



11 LOUISIANA ENTREPRENEURS SELECTED FOR TECH PARK U CLASS OF 2008

Class promises exciting new technology ventures

FOR IMMEDIATE RELEASE

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BATON ROUGE, LA [December 05, 2007]—Eleven technology-oriented entrepreneurs have been chosen for the 2008 class of Tech Park U, a program created by the *Louisiana Technology Park* (LTP) in association with the *Baton Rouge Business Report*. Starting its second successful year, Tech Park U is a nine-month “boot camp” designed for entrepreneurs looking to take their idea or emerging business to the next level of implementation.

“MyCEUSource.com was thrilled to have participated in Tech Park U last year,” said owner Ray Castle. “We were able to hone our business plan and use the Park’s advanced resources to land additional clients. Tech Park U also opened new doors for networking with other technology peers. We will be submitting an application to join the Tech Park incubator in January and I expect our company to really take off.”

Participants completed an online form and were judged using a 40-point scale. Tech Park U 2007 judges Meg Mahoney, *Baton Rouge Area Chamber*; Genevieve D. Silverman, *Dean Capital*; JR Ball, *Baton Rouge Business Report/225 Magazine* and Drew Burdsall, *Espion International* returned to evaluate and select applicants for the 2008 class.

“The quality of the applications for the 2008 Tech Park U class was very impressive,” asserted Mahoney, BRAC director of technology, entrepreneurship and small business. “It’s truly exciting to learn about new technology-focused business concepts and realize how many enthusiastic entrepreneurs we have in our region. Tech Park U is a fantastic program that gives entrepreneurs the tools they need to be successful and is a great resource for accelerating technology-intensive companies.”

The Tech Park U 2008 applicants exhibited a strong willingness and commitment to accelerate their business ideas which ranged from digital music distribution to online estate planning and emergency response projectile sensors (see **Tech Park U Class of 2008**). The program uses the FastTrac® Tech Venture™ Curriculum to teach entrepreneurs how to develop their business ideas into a commercial enterprise. FastTrac® accelerates entrepreneurship through practical, hands-on business development training. Participants will also have access to SCORE counselors, regional business people, local speakers and the nationally acclaimed J.J. Hill Reference Resource Library.

“With a solid business plan, entrepreneurs have a better success rate,” says LTP Vice President Stephen Loy. “Tech Park U is a dynamic first step for creating momentum and establishing long term viability.”

Participants will pay \$99 a month for office space, support services, and resources including individual cubicles with phones (providing long distance, voice mail and call forwarding), high-speed Internet access, e-mail, administrative support, use of fax, printer and copy machines, meeting space, as well as 24-hour, seven-days-a-week secured office access. As scheduled, the class will meet every Wednesday night for three hours beginning January 9, 2008 (see **Tech Park U 2008 Syllabus**).

The *Louisiana Technology Park* (LTP) is an incubator for technology-oriented companies and is located in the Bon Carré Business Center on Florida Boulevard in Baton Rouge. The business accelerator was created in 2001 to bring promising, emerging technology companies and their products and services to market faster and more effectively. Companies chosen for the program have access to cutting-edge software and hardware, high-speed Internet access, commercial data center usage and first-class business advice. LTP is a wholly owned subsidiary of *Research Park Corporation*. For more information, please visit www.latechpark.com.

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TECH PARK U CLASS OF 2008

PARTICIPANT

Myrna Arroyo

BUSINESS IDEA

Website that simplifies estate planning and reduces costs

Benjamin Bourgoyne

Technology that provides forensics, data recovery and cyber crime prevention with a focus on law enforcement

Eddie Davis

Creates Net Markets for the sports and entertainment industry

Donald Flores

Application platform with management capabilities

George Lane

Emergency response projectile sensor for chemical, biological and radiation detection

Travis Laurendine

Digital music distribution (www.volnado.com)

Mark Lubbock

Pro-active remote monitoring and maintenance of PCs, servers and networks

Jesu Obafunwa

Enhanced communications for employers through recruiting process (www.wagehunter.com)

Brian Rome

Multimedia content and a web-based application designed to simplify personal schedules and projects

Kristy Samuels

Web-based application to promote art/art education via school fundraisers

John Zachary

Network monitoring and anomaly detection system for stream-based computers



2008 SYLLABUS

Class meets Wednesdays, 6:00-9:00 PM at the Louisiana Technology Park, 7117 Florida Boulevard

FastTrac® New Venture

January 9, 2008	Orientation, Introduction to FastTrac® and JJ Hill Research Library
January 16, 2008	Defining the Target Market
January 23, 2008	Conducting Market Research and Analysis
January 30, 2008	Testing Your Business Concept
February 6, 2008	NO CLASS (Mardi Gras)
February 13, 2008	Entering and Capturing the Market
February 20, 2008	Planning for Financial Success
February 27, 2008	Building and Compensating Your Organizational Team
March 5, 2008	Protecting the Business and Your Intellectual Property
March 12, 2008	Identifying Funding and Working with Investors
March 19, 2008	Managing Cash and Operating Your Business
March 26, 2008	Final Review and FastTrac® Course Completion Ceremony

Business Plan Refinement

April 8, 2008 Brown Bag Lunch with Incubator Members

Continue refining business plan on market definition, market analysis and customer profile

April 16, 2008 Discussion: State Resources for the Entrepreneur
6:00-7:30 pm, Tech Park U Room

Continue business plan on conducting market research and analysis, product development and value proposition to the market

May 13, 2008 Brown Bag Lunch with Incubator Members

Continue refining business plan on model testing: concept testing, product feasibility and deciding next step

May 14, 2008 Discussion: Angel & Venture Capital Investing
6:00-7:30 pm, Tech Park U Room

Continue refining business plan on market penetration, developing sales channel opportunities and marketing methods

June 10, 2008 Brown Bag Lunch with Incubator Members

Refine business plan financials, projections, statements and understanding how ratios work

June 18, 2008 Seminar: Topic TBA
6:00-7:30 pm, Tech Park U Room

Refine business plan by defining management team, roles of board and advisors and compensation

July 8, 2008 Brown Bag Lunch with Incubator Members

Decide on the business entity: proprietorship, partnership. Focus on confidentiality issues and intellectual property and security issues within a company

July 16, 2008 Seminar: Topic TBA
6:00-7:30 pm, Tech Park U Room

Refine business plan and determine how to fund the endeavor. Prepare to present plan to Venture Capital specialists

August 12, 2008 Brown Bag Lunch with Incubator Members

Continue refining business plan with cash management strategies, operations controls, paying vendors and suppliers and contingency plans

August 20, 2008 Seminar: Topic TBA
6:00-7:30 pm, Tech Park U Room

Entire month of September—making your plan work.

*September 17, 2008 Graduation ceremony

*October 23-24, 2008 Louisiana Purchase Venture Capital Forum

*Tentative