



Manufacturing Extension Partnership

What is the MEP Program?

The National Institute of Standards and Technology, Manufacturing Extension Partnership (MEP) program is hosted in Hawaii by the State's High Technology Development Corporation. As a federal program aligned under HTDC, the MEP program shares a common goal to support the development and growth of Hawaii's commercial high technology industry and the local manufacturing community.

HTDC-MEP assists small- to medium-size

businesses by providing consulting services in various areas such as market research, new product development, export training, e-commerce and web development, business planning and strategic planning.

Business workshops and seminars are also conducted on various issues relevant to the manufacturing industry. See the upcoming events on page two.

In addition to servicing traditional manufacturers in Hawaii, MEP staff work closely together with HTDC

to service their joint client base consisting of SBIR and other federally funded research and development companies, and early stage incubation firms.

In order to continue federal funding, NIST requires quarterly surveys to be taken by the companies that HTDC-MEP program assists. See article on page two that explains the survey process.

If you would like to schedule a free consultation, please contact us at (808) 539-3621 or via e-mail at mep@htdc.org.

SBIR Forum

On February 25, HTDC hosted an informal forum at the Manoa Innovation Center on the federal Small Business Innovation Research (SBIR) R&D funding program. A total of 34 experienced SBIR awardees and companies seeking to participate in SBIR came together to discuss winning SBIR strategies from winning



the first grant to commercialization. The result was an open discussion where

innovative firms learned from SBIR winners, and SBIR winners networked

and shared resources among themselves to enhance their federally funded projects. Feedback on the forum was very positive, and HTDC plans to continue hosting

additional SBIR forums to encourage information sharing between companies.

For more information on the SBIR program, contact Janice Kato, at (808) 539-3814 or via e-mail at sbir@htdc.org.



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Upcoming SBIR Deadlines

Program	Due Date
• DOE NIDRR SBIR 2010	3/15/2010
• DOD STTR Army, Navy	3/24/2010
• 2010 SBIR and STTR Omnibus Solicitation for NIH, CDC, FDA and ACF	4/5/2010

Website: www.sbir.gov

How to Raise Follow-on Funding in Regional Markets

The High Technology Development Corporation (HTDC) in conjunction with the Honolulu Enterprise Honolulu, Invencor, and GKM Newport presents the Hawaii Venture Capital Summit program titled "How to Raise Follow-on Funding in Regional Markets" on March 11, 2010, at the Hilton Hawaiian Village.

Regional communities like Hawaii suffer from a scarcity of follow-on funding to allow start-up companies to continue their growth. The Summit is designed to educate entrepreneurs, economic development practitioners, professionals who advise

businesses, and local angel investors on the best practices in approaching follow-on funding so local companies can flourish.

The conference is an educational forum, held in two parts. First, a series of mainland and local expert panelists will speak on a variety of topics related to follow-on financing. Secondly, there will be an opportunity for pre-selected local entrepreneurs to pitch in front of a

panel of experts with the audience observing. Additional entrepreneurs will be chosen to present in private one-on-one meetings with a venture firm.

If your company would like to be considered for the company presentation, please visit the Enterprise Honolulu website for the application form. Companies should have strong management, prior investment from angels or other sources, proprietary technology or a product with strong barriers to entry, and a realistic expectation of earning \$25 million to \$50 million in revenue in the next five to seven years.

Hawaii Venture Capital Summit
March 11, 2010
Hilton Hawaiian Village

Registration fees vary, register at:
<http://www.enterprisehonolulu.com/vcsummit/register.html>

For inquiries and questions contact:
events@enterprisehonolulu.com



The MEP Survey Process

In order to ensure that MEP clients achieve positive impacts that improve their business growth and bottom line, the National Institute of Standards and Technology (NIST) requires surveys to be taken by the companies that HTDC-MEP program assists generally given six months to one year from the date of the MEP service. These surveys measure revenues, investment and cost savings realized by the companies.

Completed surveys are critical for the MEP program to receive its

continued funding. The surveys are conducted through Turner Marketing Company (TMC) that is contracted by NIST.

HTDC-MEP clients will be sent letters from HTDC which have been generated by TMC. The letter will contain your id to complete the survey on line. Clients will then be sent an e-mail from mepsurvey@turnermarketing.com

about completing the survey on-line or through a telephone interview.

MEP Survey Schedule

- Quarter 1 - Apr. 17 - May 14
- Quarter 2 - Jul. 17 - Aug. 14
- Quarter 3 - Oct. 17 - Nov. 14
- Quarter 4 - Jan. 17 - Feb. 14

The survey questions can be quite confusing so the HTDC-MEP staff will contact you to assist you in answering questions that you may have regarding completing the survey.

Events Coming Soon

PROFIT 101 GROWTH TRAINING

Profit 101 Growth Training workshop coming in early Summer 2010. This interactive, high-paced workshop is based on Doug Hall's "Jump Start Your Business Brain" and "Jump Start Your Marketing Brain." It uses an applied learning approach that allows you to experience proven growth principles through a fictional company



case study. By practicing the principles of the fictional company, you walk away with actionable knowledge on how to apply the lessons to your own organization.

The workshop is being conducted by Eureka Ranch International, a USA R&D Company that works for the world's largest corporations. Its system is based on analysis of the success/failure of over 6,000 innovation teams. More info to come later.

EXPORT TRAINING WORKSHOP

Hi-MEP and the Foreign-Trade Zone No. 9 will team together to bring you an **Export Training Workshop** to be held on Maui in Summer 2010. We'll keep you posted when more information becomes available.

If you would like to be notified of any of these events, please e-mail mep@htdc.org and you will be placed on a mailing list.

Featured Client—Kuehnle AgroSystems Inc.

Kuehnle AgroSystems Inc. (KAS) is a privately owned biotech company based in the Manoa Innovation Center. The company's focus is on developing unique microalgae strains optimized for use in a variety of industries including carbon capture, biofuels, waste water remediation and high value compounds.

KAS was founded by the father – daughter team of Drs. Manfred and Heidi Kuehnle. Dr. Heidi Kuehnle was named 2008 Scientist of the Year at the University of Hawaii; winner of the 2008 Hawaii Technology Industry Award; a finalist for the 2008 Pacific Business News Woman of the Year; and was awarded the Governor's Innovator Award in November 2008.

KAS has focused on conducting advanced R&D on algae production for biofuel technology for several years. The technology addresses the national goal of develop-



ing an alternative energy industry to enable the replacement of fossil fuels.

One of the keys to commercialization is to demonstrate the scalability up to millions of gallons of biofuel per year, which will require hundreds to thousands of acres of land. Developing production capacity would be important in integrating KAS into a larger portion of the value chain as a strain selector, optimizer, seed stock provider and service provider for large scale developers of carbon capture and waste water remediation and renewable energy production. Subsequently, KAS was trying to find an outdoor location to develop a pilot facility for the production of the algae seedstock.

HTDC-MEP helped KAS in several key areas: 1) Finding a location to set up the photo bioreactor adjacent to the indoor lab facility and obtaining buy-in from

landowners; 2) Assisting KAS navigate through the State permitting process to enable the development and operation of the outdoor pilot scale production facility; 3) Operational planning and project management of the construction of the infrastructure, equipment and supporting facilities; 4) Capturing Hawaii State matching funds of \$15,000 to expand a federal R&D contract; and 5) Assisted developing a commercialization plan.

The results were: 1) On-time completion of permitting to keep infrastructure, equipment and supplier installation ontrack and within the \$150,000 budget; 2) Subject matter expertise has been enhanced by the new capabilities of the company; and 3) The capability has enabled KAS to increase revenue in the form of seed stock sales, services, grants and government contracts worth over \$500,000.



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FOREIGN TRADE REGULATIONS AND AUTOMATED EXPORT SYSTEM INFORMATION SESSION

How well do you know Title 15 CFR, Part 30, Section 30.1—30.74, the Foreign Trade Regulations (FTR) and the Automated Export System (AES)? You are invited to attend a **FREE** session to learn the filing requirements of the FTR. During this session, experts from the U.S. Census Bureau's Foreign Trade Division will provide you with information to assist you with the exporting process.

Topics of Discussion:

- Legal/Filing Requirements
- U.S. Principal Party in Interest
- Types of shipments and transactions
- Overview of the AES
- Proof of Filing Citations
- Voluntary Self-Disclosures

Thursday, March 18, 2010
8:30 AM—11:00 AM (1st Session)
12:30 PM—3:00 PM (2nd Session)

Foreign-Trade Zone No. 9
521 Ala Moana Boulevard, Pier 2
2nd Floor Conference Room

Reservations are required. Please contact Janice L. Wong at (808) 356-4191 or janice.l.wong@dhs.gov.

This newsletter is brought to you as a service of the Manufacturing Extension Partnership program.

If you would like us to feature a story on your company in our next newsletter, please e-mail mep@htdc.org.

Please call us at (808) 539-3621 to learn more about the MEP program and schedule a FREE consultation.