

## PRESS RELEASE

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OU INC at Shotwell Pavilion  
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#### ABOUT OU INC

OU INC is a Smartzone Business Incubator and Innovation Center, in collaboration with the City of Rochester Hills, Michigan Economic Development Corporation, and strategic industry partners. With a focus on the energy, medical technology, mobility, and information technology sectors, OU INC provides entrepreneurial resources and strategic business solutions for developing business ventures and accelerating ideas to market. OU INC is a designated Soft Landing Facility for international companies through the International Business Association. For more information, visit [oakland.edu/ouinc](http://oakland.edu/ouinc).

#### ABOUT THE MEDC

This project is supported by Grant CASE-33867 of the 21st Century Jobs Trust Fund received through the Michigan Strategic Fund from the State of Michigan. The Michigan Economic Development Corporation (MEDC) is the state's marketing arm and lead advocate for business development, talent and jobs, tourism, film, and digital media incentives, arts and cultural grants, and overall economic growth. The MEDC offers a number of business assistance services and capital programs for business attraction and acceleration, entrepreneurship, strategic partnerships, talent enhancement, and urban and community development. For more information, visit [michiganbusiness.org](http://michiganbusiness.org).

## OU INC awarded \$43,600 for client Berylline

ROCHESTER, MI - OU INC has been awarded an additional \$16,500 in Business Accelerator Funds (BAF) from the State of Michigan to provide accelerator services to its client company Berylline, bringing the Berylline BAF award total to \$43,600.

Berylline has developed the F2A, a unique, three-wheel, hybrid scooter for personal transportation. This plug-in hybrid electric vehicle (PHEV) is powered by a combination of gas and electric motors and is safe, stable, and fun to ride. It is intended for urban areas and local communities, with a top speed of approximately 60 mph.

Initial target-market segments include retirement and resort communities. The F2A is competitively priced at \$5,995, making it a practical alternative to a car or even the ubiquitous retirement-community golf cart. In comparison to traditional two-wheel scooters or motorcycles, the F2A's hybrid engine and three-wheel design is safer and more efficient.

This BAF award will allow Berylline to complete a pre-money valuation analysis for Series A Investors and work with Oakland University's School of Engineering and Computer Science to validate their unique hybrid system.

"By receiving this final award through the BAF, we will now be able to complete these last two remaining projects. Once these tasks have been finalized, we will be fully ready to pursue a funding program and move towards production of our first F2A," said Dennis Dresser, president of Berylline.

BAF awards are an initiative of the State of Michigan's 21st Century Jobs Fund Program and are distributed by the Michigan Small Business Development Center through the Michigan Economic Development Corporation and Michigan's network of business accelerators. Through the BAF awards, OU INC successfully delivers specialized business acceleration services to companies commercializing advanced technology.

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