

# perspective 2010



# executive director's perspective



For the past two years our State has been focused on navigating the effects of the great recession. An important component to our navigation plan has been a continued commitment from Governor Gregoire and the Washington State Legislature to support technology-based economic development. I applaud our State leadership's commitment to stay the course under severe fiscal pressure and am pleased to report that the State's continued investment in Sirti again produced tangible economic results.

As a state economic development agency, Sirti focuses on accelerating the development and growth of innovative technology companies. In our 2010 Perspective, Sirti reports another year of strong results accelerating and incubating innovative companies. Despite the prolonged recession, Sirti clients continued to innovate, receive investment capital, launch products, and create and preserve high quality technology jobs.

In 2009, I reported the emerging strength of Sirti clients in the Cleantech sector. This trend continued in 2010 and

was validated with a \$1.5 million award from the Washington State Department of Commerce State Energy Program under the American Recovery and Reinvestment Act. The statewide \$1.5 million Sirti Foundation Energy Innovation Fund was created to stimulate jobs and accelerate clean energy production and energy efficiency in Washington.

As Sirti clients will attest, starting and growing a technology-based business isn't an easy task. To effectively address this challenge Sirti continues to refine our services model to best provide the targeted programs and services entrepreneurs need to protect their innovations, access capital, and commercially launch their products into the marketplace. In 2010, we refined our go-to-market launch services to ensure that clients with the most promising job growth potential can access our comprehensive high quality, low cost services. It is our conviction that a strong brand, coupled with a strong launch strategy, is vital to a company's market success and that job creation follows.

Turn the page and see the evident economic results from the State of Washington's investment in technology-based economic development. I invite you to learn about the innovative companies that are delivering these results and encourage you to support their business endeavors.

Sincerely,  


Kim Zentz, Executive Director

**Our 2010 Perspective is also available online at [www.sirti.org/perspective](http://www.sirti.org/perspective).**



Sirti is a **Washington State** economic development agency focused on **accelerating the development and growth of innovative technology companies in the Inland Northwest, especially in Eastern Washington.**

# delivering economic results

As an economic development agency for the State of Washington, it is imperative that Sirti's results be effectively measured by the business metrics that we report and the



business results our clients achieve. Annually, Sirti collects metrics from clients to whom we have provided services over the most recent ten year period. Sirti presents its clients' data\* in the National Business Incubation Association (NBIA)

standard format. We believe that it is vital to adopt best practices for measuring the impact our clients have on the regional economy and to hold Sirti accountable for delivering services that truly make an economic impact.

Metrics, while vital, are never able to tell the full story of why technology-based economic development is an excellent investment. Accelerating startup and high growth technology companies will continue to pay dividends for the state. High demand technology companies create high demand jobs that pay significantly higher wages than both state and regional averages. The end result: a higher tax base, in-state opportunities for our top college graduates and contributions to the state's exceptionally positive balance of trade. We are pleased with the strong results Sirti clients reported and our complementary role in delivering economic results.

NBIA METRIC (most recent 10 year period)	SIRTI 2010 RESULT	COMMENTS
1. Number of current clients	64	Includes on-campus (incubator) clients and off-campus clients located throughout the Inland Northwest, each receiving greater than 20 hours of service in 2010.
2. Total number of graduates since program inception	228	Graduates represent past and present clients who received greater than 20 hours of service in a given year. In addition, we provided service to many other companies with referrals and advice.
3. Number of graduate firms still in business	68.5%	This compares very favorably with the national average survival rate of 44% after four years in business.
4. Number of employees - full time	1,190	This represents jobs from 93 of the companies Sirti has worked with over the last ten years.
5. Number of employees - part time	262	Sirti clients utilize part time employees (262) as well as contract employees (273) which helps employ 535 workers over and above their full time employment base.
6. Current annual salaries and wages paid	> \$42 Million	This metric captures payroll for 56% of the total jobs reported. Not all companies provided payroll data. Average pay per job reported was \$58,482 which is significantly higher than both the state and regional averages.
7. Gross revenues for the most recent full year	> \$179 Million	The metric covers annual sales for the 64% of surveyed companies reporting on this question or for which data was publicly available.
8, 9, 10. Dollar amount of debt, equity and grant funds raised in most recent full year	\$54 Million	Sirti clients have attracted \$325 million in add-on investment over the last ten years.
<b>Technology Metric:</b> Number of invention disclosures or patent applications in the most recent full year	98	This metric reflects intellectual property developed by 30 different companies.

\*Data compiled from annual surveys supplied by 60% of client base, publicly available data and personal interviews. Only verified data is reported, actual metrics are higher.

“The State's wise



investment in Sirti's suite of innovation accelerating and technology job creating services is delivering strong economic results. The vital support services, access to capital and programs Sirti delivers to emerging technology companies sustains the jobs

our state is depending on to return to economic prosperity.”

**Senator Lisa Brown**  
 Majority Leader  
 Washington State Legislature  
 3rd Legislative District



## metrics 2010

FULL-TIME EMPLOYEES created by Sirti clients and alumni  
**1,190+**  
JOBS

PART-TIME EMPLOYEES created by Sirti clients and alumni  
**262+**  
JOBS

CONTRACT EMPLOYEES created by Sirti clients and alumni  
**273+**  
JOBS

**1,725+**  
JOBS

ANNUAL REVENUE created by Sirti clients and alumni  
**\$179.4+**  
MILLION

ANNUAL PAYROLL created by Sirti clients and alumni  
**\$42.8+**  
MILLION

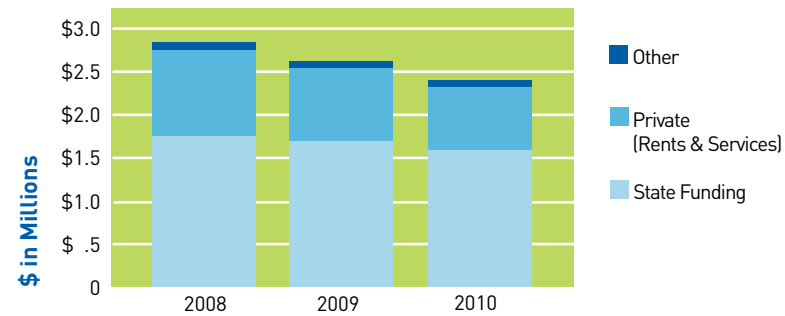
DEBT, EQUITY & GRANT FUNDS raised by Sirti clients and alumni  
**\$54.1+**  
MILLION



## financial data

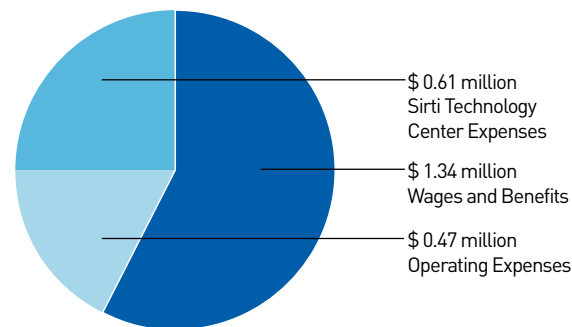
### SIRTI REVENUE SOURCES

Fiscal Year (July - June)



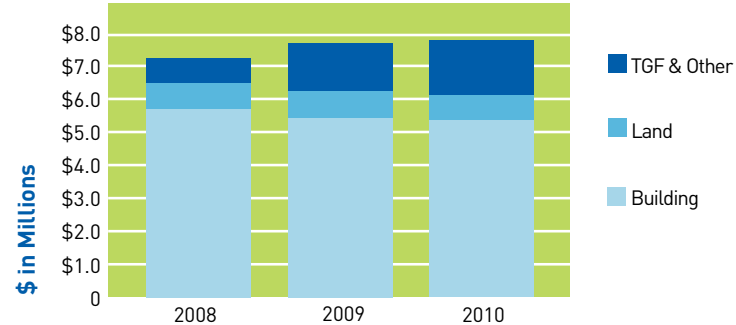
### SIRTI EXPENSE PROFILE

Fiscal Year (July 2009 - June 2010)



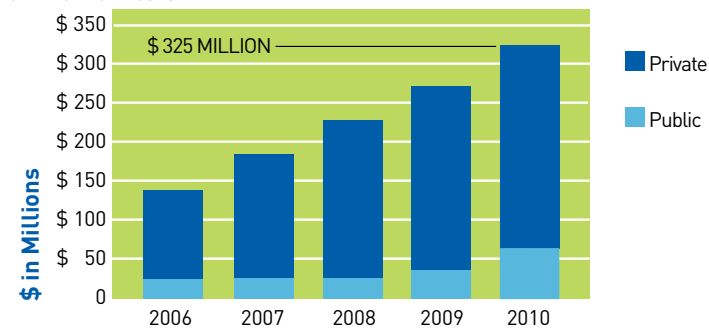
### SIRTI FOUNDATION ASSETS

Calendar Fiscal Year



### SIRTI CUMULATIVE CLIENT ADD-ON FINANCING

For Prior Ten Years



## incubator facilities

As the technology-based business accelerator for the Inland Northwest, Sirti's two buildings located in the heart of Spokane's University District and designated Innovation Partnership Zone provide an ideal environment to incubate Cleantech, Biotech, and Information & Communication companies. In addition, the Sirti accelerator is home to strategic partners including: the WSU Applied Sciences Laboratory, Impact Washington (formerly Washington Manufacturing Services), Health Sciences & Services Authority of Spokane County (HSSA), Inland TechStart Fund and Institute for Systems Medicine.

The state-of-the-art Sirti accelerator was built with federal, state and local private financial support and encompasses the Sirti Building on Riverpoint Boulevard and the Sirti Technology Center. The mixed-use facilities have a total of 40,000 square feet comprised of office space, wet labs of various sizes and amenities, clean room facilities, light manufacturing space, warehouse facilities with shipping and receiving docks, as well as reception service, boardrooms, training facilities and conference rooms. Companies lease space at prevailing market rates with flexible, short-term lease requirements.

### Graduation Policy

Companies that choose to locate in Sirti facilities benefit from close proximity to Sirti staff and other Sirti clients and partners. As an incubation service, we strive to accelerate the development and growth of the companies we serve and establish a path to graduate from our facilities to grow into facilities in the community. The Sirti model of programs and services has been designed with a targeted graduation date of three years or less as the optimum time for most clients to lease space at Sirti facilities. Biotech companies typically need an extended timeline to graduate because of the requirement for laboratory space while securing regulatory review and approvals.

It is important however, that the graduation plan provide for a smooth transition to a new location. A number of Sirti clients have unique facility requirements and it is necessary to allow for a measure of flexibility as clients relocate to an existing facility or work with developers on the build-out of a new facility. Sirti is fundamentally about economic growth and job creation and strives to ensure that our client relocation is not disruptive to this result.



SIRTI TECHNOLOGY CENTER



SIRTI ON RIVERPOINT BOULEVARD



## metrics 2010

CLIENT SATISFACTION  
5 POINTS POSSIBLE

**4.5**

ACTIVE CLIENTS

**64**

ON-CAMPUS GRADUATES

**4**

OCCUPANCY RATE

**64%\***

ON-CAMPUS CLIENTS

**17**

ON-CAMPUS PARTNERS

**5**

CLIENT SURVIVABILITY FOR 10 YEARS

**68.5%**

AVG. TENURE ON-CAMPUS CLIENTS

**2.1 YEARS**

INVENTION DISCLOSURES & PATENT APPLICATIONS

**98**

\* Occupancy Rate 71% as of December 2010.

# the sirti model for accelerating innovative companies

As the business accelerator for technology-based startups and emerging high-growth companies in the Inland Northwest, Sirti has developed a services model that has proven to accelerate innovation as well as the economic growth and jobs that follow.

From the initial idea stage through to profits and jobs, Sirti's team of seasoned technology entrepreneurs and business professionals provide strategic coaching, introduction to best practices, customized workshops, comprehensive go-to-market launch services, and ongoing tactical consulting for innovative client companies.

Our team understands the risks and rewards of running with a big idea to success. We know from real-world experience the value of applying clear thinking, preparation, a proven process, and long hours to an endeavor, regardless of where the business is along the growth continuum. Utilizing the Sirti model — complementing our clients' strengths — Sirti is accelerating innovation and delivering economic results.



The Sirti model helps companies like GoNano Technologies move from the initial idea phase to profits, jobs, and commercial returns.

## effective services

### WORKSHOPS

- Account planning
- Strategic planning
- Business model
- Value proposition
- Value pricing
- Marketing plan
- Market research
- Pricing strategy

### PROGRAMS

- Energy Innovation Fund
- Sirti Technology Growth Fund
- Sirti IP/BizNet Legal Services

### BUSINESS CONSULTING SERVICES

#### Business Planning

- Business plan development
- Project management
- Product development
- Organizational Development
- Market research
- Market segmentation
- S.W.O.T analysis
- Pricing models

#### Finance/Financing

- Budget development
- Equity financing (angel network)
- Sirti Technology Growth Fund
- SBIR/STTR grant assistance
- Cash flow analysis
- Bootstrap financing

#### Go-to-Market

- Corporate identity
- Brand development
- Sales collateral
- Website design
- Investor / Press kits
- Public relations
- Product launch
- Trade show support
- Lead management

#### Technology

- Technology assessment
- Intellectual property protection (IP/BizNet)
- Prototype development
- Technology transfer support

#### Business Management

- Monthly surrogate board meetings
- Executive matchmaking
- Recruitment of new employees
- Referrals to regional service providers

#### Growth Stage

- Banking Introductions
- Surrogate Board Advising
- Strategic Partner Introductions
- Venture Capital Referrals

# access to legal services

The ability to protect intellectual property and develop crucial business contracts is paramount to the long-term success of early-stage technology companies. Yet many startup companies are often unable to afford the necessary legal services to safeguard their hard work and innovative ideas. Developed in partnership with Gonzaga University School of Law and regional law firms in 2007, the Sirti IP/BizNet program allows Sirti clients to receive the crucial legal services they need for successful formation, intellectual property protection, and long-term success. Sirti IP/BizNet is a unique partnership that blends the specialized knowledge of a respected national law school, internationally renowned local law firms and a technology-focused state business accelerator.

### IP/BIZNET PROGRAM CUMULATIVE SUMMARY

PATENT APPLICATIONS:	24
BUSINESS LAW/INCORPORATIONS:	60
TRADEMARKS:	25
CLIENTS ASSISTED:	70



LARSEN MACHINE

Larsen Machine of Pasco, Washington is an example of how Sirti's IP/BizNet program provides essential intellectual property protection to technology startups. Larsen, developer and manufacturer of an exceptionally accurate, high-capacity cherry pitting machine for the domestic and international agriculture industry, used the service to incorporate the company and patent the machine that could help deliver a critical productivity improvement to cherry growers everywhere. Working with Gonzaga University Law School interns with oversight by the Meline Law Firm, Larsen submitted a comprehensive patent application detailing their intellectual property to the United States Patent and Trademarks Office in August, 2010.



## access to capital

Sirti has a demonstrated ability to match promising technology companies with available funding sources, giving entrepreneurs the capital necessary to accelerate product development, commercialization and job growth. Through introductions made to regional investment groups, loans from the Sirti Technology Growth Fund, awards through the Sirti Foundation Energy Innovation Fund, or research grants from the SBIR/STTR, Sirti helps ensure technology startups have the financial backing to succeed.

### Sirti Energy Innovation Fund

The \$1.5 million Sirti Foundation Energy Innovation Fund was created to help Cleantech companies in their endeavors to create high quality jobs by bringing innovative solutions to commercial markets in the general categories of energy savings, renewable generation, or environmentally beneficial technologies. Made possible by an award from the Washington State Department of Commerce State Energy Program under the American Recovery and Reinvestment Act, the Energy Innovation Fund is comprised of \$750,000 in grant funds and \$750,000 in loan funds for qualified Clean Energy Innovation projects throughout Washington State.

### ACCESS TO CAPITAL 2010 SUMMARY

ENERGY INNOVATION FUND	
LOANS/GRANTS AWARDED:	5
AMOUNT AWARDED:	\$ 1,500,000
TECHNOLOGY GROWTH FUND	
LOANS AWARDED IN 2010:	0
NUMBER OF LOANS (9 companies):	10
LOANS OUTSTANDING:	\$ 2,600,000
FUND BALANCE:	\$ 3,148,000
ANGEL INVESTMENT GROUP	
INTRODUCTIONS:	24
ANGEL EQUITY INVESTMENT RAISED: \$ 3,326,418	
SBIR/STTR RESEARCH GRANTS ASSISTED:	5

### ENERGY INNOVATION FUND

Five Washington-based clean energy projects received an infusion of commercialization capital through the \$1.5 Million Sirti Foundation Energy Innovation Fund.

- **DEMAND ENERGY** (Spokane County) Project: Distributed electricity storage devices and network management software
- **GREAT NORTHERN SPOKANE, LLC** (Spokane County) Project: Geothermal heat pump demonstration project
- **GREENWOOD CLEAN ENERGY** (King County) Project: Biomass boiler manufacturing enhancements
- **NU ELEMENT, INC.** (Pierce County) Project: Bio-Aviation, Fuel Battery-Extender Auxiliary Power Unit commercialization
- **WISErg CORPORATION** (King County) Project: Anaerobic Digester

BARR-TECH:

## Innovative cleantech project turns waste into resources, earns key agreements in 2010



Barr-Tech is an innovative, fully-integrated approach to organic waste processing unlike any existing project in the Northwest. Using a combination of synergistic technologies, Barr-Tech is capable of converting multiple waste feedstocks into valuable, beneficial products, such as renewable energy, high-grade compost, and organic fruits and vegetables. Located at the Barr Regional Bio-Industrial Park, a 40-acre facility located 22 miles from Spokane along the I-90 Corridor, Barr-Tech processes a regional waste stream in a facility that creates zero-waste of its own. To date, the company has raised **\$6 million in debt capital** and received **\$6 million in state / federal grants or loans**.

In December, 2010, the City of Spokane selected Barr-Tech as the winning candidate for the Transporting, Processing and Composting of the City's Residential Yard Waste/Food Waste and Commercial Food Waste. Under the forthcoming agreement, Barr-Tech will transport waste feedstocks to its compost facility, where it will be broken down and converted using the aerated static pile method of composting, in which airflow is induced through the compost material using low pressure electric blowers. The result is high-grade, commercially viable compost for the consumer and agriculture markets.

Barr-Tech laid the foundation for success by forming key strategic partnerships. In December 2009, the company signed a **power purchase agreement with Inland Power & Light**, selling rights to the renewable energy Barr-Tech produces. In September 2010, Barr-Tech formed a critical alliance that will enable its compost to be sold in stores such as **Home Depot, Lowes, and Ace Hardware** in the Northwest. Throughout the development of the project, Sirti consultants engaged Barr-Tech in strategic planning sessions to help them meet objectives and refine their long-term vision. Sirti's Market Development & Communications team created the Barr-Tech brand, including logo and tagline, and developed and implemented a public relations strategy to raise awareness for the company's efforts among political leaders and the business community.



One of the most innovative cleantech projects in the Northwest, Barr-Tech will begin Phase 2 construction in Spring 2011 on an anaerobic digester that will process **40,000 tons of waste** every year. The company is poised to create **15 new jobs in the near term, an estimated 158 permanent and temporary jobs as the project progresses**, save the City of Spokane and its citizens substantial tax dollars, and provide an environmentally sound, carbon-neutral solution to the region's waste processing challenges.

Larry Condon, general manager and co-founder of Barr-Tech, at the company's compost facility.



PACINIAN:

## HapticTouch developer signs licensing agreements, wins awards, and raises capital



Pacinian is the developer of HapticTouch™, a revolutionary technology designed to change the way people experience and interact with touch screen devices. A Sirti client since 2007, Pacinian began as the brainchild of CEO Jim Schlosser and CTO Cody Peterson, two engineers who set out to bring true tactile feedback to modern touch interface devices. Using a proprietary actuating system based on the principles of electrostatics, HapticTouch delivers the industry's most compelling and satisfying user experience in devices ranging from mobile handsets to large touch screen monitors.

Pacinian's 2010 can be summed up in one word: momentum. The company signed additional licensing agreements, filed **three new patents**, raised **\$500k in operating capital** (bringing total capital raised to **\$1.615 Million**), and won two prestigious innovation awards. Under a new licensing agreement, Pacinian will partner with **Esterline Advanced Input Systems** (Advanced Input), designer and manufacturer of custom input devices and control panels for the medical, industrial, defense, and gaming industries. The licensing agreement allows Advanced Input Systems to

manufacture and distribute input device products incorporating HapticTouch technology. Advanced Input and Pacinian will market to Original Equipment Manufacturers (OEMs) in select **vertical markets worldwide**.

Pacinian received the **Frost and Sullivan** 2010 Innovative Haptic Technology of the Year award, which benchmarked Pacinian's technology against key competitors in criteria such as uniqueness of the technology, impact on new products and applications, impact on functionality, impact on customer value, and relevance of the innovation to the industry. Pacinian was also recognized as a **Top Innovator in the State of Washington** by Seattle Business magazine.



Pacinian is currently negotiating with potential partners for additional contracts and agreements. The company plans to submit **five new patent applications**, and anticipates hiring **additional employees** in 2011 as they ramp up development for increased demand.

Pacinian's Cody Peterson, CTO, and Jim Schlosser, CEO, display a sampling of devices that can be enhanced with HapticTouch technology.



A REPRESENTATIVE LIST OF SIRTI CLEANTECH CLIENTS:



**All Service All Packaging (ASAP)** manufactures rugged, industrial duty pallets, crates and skids to individual customer specifications. Made of 100% recycled long-life plastic, ASAP's no-maintenance transport platforms easily handle loads of up to 100,000 pounds and are highly weather resistant. Because ASAP pallets, crates and skids are much more durable than wood, they offer customers significant cost avoidance over time. [www.asappallets.com](http://www.asappallets.com) (Spokane)



**GoNano Technologies** develops and manufactures environmentally friendly high surface area nanomaterials for pollution control, catalysis, composites and sensory technologies. The patent-pending nanomaterials provide a scalable, industry compatible, low-cost platform for highly efficient solutions. [www.gonano-technologies.com](http://www.gonano-technologies.com) (Moscow)



**GreenPure** has pioneered processes and engineered an environment that accelerates plant development, helping ensure health in the first critical months of growth. Commercial growers can experience a higher level of early plant success rate using GreenPure's methodology and technologies. [greenpuretech@gmail.com](mailto:greenpuretech@gmail.com) (Pullman)



**IVUS Energy Innovations, Inc.** brings advanced energy technology to mission critical, rechargeable electronic device development, with an emphasis on delivering processes, technologies and products that provide superior performance, low environmental impact, and high-energy efficiency. [www.ivusenergy.com](http://www.ivusenergy.com) (Moscow/Spokane)



**PCS UtiliData** produces AdaptiVolt™, a smart grid technology that conserves energy by allowing end-users to optimize their consumption through automated voltage management and energy producers to efficiently manage voltage levels and reduce line losses. [www.pcsutilidata.com](http://www.pcsutilidata.com) (Spokane)



**Plant Care Technologies** is a plant nursery bio-products company that has developed a tree bark-based growing medium for use as a plant mix component for the horticultural, ornamental and landscape nursery industry. [plantcaretech@moscow.com](mailto:plantcaretech@moscow.com) (Moscow)



**Tamarack Aerospace** has developed innovative technology for the general aviation industry that allows for higher performance, increased fuel efficiency, and reduced CO2 emissions without costly engineering modifications and retrofitting. [info@tamarackaero.com](mailto:info@tamarackaero.com) (Sandpoint)



**TechENERGY** designs, constructs, manages and supports wind and solar power systems for small scale, distributed generation installations in rural-, community-, and for-profit energy provider settings. The systems deliver an excellent return on owner investment, and qualify for a variety of federal and/or local tax incentives. [lou\\_reillo@msn.com](mailto:lou_reillo@msn.com) (Spokane)



**Wind Tower Energy Company (WTEC)** and Unitech Power Systems have developed a revolutionary wind tower power technology that outperforms traditional prop-driven turbine generators. A WTEC wind tower is capable of generating electricity at much lower wind speeds, is nearly silent, and requires less maintenance than a tower-based system. [www.windtowerenergy.com](http://www.windtowerenergy.com) (Richland)



**Winfiniti** is a technology-based company providing a web-based solution that helps commercial property owners and managers save time and increase returns while assessing and implementing energy-efficient facility upgrades for small to medium-sized buildings. [www.winfiniti.com](http://www.winfiniti.com) (Spokane)



**Zebigo** is an on-demand ride-sharing community that matches drivers and riders for commuting to and from work or events, or for one-way, one-time trips. [www.zebigocom](http://www.zebigocom) (Seattle/Spokane)

“Sirti has been a **critical partner** in helping the Washington Clean Energy Leadership Council develop a strategy to **grow clean energy** companies and jobs in Washington State. Washington's strength is its diversity of innovative companies working to bring **economically viable and environmentally sound** solutions to the global market. However, the energy sector can be a daunting marketplace for early-stage companies to navigate. Sirti plays a **critical role** in helping these companies grow, build partnerships, and bring their solutions to market.”

**Marc Cummings**

Director, Policy and External Affairs  
Pacific Northwest National Laboratory  
Co-Chair, Governor's Clean Energy Leadership Council



**Barr-Tech** is a fully integrated, state-of-the-art organic processing system unlike any existing cleantech project in the Northwest. Located at the Barr Regional Bio-Industrial Park, an innovative 40-acre facility located 22 miles from Spokane on the I-90 corridor, Barr-Tech utilizes complementary techniques and technologies to convert waste into a diverse array of renewable resources and market-ready products, including high-grade compost, renewable energy, and organic fruits and vegetables. [www.barr-tech.net](http://www.barr-tech.net) (Sprague)

COMMUTER CARS

**Commuter Cars Corporation** delivers safe, high performance electric vehicles.

The company's model line-up features a patented ultra-narrow body and chassis that merges electric-power economy, automobile safety features, and the agility of a motorcycle. [www.commutercars.com](http://www.commutercars.com) (Spokane)



**EyeQLighting** designs, produces, and installs induction lighting systems that offer more light per watt of energy and up to 70% energy savings over existing metal halide, high pressure sodium and traditional fluorescent lights. [www.eyeqlighting.com](http://www.eyeqlighting.com) (Post Falls)



**Flyback Energy, Inc.** develops and manufactures a patented electronic switch that allows unprecedented control over electrical power systems, leading to a reduction of energy consumption, a simplification of power control circuitry, elimination of RFI interference, and an increase in reliability. [www.flybackenergy.com](http://www.flybackenergy.com) (Spokane)

FLYBACK ENERGY



Flyback Energy Inc. develops and manufactures a patented electronic switch that allows unprecedented control over electrical power systems, leading to a reduction of energy consumption, a simplification of power control circuitry, elimination of Electro-magnetic interference (EMI), and an increase in reliability. Most current electrical processes waste the energy that is released during the collapse of an electromagnetic field surrounding a conductive mass, but Flyback Energy's proprietary technology utilizes that electrical energy to help create stronger, more controllable

electromagnetic fields that require less energy. With prototype testing complete and benefits substantiated, the company has moved to low-rate initial production and is actively pursuing opportunities with interested companies that have applications for power controllers, metal halide and LED lighting, power inverters, and more.

SIRTI CLIENT SINCE:	07/2007
EMPLOYEES:	10
CONTRACT EMPLOYEES:	5
EQUITY CAPITAL RAISED:	\$1,467,678
PATENTS PENDING:	4
PATENTS GRANTED:	1



A REPRESENTATIVE LIST OF SIRTI BIOTECH CLIENTS:

Assay  
Dynamics

**Assay Dynamics** is developing the next generation of fully automated clinical and laboratory analysis systems to provide smaller clinics with inexpensive, easy-to-use diagnostic tools to improve their workflow and cut costs while maintaining the highest standards for patient safety. [kjell@assaydynamics.com](mailto:kjell@assaydynamics.com) (Seattle)



**IASIS Molecular Sciences** specializes in the development of antimicrobial formulations for the treatment of infection, inflammation, and secondary tissue loss associated with burn trauma, periodontal disease, and abnormal healing. [www.iasismolecular.com](http://www.iasismolecular.com) (Spokane)



**InHouseTeleMD** gives experienced physicians the ability to provide telemedicine service to rural hospitals and patients. Interactive robots developed by In-Touch Technologies allow InHouseTeleMD-equipped physicians to interact with and care for patients remotely, and provide after hours and weekend support to rural locations. [www.inhousetelemd.com](http://www.inhousetelemd.com) (Spokane)



**Empowering Engineering Technologies, Inc. (EETech)** is a privately held early stage medical device company dedicated to improving the mobility of people with disabilities. The company's ExoWalk™ appliance is a passive device that assists lower limb muscles to facilitate walking. [www.eetechcorp.com](http://www.eetechcorp.com) (Seattle)



**GenPrime, Inc.** is a leading provider of microbial detection and diagnostic analysis technologies. The company is presently focused on products for homeland security, health care, and fermentation science. [www.genprime.com](http://www.genprime.com) (Spokane)



**Malignext Targeting Technologies, Inc.** has developed an injected polymer technology whereby the margins surrounding a breast cancer tumor are very clearly identified, significantly lowering the possibility of further surgery to remove material that was missed during the first procedure. [jarrettleclair@yahoo.com](mailto:jarrettleclair@yahoo.com) (Vancouver)



**HyGenie, Inc.** produces a High Volume Evacuator (HVE) for dental hygienists and dentists. The HyGenie HVE tip and HyDra Swivel Hose combination is a patent-pending evacuation system that removes fluid and debris from a patient's mouth more quickly, safely and efficiently than any other evacuation system available today. [www.hygeniehve.com](http://www.hygeniehve.com) (Spokane)



**Mirador Biomedical** is developing the Compass™ family of medical devices that enable physicians to use physiologic pressure measurements in new ways to make procedures safer, faster and easier to perform. Mirador's first two devices, one for inserting central lines and the other for spinal taps, received FDA clearance in late 2010. [www.miradorbiomedical.com](http://www.miradorbiomedical.com) (Seattle)



**Hyprotek, Inc.** is a biomedical company that has developed two patent-pending medical device systems designed to significantly reduce the risk of patient infections in the clinical setting. [www.hyprotek.com](http://www.hyprotek.com) (Spokane)



**Pneumex** develops and manufactures proprietary equipment and protocols designed to improve the quality of life for patients through rehabilitative therapy. The company's patented equipment and programs are in use by hospitals, physical therapy clinics, rehabilitation clinics and chiropractic clinics all over the world. [www.pneumex.com](http://www.pneumex.com) (Sandpoint)



**RehabLogic, Inc.** delivers a neurological rehabilitation treatment system that standardizes care and reduces the cost of services. Their comprehensive web-based software correlates multi-disciplinary rehabilitation techniques for a pathway to effective treatment results. [www.rehablogic.com](http://www.rehablogic.com) (Spokane)



**ReliantRx** is a closed-door institutional pharmacy using state-of-the-art software and transportation scheduling technology to deliver prescriptions, medication management, health screening and immunization services, nutrition and diabetes education, and healthcare supplies and equipment to long term care facilities. [www.reliantrxwa.com](http://www.reliantrxwa.com) (Spokane)



**Revita Institute Northwest** provides non-surgical, non-invasive therapies and treatments that combine controlled stretching, therapeutic vibration, un-weighted strength training to effectively treat lower back pain associated with sciatica, radiculopathy, herniated discs and other conditions of the back, neck and shoulder. [www.revitainstitutenw.com](http://www.revitainstitutenw.com) (Spokane)



**rmiHealth** provides a pharmacy contact mechanism to enhance medication adherence and improve patient health outcomes. The patent pending technology and system provides an automated medication notification solution under the professional supervision of a pharmacist. [info@rmiHealth.net](mailto:info@rmiHealth.net) (Spokane)



MIRADOR BIOMEDICAL

Founded in Seattle, Washington in 2009, Mirador Biomedical, Inc. is developing the Compass™ family of medical devices that enable physicians to use physiologic pressure measurements in new ways to make procedures safer, faster and easier to perform. Mirador's first two devices, one for inserting central lines and the other for spinal taps, received FDA clearance in late 2010.



The Compass™ Vascular Access provides physicians with a simple tool to help identify the location of their needle tip and avoid the devastating complications that occur when catheters intended for veins are mistakenly inserted into arteries. The device allows physicians to comply with emerging safety guidelines that recommend confirming that the needle, guidewire, and catheter are in the venous system during the insertion central venous catheters.

The Compass™ Lumbar Puncture provides physicians with real-time pressure information during spinal taps, facilitating early indication of needle tip entry into the spinal fluid and providing an instant determination of CSF pressure.

In 2011, Mirador will launch its first cleared devices, pursue FDA clearance for additional products, and continue collaborating with leading physicians.

SIRTI CLIENT SINCE:	03/2010
EMPLOYEES:	10
EQUITY CAPITAL RAISED:	\$700,000
DEBT CAPITAL RAISED:	\$700,000
PATENTS PENDING:	3



“ Washington Research Foundation’s mission is to capture and enhance the value of intellectual property arising from research institutions. Our operations supporting this mission include funding and assistance to start-ups. As such, we recognize the value-add that Sirti brings to our start-ups and encourage them to seek Sirti’s guidance and support. In particular, their market launch services have helped our companies successfully launch their innovative products. ”

Ronald S. Howell  
CEO, Washington Research Foundation



## A REPRESENTATIVE LIST OF SIRTI INFORMATION AND COMMUNICATION CLIENTS:



**AmberNet Technologies, Inc.** is a broadband consulting services and solutions company that delivers network-based solutions and consulting to the communications industry. [www.ambernettech.com](http://www.ambernettech.com) (Spokane)



**Auction Pipeline LLC** is a national affiliation of top-tier, independent wholesale vehicle auctions joined together to maintain a web-based strategy that offers online auction access to a large, choice inventory and valuable market reports on available vehicles nation-wide. [www.auctionpipeline.com](http://www.auctionpipeline.com) (Spokane)



**Freefieldservice.com** offers a fast, reliable, secure cloud-based field service dispatching solution that helps small companies dispatch and manage a wireless workforce, aids field personnel with job instructions, process service data, and file billing records. The entry solution level is free of charge. [www.freefieldservice.com](http://www.freefieldservice.com) (Spokane)



**Kiosks Interactive** has developed interactive exhibit content software systems incorporating touch-screen kiosks, talking avatars, RFID tags and web-based access. These systems add excitement to exhibits, engaging and attracting more visitors for museums and similar venues. [www.kiosksinteractive.com](http://www.kiosksinteractive.com) (Spokane)

## SCHOOL DATA SOLUTIONS



School Data Solutions' flagship product, HomeRoom, solves a nearly universal problem: the lack of an efficient, data-rich, easy-to-access method for teachers, principals, district-administrators, parents and students to communicate and collaborate. HomeRoom organizes previously difficult-to-use information from school district databases and presents it as a personalized, cleanly designed, fully-featured online portal. With HomeRoom, teachers can access a student's test scores, attendance history, and class schedule in seconds. Students and parents can easily email teachers, view assignments, and check event calendars. Administrators can quickly view a student's academic performance over a period of time to spot trends and take action. Already in use by 12 Washington School Districts, School Data Solutions' products enhance collaboration between everyone in the education system while helping educators work more efficiently.



**GeoData Technologies** developed SiteSeer3D, the first integrated suite of property search, collaboration and marketing tools for adding interactive 3D to company websites. SiteSeer3D includes lead capture, remote communications, aerial photo capture, landscape drawing and labeling, landscape sharing and much more. [www.siteseer3d.com](http://www.siteseer3d.com) (Sandpoint)



**IBQ Systems** develops fast and accurate online software tools for independent insurance agencies designed to help them increase productivity, retain more customers, save time, and maximize every sales opportunity. [www.ibqsystems.com](http://www.ibqsystems.com) (Spokane)



**International Language Development** creates web-based teaching and learning tools that help people worldwide learn English as a second language, and assists native English speakers learn and teach other world languages. [matt@lingwee.com](mailto:matt@lingwee.com) (Spokane)



SIRTI CLIENT SINCE: 07/2008  
 NUMBER OF DISTRICTS CONTRACTED IN 2010: 12  
 DISTRICT CUSTOMERS:  
 Chehalis, Lake Washington, Mercer Island, North Kitsap, Renton, Selah, Snohomish, Snoqualmie Valley, Steilacoom, Sumner, Tahoma, Tukwila  
 EMPLOYEES: 6



**LITE-CHECK** is a leader in providing tools for trucking industry safety diagnosis. The company designs, manufactures and markets a range of testers used to test and diagnose problems in the ABS, air brake, and lighting systems of heavy-duty trucks and trailers. [www.lite-check.com](http://www.lite-check.com) (Spokane)



**Pacinian** has developed revolutionary HapticTouch™ technology, which enables digital devices such as mobile phones, touch screens, and keyboards to provide natural tactile feedback and a more satisfying user experience. [www.pacinian.com](http://www.pacinian.com) (Spokane/Coeur d'Alene)



**RANDL Industries, Inc.** manufactures products for the telecommunications and fire protection industries that create a lifelong facility infrastructure for high speed data transmission, drive down instances of ground faults and short circuits, and facilitate highly reliable, cost effective installations. Clients include General Services Administration (GSA), Microsoft, Stanford University, The Pentagon, Kennedy Space Center, and many others. [www.randl-inc.com](http://www.randl-inc.com) (Spokane)



**RoadWyze** develops and manufactures patented, high-quality, high-value, intelligent environmental sensors that furnish federal, state, and county governments with accurate, real-time roadway conditions. [www.roadwyze.com](http://www.roadwyze.com) (Walla Walla)



**School Data Solutions** creates technology products for school districts that enhance communication, collaboration, and efficiency. The company's flagship product, HomeRoom, is a fully-featured, personalized online portal that lets teachers, principals, district-administrators, parents, and students easily communicate while providing access to a wealth of critical data. [www.schooldatasolutions.net](http://www.schooldatasolutions.net) (Spokane)



**SearchingMyWay** matches buyers and sellers in an online marketplace. Consumers who wish to purchase a specific product at a specified price in a particular locale post those criteria. Sellers meeting the buyer's requirements receive automatic notification of the buyer's active interest and are given the opportunity to complete the transaction. [www.searchingmyway.com](http://www.searchingmyway.com) (Spokane)



**Soft Technologies** is a provider of business services and technology solutions for the mobile enterprise and the utility industry. Their Field Mobility Suite of purpose-built applications allows businesses in a range of industries to improve workforce efficiencies, minimize resource requirements, and reduce costs. [www.softtechnologies.com](http://www.softtechnologies.com) (Spokane)



**SzenSoft** is a full-service company focused on improving the efficiency and productivity of its golf, retail, and hospitality management customers by way of a solution that connects every facet of the enterprise together; from front-line customer service to back office operations. [www.szencorp.com](http://www.szencorp.com) (Kennewick)

“Sirti's focus on accelerating innovative technology-based companies in partnership with other organizations has helped position Washington to be a promising contender in an innovation-based economic recovery.”

Rogers Weed  
 Director, Department of Commerce  
 State of Washington



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Sirti is a **Washington State** economic development agency focused on **accelerating** the **development** and **growth** of innovative technology companies in the Inland Northwest, especially in Eastern Washington.

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Vice President  
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Avista Utilities

**Kim Zentz**

Executive Director  
Sirti

The Sirti Foundation is an organization that is privately funded through grants and contributions to help support Sirti's Vision and Mission. In particular, the Sirti Foundation pursues funding for special projects, such as the Sirti Technology Center and the Sirti Technology Growth Fund, which help deliver results under Sirti's Mission.