Corridor, due in part to a strong commitment to giving back to the community. Tax credits provided by the State have also helped.

"Many people in this community, angel investors in Milwaukee and programs from the Governor, have been very beneficial in helping this green company get where it is today," said Nelson.

Robert Young received his undergraduate from Oklahoma State University and his MBA from Central Michigan University. He is also a former US Army officer in the Airborne Infantry. Robert currently serves as Chair of Marquette University's Industrial Advisory Board for the College of Engineering Management.

Check out the [Paradigm Sensors website here!](#)

Also, check out a [BizTimes.com piece on the release of their i-SPECTM Q-100.](#)



Let's review the four BizStarts initiatives for 2009

Now that they're all up and running, let's summarize BizStarts Milwaukee's four key initiatives:

- **BizStarts Connect** — The BizStartsMilwaukee.com web site is up and running. It has become the central place to go for information about entrepreneurship. The next step will be to enhance the site with more interactive space for entrepreneurs to talk to each other. That work is in progress.
- **BizStarts Learn** — Initial meetings have been held to create a consortium of college educators in the field of entrepreneurship. Best practices already are being exchanged by educators across the seven-county region. An assessment of the current entrepreneurial programs within these educational institutions is nearly complete.
- **BizStarts Venture Track** — This initiative provides systematic path for entrepreneurs to build a viable business plan and get launched. It includes classes and workshops and a team of skilled mentors. Companies are encouraged to apply on the BizStarts web site under Venture Track. If eligible, Venture Track companies will be matched with a team of skilled mentors (highly successful entrepreneurs) for additional guidance and support.
- **BizStarts Buzz** — This is the effort to talk up the region as one of the best places to start a business. The culture in the region already is changing as private and public sector leaders realize the region must generate new ventures as a key strategy to replace the jobs lost in the manufacturing sector. The Milwaukee 7 "grow" strategy will be communicated through the Buzz initiative.

For up-to-date information on BizStarts Milwaukee, be sure to visit the website:
<http://www.bizstartsmilwaukee.com>

Find the BizStarts calendar at <http://www.bizstartsmilwaukee.com/Calendar.htm>.

And, check out the BizStarts Milwaukee LinkedIn group!
<http://www.linkedin.com/groups?gid=1766387>

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