

*The Indus Entrepreneurs (TiE), Detroit: Talent, Ideas and Enterprise  
presents...*

***TiE20 Midwest Industry Awards 2009***  
***The Innovative Entrepreneur: Dare to Explore?***

**TiECON 2009**  
*Midwest*



**THE INNOVATIVE  
ENTREPRENEUR**  
*DARE to Explore*

*The Ritz Carlton, Dearborn, MI*  
*October 23 - October 24, 2009*

# TiE20 MIDWEST INDUSTRY AWARDS 2009

## *The INNOVATIVE Entrepreneur*

History tells us that in every economic downturn a new group of corporate giants is born. Microsoft, MTV, HP, Disney, IBM, Proctor & Gamble... in fact 16 of the Dow Jones 30 companies were launched during a recession or depression.

It takes a truly INNOVATIVE entrepreneur to launch and grow a business in the current economic climate. TiECon is just the stimulus needed to jumpstart INNOVATIVE entrepreneurs and pull us out of this recession. On October 23 and 24, TiE Detroit presents the state's largest conference on entrepreneurship: TiE20 Midwest Industry Awards 2009 for the INNOVATIVE Entrepreneur. Celebrating the extraordinary person who thinks **creatively, innovatively and resourcefully** to create his or her own future. Over 1,000 participants will engage in rich dialogue with entrepreneurs, venture capitalists, industry executives, and thought leaders in two action-packed days at TiE20 Midwest Industry Awards 2009.

*"The best way to predict the future is to create it."* - Peter Drucker

Will you be INNOVATIVE enough to create the opportunity?

## *TiE20 Midwest Industry Awards 2009 Highlights*

### **TiE20 Midwest Industry Awards**

**The 20 hottest startups will take the spotlight.** This year's TiE20 Midwest Industry Awards will host the first annual showcase of 20 of the most promising startup companies across five focus segments. This year's focus segments are: Cleantech, Wireless, Software, Life Sciences, and Media. The 20 companies will be selected from hundreds of emerging start-ups after a rigorous screening process that includes reviews from industry experts as well as voting by the wider segment community. Attendees will receive a brief overview of the focus segment, and learn how the TiE20 Midwest Industry Awards Company addresses needs in that industry.

### **PowerConnect**

**Power Networking with a Segment Focus.** TiE20 Midwest Industry Awards 2009 introduces a premium networking session, PowerConnect, to facilitate meeting with industry experts relevant to your interests. Each day, PowerConnect participants will spend almost two hours over lunch with 20 other relevant entrepreneurs, industry leaders, and VCs with a similar background and interest in their segment area. The sessions will include intense interaction at a small group level, as well as interactive panels with leading industry experts in that segment. PowerConnect attendees will "deep dive" on relevant topics and walk away with new found insight from focused discussions on a particular technology area, as well as 20+ relevant connections in their area of interest.

### **Business Bootcamp**

**Starting a company. Running a company. Taking it to the next level:** All of these require more than technical ingenuity and a bright idea. Even the most innovative entrepreneur needs to consider the practical aspects of managing a company such as funding, legal issues, building teams, scaling sales and creating hype through PR campaigns. This year's TiE20 Midwest Industry Awards will **offer** bootcamps focused on these key areas. These interactive bootcamps will require attendee participation and provide hands-on experience. Our workshop leaders are experts in their fields and will offer battle-tested tips to give a venture its greatest chance for success.



TiECon 2007 - Silicon Valley  
Meg Whitman, Former CEO, eBay



TiECon 2008, Silicon Valley  
Bill Campbell, Chairman, Intuit



Jennifer Granholm  
Governor of Michigan

## Who will attend TiE20 Midwest Industry Awards 2009?

TiE20 Midwest Industry Awards 2009 attendees will include more than 1,000 intellectuals from across the world bringing together a complete ecosystem for accelerating the full cycle of a company's development from funding to launch, growth and success. Attendees span the spectrum from Entrepreneurs creating new companies to financial market experts, government policy makers to eminent personalities from academics and media.

### TiE20 Midwest Industry Awards is ideal for:

- The ENTREPRENEUR, Who just had a flash of a billion dollar idea
- INTRAPRENEURS in multinationals, focused on new corporate initiatives
- STARTUPS & EARLY STAGE COMPANIES developing a viable business model
- INVESTORS and CORPORATE EXECUTIVES
- PROFESSIONALS offering legal, financial, marketing, engineering services
- SOCIAL ENTREPRENEURS looking to make a world of difference

In Short, TiE20 Midwest Industry Awards is ideal for the ENTIRE ENTREPRENEURIAL ECOSYSTEM.

### About TiE

TiE is a global, not-for-profit, non-political, and non-religious organization dedicated to fostering entrepreneurs across its international network. Since its founding in 1992, TiE has grown to become the world's largest organization for entrepreneurs and professionals, with membership spread across 53 chapters in 12 countries. Membership includes over 1,800 experienced entrepreneurs and business executives as Charter Members, and over 12,000 aspiring entrepreneurs and professionals as Members. Top Venture Capital firms, Fortune 500 corporations, and professional service providers are among TiE sponsors.

*"TiE is a global network that embraces innovative thinkers from all industries. The depth of entrepreneurial and management talent is immense. This networking group has been the feeding ground for numerous tech ventures and the starting point for teams to come together to launch new ventures. The group has aligned itself with the changing business environment and has always found resources to help re-invent and re-create businesses and talent. TiE is reaching out across regional and global lines to take their message of believing in talent, ideas and entrepreneurship. A true embodiment of the American spirit."*

**Sonali Vijayavargiya**

Managing Director, Augment Capital, LLC, Ann Arbor, Michigan

*"Given the exceptional quality of industry experts and leadership, TiE has provided me a platform for one of my acquisitions. A powerhouse of talent, ideas and business skills, the quality of entrepreneurship is at its high. I highly encourage all entrepreneurial fraternity to consider utilizing TiE for all their future networking avenues. If you wish to grow or expand your business thinking and practice, TiE is beneficial and valuable. A "must" for the entrepreneur in you!"*

**Tel K. Ganesan**

President & CEO, Vision Tech Solutions, Farmington Hills, MI

### TiECon 2008 Attendees



- Professionals 54%
- CEO'S & Founders 25%
- Senior Execs 21%



*"The Alley has shared many programming activities with TiE and has found them to be a valued partner. Our shared programming has provided mutual benefits to the members of both organizations."*

**Ken Rogers**

Executive Director, Automation Alley-Troy, Michigan

*"Through the sharing of programmatic events, TechTown and TiE are forging a collaborative relationship that provides TechTown with access to a larger, international audience of entrepreneurs. TiE's broad global reach is an excellent resource for TechTown's Soft Landings program, established to provide small and mid-sized companies with opportunities for business exploration in North America."*

**Nancy Cappola**

Director, TechTown's Soft Landing Program

*"TiE is a great platform for budding and established entrepreneurs. Paul and I met at the TiECon Midwest 2008 in Detroit and since then have gone on to form a company in renewable energy generation. We look forward to TiECon Midwest 2009. This will truly be a rewarding experience!"*

**Dr. Chirinjeev Kathuria**

Chairman, Planetspace