



School of TECHNOLOGICAL ENTREPRENEURSHIP



Meeting Location: The Enterprise Center at Foley Hoag, The Bay Colony Corporate Center 1000 Winter St., Ste. 4000 Waltham, MA

Meeting Time: 6:30 - 9:30 pm

Meeting Cost: \$25. public; \$10. students and active military

[Map and Directions](#)

[Online Registration Available](#)

For more information, please visit our web site at: <http://www.entrettechforum.org>

February 17, 2009 6:30 - 9:30 p.m. Please note meeting location: Emerging Enterprise Center at Foley Hoag, The Bay Colony Corporate Center 1000 Winter Street, Suite 4000 (North Entrance) Waltham, MA [Map and Directions](#)

Tuesday, February 17, 2009 [Register Online](#)

Greening Of America - The Conversion of Bio-Agriculture, Bio-Energy, and Bio-Products to Eco-Sustainable Businesses

Last summer we saw the impact of peaking global production of fossil hydrocarbons in the massive price increase for our fuels. Even more devastating was the impact to the agriculture sector for food production, processing and transportation.

A Bio-economy is emerging with bio-agriculture, bio-energy, bio-products taking on new emphasis in our national quest for energy independence and sustainability.

As Chad Kruger of WSU identified, this "Triple Bio" involves three interwoven tracks of:

- bio-agriculture to produce food and feedstock in an environmentally and energetically sustainable way. It is a suite of concepts, practices and technologies which capitalize on biological processes to maximize resource conservation and resource-use.
- bio-products research and development to process raw biological feedstock into useful and higher value materials. This refers to refined, value-added materials derived from biomass, such as industrial, biological, medical and nutraceutical products.
- bio-energy to reduce our reliance on fossil fuels for transportation fuels, electricity and heat. It refers to both power (electricity and heat) and liquid fuels derived from biomass.

Moderator:

Gary Patterson , [FiscalDoctor](#)

Panel:

Dennis R. Costello, Managing Director, [Braemer Energy Ventures](#)

Patrick J. Govang, President and Co-founder, [e2e Materials, LLC](#)

William "Jeff" Marshall, Chairman and CEO, [Green Earth Technologies, Inc.](#)

Donald W. Crookes, President and CEO/ Founder, [Hy-SyEnce, Inc.](#)

Meeting Organizer:

Larry Grumer , [Technology Associates & Alliances](#)

Moderator:



Gary W. Patterson FiscalDoctor, Inc.

Gary has more than 30 years of top management experience with high growth technology, wireless, service and manufacturing companies from start-ups to Inc. 500 to Fortune 500. He has worked with more than 200 companies providing high level strategic guidance and expertise helping them to successfully navigate their pathway to growth and profitability. Several companies reached 10x compounded annual growth in revenue.

Gary has successfully negotiated more than 25 M&A transactions with a market value exceeding \$390 million. He was the European coordinator for a global enterprise-wide leading-edge pilot software application for a Fortune 500 company.

Gary is the author of the forthcoming book, *Stick Out Your Balance Sheet & Cough: Best Practices for Long Term Business Health*.

Gary holds an MBA in Finance and Operations from the Stanford Graduate School of Business, a BA in Accounting from the University of Mississippi, and is a CPA.

Panel:



Dennis R. Costello, Managing Director, [Braemar Energy Ventures](#)

Dennis R. Costello is a Managing Director of Braemar Energy Ventures II and is a member of the Investment Committee. Mr. Costello has been an active venture capital investment professional for over twenty years. From 1990 to 2000, Mr. Costello was with Advent International, where he focused on early stage to later stage middle market companies. From 1995 to 2000, he served as the chief investment officer for the North American operations of Advent International. Mr. Costello is also a managing director in Rock Maple Ventures, an early stage technology venture fund in Boston. Prior to Advent International, Mr. Costello was a general partner of Zero Stage Capital of Pennsylvania, a venture capital partnership investing in early stage technology companies in Pennsylvania. Mr. Costello began his career in alternative energy with positions at Midwest Research Institute and a member of the original staff of the National

Solar Energy Research Institute (“SERI”), now renamed the National Renewable Energy Laboratory (“NREL”). During that period, Mr. Costello published numerous papers and articles on the economic and market issues of solar energy commercialization. He is also the author of the Dow Jones Irwin book *New Venture Analysis: Research, Planning, and Finance*. Mr. Costello holds an MS degree in business from the Massachusetts Institute of Technology, where he was an Alfred P. Sloan Fellow. He also holds an MA in economics from Ohio State University and a BA in economics from the State University of New York (SUNY), College at Fredonia.



Patrick J. Govang, President and Co-founder, [e2e Materials, LLC](#)

e2e Materials, LLC, an award-winning clean technology start-up company in Ithaca, New York that produces petroleum-free, biodegradable composites that are stronger, lighter, and cheaper than composites filling landfills today. A spin-out company from Cornell University founded in 2006, e2e Materials offers biocomposites based on the discoveries of the Netravali Research Group. The company’s composite material platform can replace formaldehyde-laden particleboard, plywood and other wood products to be used in office furniture, kitchen cabinetry, building products and beyond. Its first product, skateboards, are produced and sold via its subsidiary, Comet Skateboards, which relocated from California in October 2007. These fully biodegradable materials are made from annually renewable resources including soy protein (flour) and natural fibers such as bamboo, jute, flax and kenaf. Patrick’s work and that of his company have been covered by MSNBC, The Discovery Channel, The History Channel, Fuel TV, The Sundance Channel, The Hallmark Channel, Inc. Magazine, Entrepreneur Magazine, The Post Standard, CNY Business Exchange Magazine, and various wire services and local media. In 2007, his company won the \$100K Essential Connections Emerging Business Contest and the Cornell University Johnson School of Management Business Idea Competition. Patrick has lectured on Entrepreneurship, Sustainability and the concept of Regionally Integrated Manufacturing at Cornell University, Syracuse University, Rochester Institute of Technology and various other educational institutions and national conferences.

Prior to founding e2e, Patrick was a director of the Cornell Center for Materials Research (CCMR), leading a team that leveraged more than \$80M in annual materials research funding to develop research collaborations with large corporations, support New York State small businesses through an innovative outreach model, and foster start-up companies. With more than 20 years of leadership experience in product development, purchasing, and quality/manufacturing management for the automotive industry, Patrick has also worked with Deloitte Consulting and New York’s Alliance for Manufacturing and Technology as a lead consultant in corporate strategic planning, lean manufacturing, and Chapter 11 turnarounds. In 1999, he founded ProjectPoint.com, a start-up company focused on collaborative project management in the automotive industry.



**William “Jeff” Marshall – Chairman and Chief Executive Officer
–[Green Earth Technologies, Inc.](#)**

Mr. Marshall has worked with high growth technology companies for over 30 years. His experience has come from working with leading technology companies in marketing, brand development, financings, and technology development. Mr. Marshall has worked with companies such as QuantumClean, Insoft, Netscape, Network Equipment Technologies, Puresoft, Remedy, Synoptics, and Wellfleet. In addition, he has been involved with

financings and advisory work for Ascend Technology Acquisition Inc. (ATAC), TransIndia Health Care, Transforma Technology, Intermedia Communications, LCI International, MFS Communications, MTEL, Xyplex, and Qualcomm. Some of the most notable companies he has invested in as a top Venture Capitalist in the past have been Foundry Networks, Inc. (FDRY), DynamicSoft Inc. now (CSCO), Internet Devices Inc. now (Alcatel), Qtera Inc. now (NT), Berkeley Networks, Inc. (MONI), Sonoma Systems, Inc. now (NT), IPIVOT, Inc. now (INTC), CBeyond Communications, Inc.(CBEY) and Axsun Technologies, Inc. He also initiated and advised the Nortel acquisition of Bay Networks for \$7 Billion.

Mr. Marshall most recently served as Managing Partner of CRT Private Equity, the private equity investment arm of CRT Capital Group. Prior to CRT Private Equity, he was Senior Managing Partner at VantagePoint Venture Partners with over \$3.5 Billion under management and four technology investment funds. Prior to VantagePoint, Mr. Marshall spent 11 years at Bear Stearns Co., directing the company's technology strategies, as Senior Managing Director, Chief Technology Officer and Head of the Communications Technologies Group (CTG). He also worked with the Corporate Finance and Technology Group while at Bear Stearns on IPO's, M&A, and Strategic Advisory business with clients in the technology arena. He was the firm's primary venture capital interface and was an advisor to many of the top tier venture capital firms in the country. Mr. Marshall has had extensive working relationships with many of the top! growth equity companies in the country. Prior to Bear Stearns, Mr. Marshall spent 10 years at MCI Communications, Inc. during its initial high growth years in the late 70's where the company doubled revenues year over year to over \$4.5 Billion in revenues by 1986.

Mr. Marshall was a member of the board of directors of the Securities Industry Association Technology Committee. He is a graduate of New York University in Finance and Computer Applications and Information Systems (B.S.), and the Harvard Management Program in Strategic Technology and Business Development.



Donald W. Crookes, Sr., President and CEO/ Founder, Hy-SyEnce, Inc.

Don Crookes is a senior executive who has been involved with several start-up companies as both a consultant and founding principal. He started Hy-SyEnce, as Hydrogen Systems Engineering, LLC in September 2006

Don was President, Founder of Somnographics, a floating Sleep Laboratory which facilitated the Detection and Curative Analysis of Sleep Disorders. As CEO and Founder of "Real Bagel", he raised \$6 million for this wholesale food manufacturer, securing letters of commitment and intent to exceed \$16 million in sales for the first year's business. He was the principle architect of the fully automated real time expert system manufacturing process. As President/Owner of Technivox, a VAR Telecommunications Interconnect, Interactive Voice, and Consulting company, Don played a key role in directing the design and development of both software and hardware of interactive voice systems during the early stage years of voice mail and expanding company sales channels through strategic partnerships with Natural Microsystems, a worldwide leader in commercial interactive voice systems, and Intelliphone, one of New England's premier telecommunications interconnect companies.

Earlier in his career Don was a design engineer with Texas Instruments, oversaw telecommunications IC device product line and expanded customers through major telecommunications equipment manufactures Alcatel, AT&T, Erickson, and Motorola,

doubling 1st year sales.

Don is an active member of many of the regions' venture forums, is affiliated with Massachusetts Hydrogen Coalition and the national organization of Environmental Entrepreneurs (E2). Don holds a BSME from the University of South Carolina and completed course study toward an MBA with University of Phoenix.

Meeting Organizer:



Lawrence C. Grumer, Managing Director, [Technology Associates & Alliances \(TAA\)](#)

TAA is a management advisory and investment company Larry founded in 1994 that commercializes technology for corporate spin-outs and earlier-stage ventures. Larry has founded five companies. His last venture was Eleesci Corp. a high tech start-up company with 24 patents issued/pending developing MEMS-based power generator devices that “couples” motion from the environment and converts this to useful electrical energy. He recently served part-time Corporate Strategy & Business Development Officer for a business restart focusing on desktop virtualization. He has held P&L, technical, marketing and business management positions at Textron, Arthur D. Little, Marketing Dynamics, John Brown-Leesona, and Foster-Miller where he helped lead their business turn-around and introduced the SBIR program to them. He is a Phase 2 proposal Grant Reviewer for the National Science Foundation. For nearly a decade, he led the IEEE Boston Entrepreneurs' Network, as its Chairman and Vice Chairman and is the Founder and Executive Director of the EntreTech Forum. Larry received a BS in Engineering and MBA from Northeastern University . He has held a Top Secret clearance.

On February 17 the EntreTech panel of business, technology and investment professionals who are contributors, supporters and participants in the emerging bio-economy will emphasize businesses and technologies that present eco-sustainable activities for this “Triple Bio” play.

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