



LOUISIANA TECHNOLOGY PARK
Home to Louisiana Entrepreneurs

Tech Park News

September 2008

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Mark Your Calendars!

- October 21-22, 2008--[Louisiana Purchase Venture Capital Forum](#)**--Don't miss this valuable opportunity to gather with entrepreneurs, investors, and business leaders, to search out next-step funding for your tech start-up. The deadline to submit your business plan for consideration is Monday, September 15, 2008 at 5 p.m.
- November 14, 2008--[Tech Park U 3.0 Application Deadline](#)**. Do you have a high-tech business idea? Not sure if it's viable, or what your next step is? TPU 3.0 can help answer these questions and more. Learn valuable business strategies from visiting experts, exchange ideas with fellow entrepreneurs, and get full access to LTP's resources, including its staff, secure, 24-7 access to office and meeting space, phone service and secretarial support. Read what TPU 2.0 participant, [Eddie Davis](#) has to say!



LTP Gears Up During Gustav

As Hurricane Gustav made its way into the Gulf of Mexico, Florida, Louisiana and Mississippi took all the precautionary measures. At Louisiana Technology Park, we prepared to welcome in evacuating technology companies from affected areas in south Louisiana.

Today, Baton Rouge along with the rest of the Gulf Coast are still recovering from the impact of Gustav and while not totally unaffected, the Tech Park was open and fully operational just a day after the storm passed. [NTG](#) again lived up to its reputation of seamless business continuity; our member companies never lost server connectivity or power to



their devices in NTG's facility.

Says [Go Kahuna](#) CFO Gary Anderson, "I've been through Hurricanes Betsy, Camille, Audrey, Katrina and Rita, and several other lesser storms. In the past at other businesses and locations, I was without power for over a week after a storm. With Gustav, I was in my dark, damp home but still able to pull up the Go Kahuna website on my phone. We never lost connectivity and our clients had no idea we were in any way impacted by the storm."

Thankfully, the need to receive technology companies from traditionally vulnerable cities did not exist, LTP welcomed local organizations from the Baton Rouge area, including some former incubator members, as well as the Louisiana Recovery Authority. All companies engaged in some type of disaster response and were given office space, phone service, copiers, office supplies and Internet connectivity free of charge.

Even before Hurricane Gustav made landfall, [Louisiana of Economic Development \(LED\)](#) stood ready to provide an instant economic response. Just two days after the storm, from inside LTP, LED authored an economic impact report on the storm. Baton Rouge Area Chamber (BRAC) immediately began polling area businesses regarding their post-storm status emergency needs. Lieutenant Governor Mitch Landrieu's Louisiana Serve Commission activated their base of volunteers and continue to utilize LTP's resources.

To further speed economic recovery, LTP is partnering with BRAC to host SBA disaster loan consultations. SBA representatives are on site at LTP and on hand daily to walk affected business owners through the application process. Beginning Saturday following the storm, meetings were conducted in the Tech Park's training room, and still continue.



LTP Member ATLOS Opens New Business Unit: MTG Processor

Still a relatively new addition to the Tech Park, [ATLOS](#) is launching a new business unit called [MTG Processor](#). ATLOS (Automated Tracking Loan Origination System), is a web-based software created to originate, track and distribute loans. It's one of the first systems to provide a start-to-finish loan origination process and is designed to speed up the procedure as well as reduce vast quantities of paper typically required for mortgage loans. The application also provides other unique features such as web conferencing, electronic signatures, document imaging solutions and message boards.

MTG Processor utilizes ATLOS's software and is also completely web-based. As a contract processing service provider, *MTG Processor* is the perfect complement to the current ATLOS product line. It utilizes the ATLOS software to create a more streamlined, efficient way to facilitate business between banks and the company's processors. The company's web-based technology allows for true collaboration on every loan file, giving all parties involved anywhere, anytime access to comprehensive loan information directly from a laptop or computer. *MTG Processor* also helps companies to be green by maintaining a completely paperless loan file that can be accessed at any time through their secure website. *MTG Processor* also allows users to remain mobile and stay current, as any updates to the website, the loan status, comment log, or any new document uploads are automatically emailed to the user.

Says LTP Interim CEO Stephen Loy, "Since arriving at LTP, ATLOS has maintained a clear vision for how *MTG Processor* would fit into their business model. I think it's an exceptional product and the perfect addition to their line-up."

Jesse Hoggard Joins LTP Staff



Former marketing director with the Louisiana Art & Science Museum (LASM), Jesse Hoggard has joined Louisiana Technology Park as director of communications.

Hoggard brings applied experience in marketing, public relations, and strategic communications. A two-time graduate of Louisiana State University, Hoggard will help advance the mission of LTP through managing day-to-day communications, enhancing its brand, as well as providing strategic marketing support to incubator members.

Prior to LASM, Hoggard worked in public relations and marketing at the Center for Computation & Technology, LSU's international research and supercomputing center. He is an active member of Forum 35 and Public Relations Association of Louisiana, as well as an adjunct professor at LSU.

Eddie Davis Talks About 'Skills' That Help Him Succeed

Only a few short months away from graduation, TechParkU 2.0 participant Eddie Davis of RawSkills.com sat down with us to describe how his professional life has changed since starting TechParkU. RawSkills.com is an online "meeting ground" for athletes and scouts.

What spawned your original idea? Has it changed at all since you've been in TPU?

The idea for my company was spawned by my own personal experiences, as well as those of my teammates trying to gain exposure to college coaches and professional scouts. Back in 1990, when I finished high school, there were not many creative ways you could present colleges (outside a local or regional area) with your talents. But now with RawSkills.com we have created solutions to help athletes gain and leverage exposure with college coaches and scouts worldwide.



I think anytime you are involved with a technology company or utilizing technology as a way to do business, your processes are constantly changing because technology is so dynamic. But, for me, the core reasons starting a business should not change. I started RawSkills.com in order to help amateur athletes at every level by using technology. And that's what I'm doing.

Why did you look into TPU-what made it attractive or a "good fit" for you?

I looked into TPU because I knew I needed the back-end support and resources to make my company successful. Since I was the main and only full-time employee, I didn't want to get caught up in being the bottleneck for my business trying to do everything or really trying to figure everything out on the fly. I wanted to be prepared and have a plan to address any weaknesses my business might have and TPU filled that void. By coming to TPU, the speakers and the lessons taught helped to identify weaknesses in my business plan so I could address them before launching my product to the world.

What did you want to accomplish with TPU?

With the TPU Program I wanted to uncover any 'holes' in my business plan and make the adjustment before launching. I also wanted to uncover any funding opportunities for my business. Since completing the TPU program, I have accomplished both.

Do you have any advice for entrepreneurs that may be in the same situation or stage you were a couple of months ago, or are just starting out?

Yes! Join the TechParkU program!!! But besides that, I would say try to work at least 30-60 minutes a day on your business because the more time you think about your business the more opportunities will present themselves to you. Also, test and measure your sales/marketing strategies on a small scale to see if you have a viable business model. This way you can adjust your model or strategy if necessary launching.

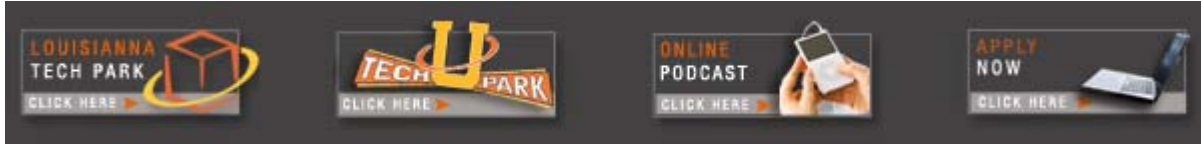
Any other nuggets of wisdom, or things you think might interest readers?

Not really---except to explore and use programs like TPU because the more knowledge you can gain about running a successful business and listening to others' start-up stories, the more confidence you will have in

being successful. Remember: you will make mistakes so just be prepared to adjust and avoid making the 'Big' mistakes. You can avoid the 'Big' mistakes by being more knowledgeable about every aspect of running a business--all the things TPU provides.

If you'd like a TPU success story similar to Eddie's, visit TechParkU.com

info@latechpark.com



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