

# MAComb-OU **INC**ubator

Incubate. Innovate. Accelerate.

## CLIENT COMPANY SPOTLIGHT

### MACOMB-OU INCUBATOR AWARDED \$22,240 FOR CLIENT MEDAR CORPORATION

The Macomb-OU INCubator (Mac-OU INC) was recently awarded \$22,240 in Business Accelerator Funds (BAF) to provide accelerator services to client company Medar Corporation. Mac-OU INC is the top business accelerator in garnering BAF dollars to assist client companies.



Medar Corporation developed the Automated Diplopia Assessment System (ADAS) for quantifying pupil tracking specifically geared to diplopia, or eye misalignment, diagnosis.

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## CLIENT NEWS



### MAC-OU INC CLIENT COMPANY ONU EXPANDS TO BRING 3D TO MORE DETROIT BUSINESSES

(an ONU press release via Automation Alley)

Since exploding onto the greater Detroit technology scene in 2015, ONU continues striding towards the forefront of emergent business in Michigan, from serving clients to supporting the local economy.

ONU One, the flagship product, enables manufacturers to increase their bottom-line using 3D visualization. The ONU One platform allows customers to leverage existing CAD files and digital assets, bringing products-to-life on both web and mobile devices. Customers utilize the service to create engaging and informative experiences for Sales & Marketing Teams, Training organizations and Service Teams.

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### COLLABORATIONS BETWEEN ENTREPRENEURS AND EDUCATION

As a department of Oakland University, the Macomb-OU INCubator is continuously seeking opportunities to blend education with entrepreneurship. A recent example involves a Mac-OU INC client company, a Mac-OU INC Executive-in-Residence, and a local high school student.

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## EXECUTIVES-IN-RESIDENCE NEWS



APRIL 2016

## UPCOMING EVENTS

### Capital Raise Meetup

Mike Brennan, Mac-OU INC's Capital Strategist  
May 3, 9:30 - 11 a.m.

### Starting Up

Mark Ignash, Mac-OU INC's Client Support Administrator & Strategist  
May 24, 9:30 - 11 a.m.

## EVENTS OF INTEREST

### Supervisory Skills Series

Michigan Manufacturing Technology Center  
May 10, 11, 17 & 18

### Government Contracting 101

Macomb Regional PTAC  
May 12, 9 - 12 p.m.

### Dual-Use Technology Briefing

Macomb Regional PTAC  
May 19, 9 - 2 p.m.

### Small Business, Big Threat: Cyber Security Awareness Workshop

Michigan Small Business Development Center  
May 19, 10 - 12 p.m.

### THREE NEW COMPANIES JOIN MACOMB-OU INCUBATOR'S EXECUTIVE-IN-RESIDENCE PROGRAM

The Macomb-Oakland University INCubator (Mac-OU INC) has expanded its Executives-in-Residence (EIR) program with the addition of Hunch Free, a marketing agency; El Shaddai Consulting, a human resources agency; and Paul Barnard, a homeland security specialist.

As a part of the program, Hunch Free, El Shaddai and Barnard will be located on site at Mac-OU INC to provide complimentary consultation to Mac-OU INC client companies. The Mac-OU INC EIR program allows commercialization clients to consult with expert professionals for approximately 16 total hours of complimentary services each month. Additional discounts from the EIR's are also provided if clients seek more in-depth engagements.

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### BUTZEL LONG: "HOSPITALS: INCREASINGLY POPULAR TARGETS FOR RANSOMWARE ATTACKS"

In recent days, hospitals in the Washington/Baltimore corridor have been hit by a spate of ransomware attacks, and there is no reason to believe that these attacks will not expand to include hospitals and other healthcare providers' systems elsewhere, including in Michigan. Indeed, US-CERT, the U.S. Government's Computer Emergency Readiness Team, has issued an "Alert" to warn hospitals and other healthcare facilities across the country of the growing threat.



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### ENTREPRENEURIAL COMMUNITY NEWS

#### 2016 VENTURE CAPITAL ASSOCIATION RESEARCH SHOWS VENTURE CAPITAL, ANGEL INVESTORS ARE DRIVING GROWTH IN MICHIGAN



Michigan's entrepreneurial and investment community continues to see steady and consistent growth and success, in many cases outpacing national trends. A large contributing factor is the focused efforts made by the State of Michigan in collaboration with the entrepreneurial and investment community over the past 15 years. As a result, the number of venture capital firms and angel groups headquartered in Michigan, their total capital under management, and the number of active startup companies in Michigan have grown during a time of decline for the national entrepreneurial and investment landscape. However, there are concerns for the viability of our community in the long-term. Michigan venture firms are currently facing the challenge of raising new venture funds in a harsh fundraising climate in order to meet the growing demand for capital of Michigan's expanding early-stage businesses.

[Read More](#)



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For Immediate Release  
Tuesday, April 12, 2016

### **Macomb-OU INCubator awarded \$22,240 for client Medar Corporation**

The Macomb-OU INCubator (Mac-OU INC) was recently awarded \$22,240 in Business Accelerator Funds (BAF) to provide accelerator services to client company Medar Corporation. Mac-OU INC is the top business accelerator in garnering BAF dollars to assist client companies.



Medar Corporation developed the Automated Diplopia Assessment System (ADAS) for quantifying pupil tracking specifically geared to diplopia, or eye misalignment, diagnosis. Medar's mission is to develop image acquisition and analysis systems to assist medical professionals in providing far superior care. These systems are designed to obtain high-quality images suitable for quantifiable diagnostic analysis, employing a unique and powerful set of image analysis tools.

These BAF funds will allow for Medar to complete clinical trials on patients with diplopia and to refine the data presentation. Diplopia is a common neuro-ophthalmologic symptom that leads to nearly one-million ambulatory and emergency department visits annually. The causes of diplopia are complex and vary markedly, ranging from congenital eye misalignment to acute life-threatening diseases.

"Medar has a machine vision device installed at the Kellogg Eye Center in Ann Arbor to aid Ophthalmologists in diagnosing eye alignment disorders. Funding from the BAF allowed the company to start patent protection and commercialization of this product, critical next steps in their commercialization process," **Mike Brennan, Mac-OU INC's Capital Strategist**, said.

"I have been very impressed by the quality of support provided by the people at the Macomb-OU INCubator," said Charlie Drake, Medar President.

The ADAS is non-invasive and measures saccade amplitude, peak velocity and duration, range of motion, and stability of eye gaze. Currently, these measurements are made by human observation and are recorded manually. With this technology, patients simply watch a video, following a dot on the screen with their eyes as the system can detect the difference between head and eye movement. The ADAS then creates a final report for doctor analyzation.

Medar's technical personnel have 20 years' experience developing and implementing robust machine vision system solutions for various industries. In addition, they have a partnership with the University of Michigan's Medical School and the Kellogg Eye Center (KEC). Through Medar's work with the KEC, it has been confirmed that this system is a disruptive technology, as it can collect eye data movement at 320 frames per second.

These BAF awards are distributed by the Michigan Small Business Development Center (MI-SBDC) through the Macomb-OU INCubator to the various accelerator service providers. As these awards demonstrate, the Macomb-OU INCubator is successfully delivering specialized business acceleration services to companies commercializing advanced technology. The BAF is

a 21st Century Jobs Fund Program managed by the MI-SBDC in partnership with the Michigan Economic Development Corporation and Michigan's network of business accelerators.



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**Media notes:**

For Macomb-OU INCubator interviews, please contact Joan Carleton at the Macomb-OU INCubator at (586) 884-9324 or via email at [jfcarlet@oakland.edu](mailto:jfcarlet@oakland.edu).

The **Macomb-Oakland University INCubator** supports economic development in Southeast Michigan by accelerating high-tech businesses, cultivating academic innovation and encouraging research & development. To help small businesses grow, the incubator creates customized success strategies for startup and emerging companies in the niche industries of defense, homeland security, advanced manufacturing and technology. For more information, visit the incubator website at [oakland.edu/macombouinc](http://oakland.edu/macombouinc).

**Media Relations**

University Communications and Marketing

Oakland University, 100 Anibal House, 2200 North Squirrel Road, Rochester, MI 48309-4401

Oakland University is a doctoral, research-intensive university located in Oakland County, Michigan. The university offers bachelor's degrees, graduate degrees and certificate programs. Oakland University is dedicated to delivering a distinctive undergraduate experience that is complemented by the strength of its graduate offerings and research accomplishments. Oakland University is organized into the College of Arts and Sciences, the Oakland University William Beaumont School of Medicine and the Schools of Business Administration, Education and Human Services, Engineering and Computer Science, Health Sciences, Nursing, and The Honors College. Visit Oakland University on the web at [oakland.edu](http://oakland.edu).

# ONU EXPANDS TO BRING 3D TO MORE DETROIT BUSINESSES

**Apr 27, 2016 | Southfield, Michigan**

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Since exploding onto the greater Detroit technology scene in 2015, ONU continues striding towards the forefront of emergent business in Michigan, from serving clients to supporting the local economy.

ONU One, the flagship product, enables manufacturers to increase their bottom-line using 3D visualization.

The ONU One platform allows customers to leverage existing CAD files and digital assets, bringing products-to-life on both web and mobile devices. Customers utilize the service to create engaging and informative experiences for Sales & Marketing Teams, Training organizations and Service Teams.

A number of Michigan companies have adopted ONU One, including Xenith, myCharge, Warrior and Odyssey Tool. By taking CAD files and making them available to a range of employees, ONU One is enabling these companies to more actively engage their audience for B2B and B2C sales, as well as at trade shows.

"We expect 3D to be a part of most digital experiences in the near future -- ONU is our partner in this transition to 3D," said Cale Werder, Director of Marketing for Xenith.

staff, to cement their stake in the Software-as-a-Service sector. This is in line with the trend of Michigan's budding reputation as the next Silicon Valley.

Armen Kabodian brings a wealth of experience to his role as Executive Sales Manager. His extensive background includes sales and leadership responsibility at large technology companies including IBM, Salesforce.com, and smaller local entrepreneurial companies including ePrize and Covisint.

Shawn Dorsey, Senior 3D Visualization Engineer, is responsible for the optimization of heavy engineering CAD. Most recently, he was responsible for CAD optimization at 3DEXCITE.

“The ability to leverage existing CAD geometry, optimize, enhance, animate, and utilize on a mobile device is a very intriguing and exciting opportunity. I am thrilled to be part of ONU’s next-level thinking and technology,” Dorsey said.

ONU also hired Kristin Hope as the Media Specialist, and is hiring the brightest full-stack developers and talent in Michigan.

“In the future, all products will be sold, marketed and serviced using 3D visualization. We are proud to be a Detroit-based company at the forefront of this transformation,” said President Sam Sesti.

Founded in 2015, ONU is a disruptive force in software. Onu One, the flagship product, helps manufacturing companies leverage their CAD files by bringing it to a wider audience. This platform agnostic and portable service transforms the customer experience from interacting with flat 2D images to seeing products fully realized in brilliant 3D. With Onu One, CAD files are accessible to consumers, sales representative, marketing organizations and training departments. For more information, visit <http://onu1.com> or [http://bit.ly/ONU\\_in\\_75\\_seconds](http://bit.ly/ONU_in_75_seconds) to see us in action.



### **Wednesday, April 27, 2016 - April 2016 Newsletter: Client News: "Collaborations Between Entrepreneurs and Education"**

As a department of Oakland University, the Macomb-OU INCubator is continuously seeking opportunities to blend education with entrepreneurship. A recent example involves a Mac-OU INC client company, a Mac-OU INC Executive in-Residence, and a local high school student.

Matt Barnard is a junior at Utica High School in the Center for Science & Industry (UCSI). Per the UCSI website, this program is "the marriage of rigorous academic content and relevant, real world application of this knowledge. UCSI makes use of its strong relationships with business, industry and post-secondary partners to provide its students with the skills necessary to be successful in a global workplace. UCSI provides an atmosphere of low threat and high challenge using hands-on, project based learning. Students are immersed in rich, complex and dynamic experiences in a 'natural learning' environment. Focus is placed on both teamwork and individualized learning."

Seeking to pursue an engineering career, Matt sought a job shadow opportunity at a local company per UCSI requirements. As Matt's father, Paul Barnard, is one of the newest EIR's, he was able to make the connection with Mac-OU INC on-site client company, Coliant Corporation. As Coliant hires interns on a regular basis for real-world project experience, this was the ideal spot for Matt to complete his job shadow.

This story truly exemplifies the benefits to entrepreneurs of working within a business incubator setting. The collaborations between our entrepreneurs and supporting volunteers take place on an everyday basis, thus further ensuring the success of these client companies.

For more information on the UCSI, visit [csi.uticak12.org](http://csi.uticak12.org).



For Immediate Release  
Thursday, April 21, 2016

### Three New Companies Join Macomb-OU INCubator's Executive-in-Residence Program

**The Macomb-Oakland University INCubator (Mac-OU INC)** has expanded its **Executives-in-Residence (EIR)** program with the addition of Hunch Free, a marketing agency; El Shaddai Consulting, a human resources agency; and Paul Barnard, a homeland security specialist.



As a part of the program, Hunch Free, El Shaddai and Barnard will be located on site at Mac-OU INC to provide complimentary consultation to Mac-OU INC client companies. The Mac-OU INC EIR program allows commercialization clients to consult with expert professionals for approximately 16 total hours of complimentary services each month. Additional discounts from the EIR's are also provided if clients seek more in-depth engagements.

"It is an honor to be selected as an EIR with this wonderful organization. I cannot wait to contribute my extensive marketing knowledge and share some tricks of the trade that have made Hunch Free Macomb County's Premier Digital Marketing Agency," said Jimmy Gwizdala, Hunch Free Founder and Head Huncho. "I'm also very excited to help make Macomb County the place where innovative companies want to be. In my opinion, we have everything areas like Detroit and Ann Arbor have to offer but with less competition and at a lower cost."



**Hunch Free** is a full-scale digital marketing agency with a mission to empower clients with the technology and data they need to succeed in an increasingly digital world, using data science and creativity to solve complex business problems.

"As a business owner with over 25 years HR experience, my team and I feel honored to share our HR expertise in hopes of bringing economic growth to the region," said Felicia Harris, El Shaddai Consulting President and CEO.



EL SHADDAI CONSULTING  
"WE ARE EVERYTHING HR"

**El Shaddai** provides human resource services that drive business, with a suite of tools to equip talent management with expert solutions.

"My objective in joining the Mac-OU INC team is to apply more than 40 years of security experience to assist small business owners and entrepreneurs with the safeguarding of their creative efforts to further needed defense and homeland security technologies," said **Paul Barnard**.

Barnard has both government and corporate security experience, most recently serving as the Command Security Officer for the U.S. Army TACOM LCMC. His numerous certifications include Certified Protection Professional



through ASIS International and Certified Information Security Manager through ISACA.

Current EIR's with Mac-OU INC also include legal, accounting, and defense consulting services:

- Founded in 1854, Butzel Long is one of the oldest law firms in the Midwest, with current focuses in many diverse sectors including, but not limited to, automotive, energy, manufacturing and technology.
- Accutrak Consulting & Accounting Services is a woman-owned, Small Business Administration (SBA) 8(a)-certified, small business with focus on providing accounting, business and financial consulting, including Defense Contract Audit Agency (DCAA) accounting and setup, certified payrolls, Federal Acquisition Regulation (FAR) compliance support, bookkeeping, payroll, QuickBooks support, tax preparation, and financial management.
- Defense consultant Jim Ruma has an extensive background working with local primes and next-tier suppliers, including 42 years with General Dynamics Land Systems.



*Paul Barnard*

For more information on the Macomb-OU INCubator's Executive-in-Residence program, contact Joan Carleton at (586) 884-9324 or [macinc@oakland.edu](mailto:macinc@oakland.edu).

# # #

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# APR 05, 2016: HOSPITALS: INCREASINGLY POPULAR TARGETS FOR RANSOMWARE ATTACKS



In recent days, hospitals in the Washington/Baltimore corridor have been hit by a spate of ransomware attacks, and there is no reason to believe that these attacks will not expand to include hospitals and other healthcare providers' systems elsewhere, including in Michigan. Indeed, US-CERT, the U.S. Government's Computer Emergency Readiness Team, has issued an "Alert" to warn hospitals and other healthcare facilities across the country of the growing threat. While cyber criminals have been using variants of ransomware to extort money for a number of years, the emergence of large-scale targeting of hospitals is a relatively recent development that is particularly pernicious. After all, the effects of a ransomware attack -- which infects a computer network and restricts access to it until a ransom is paid to unlock it -- can be, literally, a matter of life and death because such attacks can block access to the current medical records of critically ill patients. Ransomware attacks also threaten the continuity of operations of healthcare facilities, which could lead to even more horrific results.

In this case, a destructive ransomware variant, labeled "Locky," was observed infecting networks belonging to healthcare facilities not only in the United States, but also in New Zealand and Germany. Locky propagates through spam emails that include malicious Microsoft Office documents or compressed attachments, which contain macros or JavaScript files to download to Ransomware-Locky files. While some victims of ransomware attacks pay the ransom demand in the hope that the attackers are "honorable," there is no guarantee that the encrypted files will be released. Indeed, the only thing that payment guarantees is that the malicious actors will receive the victims' money, and in some cases, their banking information. Even if the infected files are decrypted, there is no guarantee that the malware infection has been removed.

What Can Healthcare Providers and Facilities Do to Protect Themselves? While there is no product or service that will make a hospital's computer networks completely impervious to cyber attacks, US-CERT recommends that users and administrators take the following preventive measures:

- Employ a data backup and recovery plan for all critical information. The backup data should be kept on a separate device and stored offline.
- Perform and test regular backups to limit the impact of data or system loss and to expedite the recovery process.
- Use application whitelisting to help prevent malicious software and unapproved programs from running. Application whitelisting allows only approved programs to run, while blocking all others, including malicious software.
- Systematically install patches as they are released to protect your operating system and software with the most up-to-date code. Since most attacks target vulnerable applications and operating systems, vigilant patching will greatly reduce the number of exploitable entry points.
- The current versions of anti-virus software should be maintained, and all software downloaded from the internet should be scanned prior to executing.
- Restrict employees' ability to install and run software applications to minimize the number of unwanted programs and impeded their ability to spread within the network.
- Train employees to avoid enabling macros from email attachments, and install software that blocks email messages with attachments from suspicious sources.
- Report instances of fraud to the FBI at the Internet Crime Complaint Center.

In addition to following the US-CERT recommended precautions, Butzel Long also strongly recommends that administrators arrange cyber threat-avoidance training for all new hires and periodic training for all incumbent personnel; and that they update their employment agreements and employee manuals to specify that violators of cyber "hygiene" may be subject to discipline, up to and including dismissal.

If you have questions regarding cybersecurity requirements and best practices for healthcare facilities or providers, or other health care law matters generally, please contact your regular Butzel Long attorney, the authors of this alert, or any member of Butzel Long's Health Care Industry or Telecommunications and Technology Practice Groups.

## STAY INFORMED

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## TEAM CONTACTS

- [Ira Hoffman](#)
- [Mark Lezotte](#)

## LEGAL SERVICES

- [Cybersecurity and Privacy Specialty Team](#)
- [Health Care](#)
- [Health Care Industry Team](#)
- [Privacy, Data Breach & Data Security](#)



**Tuesday, April 26, 2016 - April 2016 Newsletter: Entrepreneurial Community News: "2016 Venture Capital Association Research Shows Venture Capital, Angel Investors are Driving Growth in MI"**

Michigan's entrepreneurial and investment community continues to see steady and consistent growth and success, in many cases outpacing national trends. A large contributing factor is the focused efforts made by the State of Michigan in collaboration with the entrepreneurial and investment community over the past 15 years. As a result, the number of venture capital firms and angel groups headquartered in Michigan, their total capital under management, and the number of active startup companies in Michigan have grown during a time of decline for the national entrepreneurial and investment landscape. However, there are concerns for the viability of our community in the long-term. Michigan venture firms are currently facing the challenge of raising new venture funds in a harsh fundraising climate in order to meet the growing demand for capital of Michigan's expanding early-stage businesses.

The full report can be found at [michiganvca.org/research/2016-research-report](http://michiganvca.org/research/2016-research-report).

2016 MVCA Research Report Key Findings include:

- The number of venture capital firms headquartered in Michigan, their total capital under management, and number of venture capital investments made in Michigan has doubled and in some cases tripled. Nationally these numbers have decreased.
- The Great Lakes Region had a series of nationally recognized fundraising successes last year, among them a \$220 million fund, the largest in Michigan history.
- Michigan-based venture capital firms have more capital under management than ever before: \$2.2 billion, an 47% increase in capital used to power Michigan's entrepreneurial economy in the last five years. Angel groups invested more than \$16 million in Michigan startups in 2015.
- Michigan venture investors finance nearly every Michigan venture-funded startup. They're a crucial piece of almost every early-stage deal done in the state, and a critical funding source for entrepreneurs launching high growth, high potential businesses.
- There are currently 141 venture-backed companies in Michigan, a 48% increase in the last 5 years. There are currently 128 startup companies in Michigan that have received funding from a Michigan angel group, a 42% increase in the last five years.
- Seventy-four companies in Michigan received more than \$282M from Michigan venture capital firms in 2015. This is a 48% increase in the last five years.
- Every \$1 invested in a Michigan startup by a Michigan venture capital firm attracts \$4.31 of investment from outside of Michigan.
- There are 36 venture firms with an office or headquarters in Michigan.
- In 2015, the nine angel groups in Michigan were comprised of 294 investors, a 59% increase in angel participation in the last five years. Michigan's Grand Angels was listed among the three most active angel groups in the country.

The Michigan Venture Capital Association (MVCA) is a non-profit trade organization designed to bring together venture capital industry experts in the state of Michigan. The organization's goal is to grow and sustain a vibrant venture capital community in Michigan. MVCA membership includes private and corporate venture capital funds, angel investors, universities and economic development participants, and service providers. More than 400 individuals are members of MVCA, representing over 100 organizations across the nation. For more information, visit [MichiganVCA.org](http://MichiganVCA.org).

