

fall/winter 2007

sirti spotlight

Sirti and Gonzaga School of Law Announce Sirti IP/BizNet legal services

Another great reason to be a Sirti client!



Sirti offers many valuable services to our client businesses. Client Services, Market Development and Communications, the Sirti Technology Growth Fund and more. Now we're very pleased to announce the Sirti IP/BizNet legal services

program—something completely unique to the Northwest—and for that matter, groundbreaking across the country.

Sirti IP/BizNet legal services include the research and acquisition of intellectual property such as patent, trademark and copyright protection as well as business contracts and employee agreements. These no- to low-cost legal services are performed for Sirti clients by Gonzaga University law students supervised by attorneys at local law firms that focus on business and/or intellectual property law.

"Protecting a technology start-up's intellectual property is vital and a top priority when Sirti staff engages with a client. Sirti's Client Services team helped shape a creative framework within which the academic knowledge of Gonzaga University School of Law students is matched with the expertise of local firms. This partnership results in a winning combination for the client, the school, the student and the firm," says Kim Zentz, Sirti Executive Director. "We're building on the commendable success of two pilot projects with Lee & Hayes, PLLC, and K&L Gates, LLP. We believe this unique program rewards the community spirit of both the law school and local law firms while providing a platform for students to apply classroom skills to solve real world problems."

Gonzaga Law students will work closely with Sirti clients to understand and document their intellectual property in preparation for securing patent protection. Students with abilities equal to the task will be supervised by local law firms—Lee & Hayes, PLLC and K&L Gates LLP to start. The end result of this work will be exclusive rights—patents, trademarks and copyrights—to the client's intellectual property. Students will also help Sirti clients identify and secure a variety of

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Director's Take

Fall and winter in nature are the seasons when growth slows way down. Not so with the innovative clients and programs at Sirti. Our clients have enjoyed a vigorous 2007 business year and Sirti expanded our service offerings to meet their business requirements. We are very excited to now offer Sirti clients an innovative legal services program – Sirti IP/BizNet.



Kim Zentz

Legal services for the development of patent and trademark applications, sales contracts and key employee compensation plans is costly at a time when start-ups need the work done most, but can least afford it. We developed the Sirti IP/BizNet legal services program to address this challenge. Sirti IP/BizNet is a groundbreaking collaboration between Sirti, Gonzaga University School of Law and local law firms specializing in intellectual property and business law to alleviate this pressing need. Look for more details in this issue of the Sirti Spotlight.

We are welcoming two new clients to the Sirti Technology Center and congratulating Riverpoint Pharmacy on their move from the Sirti Building on Riverpoint Boulevard to their new expanded location in the Schade Towers. Additionally, there are prestigious awards to celebrate and positive press about clients and associates to highlight.

Lastly, look for delivery of our upcoming 2007 Perspective. We have excellent overall results to report and we'll talk about unique services we offer, and the business results our clients have achieved.

Thanks for taking time to see how Sirti is helping innovative new companies develop and flourish. We're gratified to say Sirti continues to help accelerate these innovative firms for the benefit of the Inland Northwest.

Happy New Year!

2007 Catalyst Awards

Signature Genomic Laboratories wins Company of the Year

Signature Genomic Laboratories LLC (SGL), a Sirti client that occupies over 12,000 square feet in the Sirti Technology Center, is a leader in developing diagnostic microarray testing processes that deliver fast, thorough and objective chromosome analysis. This year Greater Spokane Incorporated presented SGL with the Catalyst Award for Company of the Year.



Signature Genomic Laboratories co-founders Dr. Bassem Bejjani and Dr. Lisa Shaffer accept their company's award.

The Catalyst Company of the Year award recognizes a business that has demonstrated great change and development through creating or utilizing innovation of technology to the benefit of the region. The winner's efforts must have created employment opportunities, new innovative methods/processes, and products and or concepts that have positively affected our region.



SGL has had terrific success these past four years, growing from three employees in a 1,200-square-foot lab to an exciting company of 54 employees with projected revenues of \$12 million and poised to move into its own 18,000-square-foot building in 2008.

Sirti's John Overby named Catalyst Mentor of the Year

During the same awards celebration, John Overby, Sirti Director of Client Services, was named Mentor of the Year. The Catalyst Mentor of the Year Award honors an exemplary individual or organization from our region that has demonstrated dedication to mentoring or the promotion of mentoring programs. This commitment has significantly



Sirti's John Overby accepts his Catalyst Mentor of the Year award from last year's winner, Rick DeFord.

impacted our community through growth in work force development, human development and or gender/diversity awareness.

John is former regional director of the North Idaho Small Business Development Center and a seasoned entrepreneur. He was a cofounder of Spokane-based World Wide Packets; cofounder and CEO

of Moscow, Idaho-based Advanced Hardware Architecture; and founder and president of Advanced Input Systems in Coeur d'Alene, Idaho.

Even more important to us than his illustrious business history is John's current successful leadership role in Sirti Client Services. John and his team bring a realistic perspective, practical, actionable guidance, and ongoing coaching to our technology clients. John genuinely deserves his Mentor of the Year award.

Sirti and K&L Gates Sponsor 10-Minute Pitch Clinic

Thursday, January 17; 2:30-5:00 pm

K&L Gates, 618 W. Riverside Ave, Suite 300, Spokane

Raising capital from Angel investors can be a challenge, particularly when you only have 10 minutes to distill your entire business plan into a compelling message. What information is critical? How much detail is enough, or too much? What do angel investors consider when evaluating an investment opportunity? Sirti and K&L Gates are sponsoring a 10-Minute Pitch Clinic conducted by the Alliance of Angels which will help you answer these questions.

The Alliance of Angels has been coaching early-stage companies and bringing the best deals to angel investor members. Having collectively interviewed hundreds of companies, they have developed a set of best practices regarding the presentations that resonate with the angel investment community. In the 10-Minute Pitch Clinic, they will share these best practices in an interactive workshop.

This two-part workshop will provide an overview of the Alliance of Angels and a discussion of the components of a good 10-minute pitch. Afterwards, Alliance staff will work with participants on specific start-up messaging. All you need to bring is your vision for your company and a desire to make this workshop truly participative—no other preparation is necessary.

The workshop is scheduled for Thursday, January 17, 2:30-5:00 pm. The session will be held at the offices of K&L Gates, 618 W. Riverside, Suite 300 in Spokane. Space is limited to 25 attendees, and the price to attend is \$50 per person. You may register on line at: www.allianceofangels.com/events or at www.sirti.org/events.

GeoData Goes to NAR in Las Vegas

GeoData Technologies, one of the most recent Sirti clients to spend time developing brand messaging and support materials with Sirti's Market Development and Communications staff, exhibited at the National Association of Realtors trade show in Las Vegas last month. They



demonstrated their real estate sales solution, SiteSeer3D. SiteSeer3D gives agents and their

prospects the ability to digitally tour a home, a business, or acreage in 3D through up-to-date satellite imagery that shows terrain, structures and data in relationship to a specific property.

GeoData had a great show. Booth traffic was non-stop, and they brought home many leads and several intriguing partnering prospects. We're pleased to say that not only did Sirti Client Services help prepare GeoData leading up to the show with their usual high level of strategic planning and positioning, but Sirti Market Development and Communications delivered as well. The Marketing staff equipped GeoData with excellent support materials and helped with GeoData's professional appearance by providing top-notch booth graphics for their 10 by 10 space.



GeoData Technologies' booth set-up for SiteSeer3D demonstrations proved successful during NARS.

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IP/BizNet legal services continued...

necessary standard contracts, key employee compensation agreements and more.

Earl Martin, Dean of Gonzaga University School of Law, saw the benefits of the program immediately, and worked closely with Sirti's Senior Principal Consultant Mike Urso to bring it to fruition.

"The Gonzaga University School of Law is dedicated to educating the whole student, and legal services for the benefit of the community are part of that commitment," says Dean Martin. "Our partnership with Sirti is a unique opportunity

Sirti Clients and Sirti in Print

When our clients receive favorable ink, we get as excited as they do. Several Sirti clients, ReliantRx LLC, GeoData Technologies, Signature Genomic Laboratories and even Sirti itself—have received coverage recently.

- **ReliantRx**, a new long-term, mobile only pharmacy which is a Sirti off-campus client, received great coverage in the Spokane Journal of Business.



- **GeoData Technologies**, maker of the SiteSeer3D real estate sales solution, was covered in the Spokesman-Review Business section.



- **Signature Genomic Laboratories** success and news of their recently purchased building was highlighted in the Spokesman-Review.



- The **University District** was named an Innovation Partnership Zone by Washington Governor Chris Gregoire and the Spokesman-Review covered the event.



- 2007 Catalyst Award winners include Sirti's own John Overby and **Signature Genomic Laboratories LLC**.



- **Pete Chase**, founder and CEO of Purcell Systems and a member of Sirti's Foundation Board of Directors, is featured in Washington CEO magazine.



You can see the text or access links to these and other stories under 'Sirti News' on the 'News and Events' page at www.sirti.org.

for Gonzaga law students to fulfill their public service requirement, gain valuable experience, work with potential employers and, in some instances, earn credit. Students are exposed to experienced IP attorneys and the real world of business and patent law. It's a terrific program."

John Overby, Director of Client Service and Mike Urso, Senior Principal Consultant for Sirti, jointly originated this exciting service offering and coordinated all participants. Sirti's IP/BizNet legal services have been pilot tested by supervised students with Sirti clients whose work was approved by local IP attorneys. Patents for Sirti clients are pending as a result.

Sirti Welcomes New Clients

Auction Pipeline is a national group of top-tier independent wholesale auto auctions who joined together in 2003 to develop a web site and online strategy that enhances their core brick-and-mortar operations. By consolidating vehicle inventory, sharing dealers, and providing a seamless online sales experience, the auction network provides added value to buying dealers and large institutional consignors.

Auction Pipeline endeavors to provide auctions, wholesale auto consignors, and buyers with expanded access to information that reduces the time needed to locate and purchase used vehicles through the most efficient channel – whether it be online or in the physical lane. From searchable run lists to post sale reports, Auction Pipeline makes it easy for dealers to monitor the market and make decisions that improve their return-on-investment. Visit Action Pipeline’s website at www.auctionpipeline.com.

EnergeticX is a start-up business focused on high technology approaches to logistics services, providing innovative product delivery solutions for business. Sirti will initially provide strategic business planning assistance through its Client Services group, as well as Intellectual Property and trademark research and protection through the new Sirti IP/BizNet legal services. EnergeticX is located in the Sirti Technology Center and benefits from the business amenities of that up-to-date facility, as well as from Sirti’s advanced infrastructure.

Sirti Congratulates Graduates

Riverpoint Pharmacy has been helping physicians and patients solve unique medication problems from their retail location and the clean rooms they use for compounding prescription medications. We’re very pleased to report that Riverpoint is leaving us for an expanded new location just across the street in the Schade Building. The retail and business office move will be accomplished after the holidays—they’ll continue using Sirti’s clean room environment for a little longer, until their new facility is finished at Schade Towers.

It’s been a pleasure having the professionals at Riverpoint in the Sirti headquarters building and we look forward to visiting them in their new location. Good luck Riverpoint!

Sirti Clients Get Financial Boost

Two fast-moving Sirti clients—Pacianian and Ivus Industries—are receiving financial backing from investors thanks to their very promising technologies and hard work, not to mention Sirti’s mentorship and introductions.

Pacianian has developed a revolutionary, interactive technology for computing and consumer electronics that produces active tactile feedback from wafer-thin keypads and keyboards at the user interface.



Pacianian’s HapticTouch™ technology results in electronic keys that are non-mechanical and exceptionally low-profile, yet which still provide the tactile and auditory feedback mobile technology users must have for fast, accurate data input and productivity.

Ivus specializes in the design and development of rechargeable products that use new and emerging energy storage ultra capacitor technology to solve industry and environmental problems.



Ivus’ first product, the Lightning 180, is a rugged ultra-bright flashlight that fully recharges in less than two minutes.

Both companies have received funding commitments. Pacianian has received funding from the angel group WIN Partners LLC, a Spokane/Coeur d’Alene-based fund. Ivus has received investment capital from the Spokane-based investment management firm Ponderosa Capital, WIN Partners and the Frontier Angel Fund based in Kalispell, Montana.

We’re pleased to say Sirti was instrumental in both helping these promising companies develop through our Client Services and Market Development and Communications groups, and in facilitating fruitful meetings that resulted in important capital investment. Watch both these companies for success stories in the future.



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