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The Entrepreneurs Network recruiting entrepreneurs and executives for its 13th class

Class seeks 20 upstate entrepreneurs and executives who want to up their game with investors, R&D grants, product commercialization, sales and marketing, pricing, hiring, and leadership strategies.

Executives from Rochester, Syracuse, Buffalo and Ithaca encouraged to apply.

The Entrepreneurs Network is accepting applications for its next class, which begins Oct. 18, 2012.

Recruiting for its 13th session, The Entrepreneurs Network (<http://TEN-NY.org>) is a series of intensive workshops or “boot camps” for area business owners and executives and is taught by local and visiting experts. Topics covered include planning, sales, raising capital, attracting grants, branding, finance, leadership, strategy and communication and the enhancement of the executive skills needed to advance in these endeavors.

Candidates for TEN must be founders, senior executives, CEOs or those holding a controlling position in an early stage technology, life science and/or scalable, high-revenue potential company; the leaders of manufacturing firms and of family owned businesses are also eligible to participate, as are serial entrepreneurs. Established companies involved in ownership transition and spin-offs from university research departments are also eligible.

In general, companies should be in business less than 10 years, with revenues less than \$10 million, and should have business operations primarily in Upstate New York.

“In today’s global economy, it is critical for government to work with the private sector to ensure that our region’s entrepreneurs have the tools and resources they need to succeed and continue to conduct business here,” said Monroe County Executive Maggie Brooks. “TEN alumni are gaining traction in securing government grants and equity investments, commercializing new products or services, and hiring people to execute growth strategy plans. These metrics show a positive contribution to economic development in the region.”

The class meets periodically at High Tech Rochester in West Henrietta, NY and other venues in the Rochester area for full-day sessions: Oct. 18 & 19; Nov. 29 & 30; Dec. 13 & 14; Jan 4 & 18; Feb. 1.

Admission to TEN is by application only, which is available at www.ten-ny.org/membership-form. If accepted for participation, applicants pay an all-inclusive \$350 fee. Executives from Rochester, Syracuse, Buffalo and Ithaca are encouraged to apply.

History & Results

Founded in 2006 by Monroe County Executive Maggie Brooks, TEN has served 12 previous classes over the past six years, comprising more than 200 area business executives representing 180 established and start-up firms. A 2012 survey of this group show increases in their firms’ growth and performance as measured by hiring new personnel, increasing revenue and attracting new capital.**

More...

“The overarching goal of TEN is to bolster new ventures, start-ups and growth-stage companies so they contribute to the economic development of Upstate New York,” says TEN executive director Jean Kase. “We arm these executives with state-of-the-art skills and knowledge to help their companies grow, and based on surveys of previous TEN classes, we – and they – have been quite successful.”

Instructors

Serial entrepreneurs and investors Jack Derby and George Simmons of Boston-based Derby Management lead the entrepreneurship and sales optimization Boot Camps. TEN also recruits Upstate business and technical experts to deliver sales and investor presentations Boot Camps, including local firms such as McArdle Ramerman, Brand|Cool Marketing and O’Brien & Associates.

Sponsors & Resources

TEN is sponsored by the County of Monroe Industrial Development Agency and is now aligned with High Tech Rochester. TEN strategic partners also include Rochester Angel Network, WNY Venture Association, and Excell Partners.

“HTR and TEN share a common goal of keeping jobs and investments here in our community,” said James Senall, president of High Tech Rochester and managing director of the Rochester Angel Network. “TEN alumni have done very well winning cash prizes in regional business plan competitions as well as attracting private investment. I tell entrepreneurs, if you are ready to up your game and improve your firm's performance, join TEN today!”

**2012 Survey of TEN Alumni

Did you increase personnel?		Did you increase revenues?		How much capital did you receive from outside sources *?	
1-5 Employees	29.5%	Less than 100K	34.1%	Less than 10K	54.5%
5-10 Employees	15.9%	100K – 500K	13.6%	10K – 50K	6.8%
10-20 Employees	4.5%	500K-1M	15.9%	50K-250K	15.9%
More than 20 Employees	4.5%	1M – 5M	20.5%	250K and More	22.7%
		5M or Greater	15.9%		
				* 45.5% Equity Investment; 43.1% Banks & ED Funding; 20.4% Federal & NYS Grants	

“Although I had the relevant business experience from working for a large multinational company, TEN provided a unique perspective for starting a new venture from the ground up,” says Michael Pavia, President of Sydor Instruments, a manufacturer of ultra-fast imaging systems with multiple applications in science and industry.

“Sales are growing rapidly because of TEN!” said John Dawson, President, ExactData LLC, a Lockheed Martin Mentor Protégé Company.

"As Adapt Courseware progressed through venture funding and into startup operations, TEN was there every step of the way. From deal structure to value proposition to sales recruiting, the insights, benchmarks, and coaching I received have been extraordinarily valuable," said John Boersma, Ph.D., CEO, Adapt Courseware. "I recommend TEN to anyone planning, launching, or operating a new venture or growth company."