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**EVENTS**

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## Start-up Clinics

*"The invitation by the MIT Enterprise Forum to present at the Start-up Clinic proved to be a real catalyst for Aerovax! Having a one-hour intense session with the audience helped us value opportunities we had not yet explored and made us think more thoroughly about our future challenges. A wonderful preparation before talking to investors! "*

..... Esmeralda Megally - Aerovax Co-Founder

### Start-up Clinic December 2 , 2009 Pre-registraton has closed. Walkins Available

**Time:** 6:00 - 9:00 p.m.  
Networking begins at 5:30 p.m.

**Location:** The Royal East Restaurant. 792 Main St., Cambridge [\[map\]](#)



**EVENING SPONSOR:**

#### **Registration fees (two categories):**

Tech. Entrepreneurs: Members \$35 or Non-members \$45  
Business Professionals: Members \$50 or Non-members \$65

#### **Cases:**

##### **Numote**, Vijay Kailas

Numote is a new technology venture that will dramatically enhance the television viewing experience for consumers, provide valuable data to advertisers on viewer preferences and trends, and create opportunities for them to more effectively reach their target audiences. At the heart of this concept is a smart phone-based application that, when coupled with the Numote hardware adapter, turns a smart phone into a smart universal remote device offering tailored viewing recommendations, programming information, and social tools for the viewer.s.

##### **Lime Design**, Timothy McCaffery

Lime Design is an integrated design, engineering, and branding firm that commercializes new to the world products and services. Their first product is the Barmaid, a handheld drink rimmer

#### **Panelists:**

##### **Russell Franks**, Co-CEO, IPEngine

Russell brings a successful track record of leadership with both start-ups and established companies. Prior experience includes acting as Senior Vice President of

[.Start-up Clinic Overview](#)  
[Presenter Guidelines](#)

We've got lots of resources for early-stage technology companies in addition to Start-up and Concept clinics: check out our [Get Smart Sessions](#) and [Start Smart](#) Programs offering tactical advice on topics most important to you, when you need it.

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Spryance Inc., a leading India-based supplier of medical transcription services to US and European clients, and senior management roles with Lycos and Viatel, both publicly traded technology-enabled service businesses. Russell has also been a management consultant with McKinsey & Company and a venture capitalist with NatWest County Ventures. He has an MBA from Harvard Business School and a BA in Law from Oxford University.

**John Hallal**, Boston Harbor Angels

John Hallal has built a track record of success in mergers and acquisitions and in operating and advising emerging growth companies. Through his firm, Network Blue, John advises companies on growth and break-out strategies, financing, and mergers and acquisitions. From 2003 until January 2005, John served as Vice President of OrthoRehab, Inc., a medical device and service company headquartered in Tempe, Arizona and Toronto, Canada. John led management in its sale of OrthoRehab to Otto Bock Healthcare, L.P. in January 2005. Immediately thereafter, John co-founded OrthoSupply Management, which provides a web-based system to orthopedic surgeons, enabling them to order and dispense durable medical equipment directly to patients during office visits. John practiced law for eleven years in Boston prior to joining OrthoRehab in 2003. He is a graduate of Boston College Law School (1991) and Bucknell University (1987) (Cum Laude, Phi Beta Kappa).

**Perry Hewitt**, Director, Digital Communications and Communications Services, Harvard University

Perry Hewitt is an established leader in digital marketing communications, with deep experience in corporate and not-for-profit industry. Her background includes both established business and marketing strategy, and expertise in web innovation and management. Hewitt is charged with the University's efforts to develop a comprehensive digital footprint across the internet, as well as to bring editorial, multimedia, and technology best practices to enhance University websites and applications. Hewitt has held significant digital marketing, editorial, and client services roles at firms including Crimson Hexagon (social web monitoring, based on Harvard IP); Razorfish; ArsDigita (open source community software acquired by Red Hat); Harcourt Online; and Lotus Development Corporation. She has acted as a consultant to major media companies on online product development, and began her career in publishing at Houghton Mifflin Company.

**Mark Valentine**, Partner, KPMG

**Moderator:**

**Alan Gordon**, Director of Business Development Office of Technology Development Harvard University

Alan Gordon has been with Harvard University's Office of Technology Development since 2005. Prior to joining Harvard, Alan was a Technology Licensing Officer at the Massachusetts Institute of Technology. Alan also served as director of all pre- and post-sales services at WebLine Communications, and his work led to the company's acquisition by Cisco Systems. Alan has held key technical, sales, and business development roles at several other Boston area start-up companies. Alan holds a degree in Materials Science from MIT.

**Pre-registraton has closed. Walkins Available**

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