

MAComb-OU **INC**ubator

Incubate. Innovate. Accelerate.

CLIENT COMPANY SPOTLIGHT

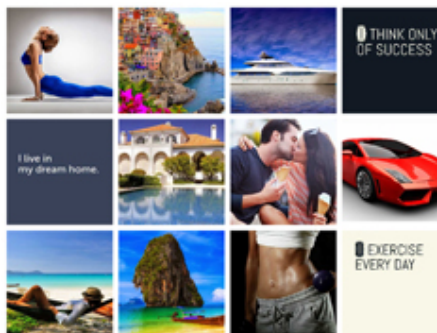
VIZBE

Mac-OU INC wishes a warm and hearty welcome to our newest client company, VizBe!

VizBe is a technology-driven goal-setting platform that helps people achieve personal and professional success with the proven power of visualization. By helping users define specific goals with due dates and associate visual images to those goals, VizBe instills motivation and accountability into the lives of people all over the world. This concept of assigning visual imagery to goal-setting has been around for decades, and is publicly known as a "vision board."

"Getting clear on your goals and creating a vision board is an amazing first step at goal achievement. However, the real magic happens when you own that goal through visualizing it as if it's already done."

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MAC-OU INC HAPPENINGS

MACOMB PITCH 2015 FINALISTS

After receiving nearly 40 applications for the Macomb Pitch 2015 competition, we have tallied our round-one judges' scores and are pleased to announce the finalists! These eight companies will be competing on October 8 for over \$20,000 in cash and in-kind prizes!

- DetectIR Technologies, Inc
- Flipsi, Ltd
- FoodJunky
- GolfClinks, LLC
- KTISIS, LLC
- SteriDev, LLC
- Transition Coordination Services, Inc
- VizBe

To register to attend the finalist's competition, please visit the [official Macomb Pitch 2015 attendee registration form](#). We look forward to seeing you then!

MAC-OU INC'S NOD TO THE FINAL DAYS OF SUMMER!

A special thank you to Andrea Chom, Mac-OU INC's Support Services Coordinator, for making the view out of our windows so much more enjoyable! These beautiful flowers she has planted are sprinkled throughout the Center grounds. We encourage you to enjoy the final days of summer with us!



CLIENT NEWS

COUPON WALLET HOSTS SUCCESSFUL HACKATHON



AUGUST 2015

UPCOMING EVENTS

Capital Raise Meetup
Mike Brennan, Mac-OU INC's
Capital Strategist
September 1, 9:30 - 11 a.m.

**SBIR/STTR Proposal Prep
for Department of Defense**
BBC Entrepreneurial Training &
Consulting
September 9, 9 - 3 p.m.

Intro to Coding
Grand Circus Detroit
September 15, 9 - 12 p.m.

**Macomb Pitch: A
Competition for Small
Businesses**
Finalist's Live Competition
October 8, 5 - 8 p.m.

EVENTS OF INTEREST

**Government Contracting
301: How to Market Your
Business to Government
Agencies**
Macomb Regional PTAC
August 27, 9 - 12 p.m.

**How to Market Yourself in
Any Industry**
Women in Defense - Michigan
Chapter
September 10, 12 - 2 p.m.

**12th National Small
Business Conference in
Springfield, VA**
National Defense Industrial
Association
September 24

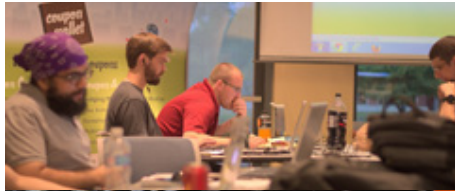


Mac-OU INC client company Coupon Wallet recently held their 24-hour 2015 Annual Hackathon to great success. 17 participants formed seven teams to compete for prizes including laptop and tablet computers and Amazon gift cards.

Coupon Wallet has an extensive application programming interface (API) for creating, managing, tracking, clearing, and using coupons digitally. The hackathon challenge was to create an application on any platform (i.e. website, Android, iOS, etc.) using this API.

"We wanted to develop something that would utilize the full potential of what Coupon Wallet had to offer. Our idea would allow people to connect [to other couponers] who would otherwise never meet," Kabir Singh, winning team member, said.

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MICROCIDE'S PRO-SAN UTILIZED IN RECENT NASA INNOVATION

Mac-OU INC client company Microcide Inc has recently made technological advances along the lines of Neil Armstrong's "one small step for man, one giant leap for mankind."

Microcide's National Aeronautics & Space Administration (NASA) contract has led to astronauts on the International Space Station eating space-grown lettuce for the very first time. Microcide's PRO-SAN solution cleans the vegetables grown on-board the aircraft with no need for a water rinse and keeps the vegetables fresh for a longer period of time.

It is increasingly difficult for NASA to re-stock supplies on space shuttles as they are venturing into orbit further from Earth.

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MAC-OU INC IMPACT: NOSTRUM ENERGY

This past year, Mac-OU INC was awarded \$50,000 in Business Accelerator Funds (BAF) to provide accelerator services to client company Nostrum Energy.



"Thank you all for your support and positive responses! With regards to the BAF, we have hired an additional engineer specifically for the project, starting August 17, up at the labs in Calumet, Michigan. This new hire is directly connected to the BAF project, so one more feather in the hat for Mac-OU INC. We are also now searching for two additional engineers for the fuel injector products and a Marketing Media Specialist. Nostrum is growing in Michigan, thank you for the help!" Frank LoScrudato, Vice President – Development & Operations at Nostrum Energy, said.

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EXECUTIVE-IN-RESIDENCE NEWS

BUTZEL LONG: "COURTS UPHOLD THE MICHIGAN RIGHT TO WORK STATUTES"

In December 2012, the State of Michigan enacted separate right-to-work statutes for the private sector, Public Act 348, and the public sector, Public Act 349. Michigan became the 24th right-to-work state at that time. Since then, labor unions have filed lawsuits to invalidate the right-to-work statutes.

Last week, courts upheld the validity of the right-to-work statutes against union challenges.

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Reduced Risk Though Commercial Item Contracting

Foley & Larder

October 14, 9 - 12 p.m.

Q&A WITH MAC-OU INC STAFF



MARK IGNASH, CLIENT STRATEGIST

Mac-OU INC is pleased to welcome Mark Ignash, our newest staff member! As Client Support Administrator & Strategist, Mark's role is to be the main interface and support to Mac-OU INC clients and the early-stage technology-based business community as they navigate the entrepreneurial ecosystem. He provides guidance based on current business needs while also identifying available resources and assistance to help businesses realize commercial success.

"For the past few years, I have been engaged with the local business community and on several occasions have had the opportunity to work with past and current Mac-OU INC clients and staff. The work being done here and the subsequent potential for future economic growth is something that has always intrigued me, and this led to my interest in joining the Mac-OU INC team," Mark said.

[Read More](#)

PARTNER HAPPENINGS

MACOMB COUNTY SEEKS HOST SITES FOR MANUFACTURING DAY ON OCTOBER 2

Macomb County's Department of Planning & Economic Development is partnering with the Macomb Intermediate School District to offer a celebration of the manufacturing base in Macomb County on October 2, nationally-recognized Manufacturing Day (MFG DAY).

Over 30 manufacturers will allow small groups to tour their facilities, enabling over 2,000 total students to explore the potential career opportunities in the manufacturing field. To become a host site or a sponsor, contact Maria Zardis at maria.zardis@macombgov.org by Sept. 1. For more information, visit MacombBusiness.com.



**OAKLAND
UNIVERSITY™**

PURE MICHIGAN®
Michigan Economic Development Corporation

Macomb-OU INCubator at Velocity Collaboration Center
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Phone: (586) 884-9320 | macINC@oakland.edu



If you wish to subscribe or unsubscribe to this mailing list, please click [here](#).

Wednesday, August 19, 2015 - August 2015 Newsletter: Client Company Spotlight: "VizBe"

Mac-OU INC wishes a warm and hearty welcome to our newest client company, VizBe!

VizBe is a technology-driven goal-setting platform that helps people achieve personal and professional success with the proven power of visualization. By helping users define specific goals with due dates and associate visual images to those goals, VizBe instills motivation and accountability into the lives of people all over the world. This concept of assigning visual imagery to goal-setting has been around for decades, and is publicly known as a "vision board."

VizBe's current goals, through Mac-OU INC assistance, include securing a seed investment round and establishing a strategic plan for successfully going to market. Vizbe founder Natalia Petraszczuk's professional goal is to scale her technology business nationally within the next two years and learn more about the entrepreneurial space as a whole.

"My personal goals include making meditation a more regular part of my life; being and staying in the best shape of my life through yoga, running and healthy eating; traveling to exotic locations like Thailand; and incorporating adventure on occasion (I have a big photo of a hang glider on my vision board!)," Natalia said.

"Getting clear on your goals and creating a vision board is an amazing first step at goal achievement. However, the real magic happens when you own that goal through visualizing it as if it's already done. Having the belief system that a goal will indeed become your reality is the true 'secret sauce' to living the life of your dreams. This is a discipline and it takes small, daily effort to shift your thinking."

To create your own vision boards, visit VizBe.co. For additional information, contact Natalia at (517) 410-3499 or ornatalia@vizbe.co.

Monday, August 24, 2015 - August 2015 Newsletter: Client News: "Coupon Wallet Hosts Successful Hackathon"

Mac-OU INC client company Coupon Wallet recently held their 24-hour 2015 Annual Hackathon to great success. 17 participants formed seven teams to compete for prizes including laptop and tablet computers and Amazon gift cards.

Coupon Wallet has an extensive application programming interface (API) for creating, managing, tracking, clearing, and using coupons digitally. The hackathon challenge was to create an application on any platform (i.e. website, Android, iOS, etc.) using this API.

"We wanted to develop something that would utilize the full potential of what Coupon Wallet had to offer. Our idea would allow people to connect [to other couponers] who would otherwise never meet," Kabir Singh, winning team member, said.

"Overall it was a really cool event which showcased metro Detroit's startup culture and what it has to offer."

Coupon Wallet is a marketing platform that was founded in October 2012 as a technological solution for the transition from paper coupons to a digital alternative. Coupon Wallet is an end-to-end digital coupon platform that includes managed marketing services and point-of-sale integration for the businesses. Coupon Wallet's method of digital clearing allows businesses access to greater information about who is using their coupons and can draw marketing conclusions from this data to improve their ROI. Additionally, Coupon Wallet integrates with business loyalty programs and can deliver coupons to loyal customers. For more information on Coupon Wallet, please visit couponwallet.com or contact Christopher Papa, Coupon Wallet's Chief Marketing Officer, at chris@couponwallet.com.

Friday, August 21, 2015 - August 2015 Newsletter: Client News: "Microcide's PRO-SAN Utilized in Recent NASA Innovation

Mac-OU INC client company Microcide Inc has recently made technological advances along the lines of Neil Armstrong's "one small step for man, one giant leap for mankind."

Microcide's National Aeronautics & Space Administration (NASA) contract has led to astronauts on the International Space Station eating space-grown lettuce for the very first time. Microcide's PRO-SAN solution cleans the vegetables grown on-board the aircraft with no need for a water rinse and keeps the vegetables fresh for a longer period of time.

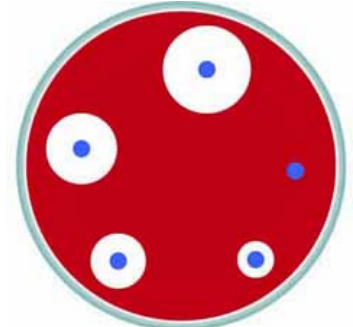
It is increasingly difficult for NASA to re-stock supplies on space shuttles as they are venturing into orbit further from Earth. This, coupled with preparation for the Mars Space Mission, has resulted in NASA researching methods for making long trips more sustainable for the astronauts. This includes the Veg-01 experiment, or 'Veggie,' a technology for growing vegetables on board the spacecraft.

The potential impact of this new technology and research findings is almost limitless. Not only will spacecrafts become self-sustaining, as opposed to requiring resupply flights every six months, but this fresh food has extremely positive physical and psychological health impacts on the astronauts. Suggestions have also been made that, eventually, this could help agriculture on Earth by growing plants in outer-reaching environments.

The Guardian's article, "**NASA astronauts take first bites of lettuce grown in space: 'Tastes like arugula,'**" includes further details and a video of the astronauts enjoying their lettuce for the first time in space. If you happen to find yourself in New York City, stop by the Space Shuttle Pavilion at the Intrepid Sea, Air & Space Museum to see Microcide's PRO-SAN product with a grouping of NASA spinoff technologies.

Microcide Inc. is a Michigan-based, technology company, dedicated to the research, development and commercialization of antimicrobial products for households, personal care, health care and food industries. These patented, no-rinse, surface-sanitizing products are non-toxic, environmentally friendly, EPA and USDA approved, and effective against antibiotic-resistant microorganisms. In addition, they can replace presently available carcinogens generating chlorinated, toxic and/or free radical-producing oxidizing agents, as well as cholinesterase-inhibiting, quaternary, ammonium-based products.

Microcide products include non-alcoholic mouthwash, mouthwash for kids, fruit and vegetable sanitizers, and sanitizing, Triclosan-free, liquid hand and syndet bar soaps. Microcide has research collaboration on USDA and NASA projects at Ohio State and Iowa State Universities, was nominated for the Presidential GREEN Chemistry Award by the EPA in 2005, and both the US NAVY and NASA have selected Microcide sanitizing products. For more information on Microcide, please visit microcide.com.



MICROCIDE, INC

Wednesday, August 19, 2015 - August 2015 Newsletter: Client News: "Mac-OU INC Impact: Nostrum Energy

This past year, Mac-OU INC was awarded \$50,000 in Business Accelerator Funds (BAF) to provide accelerator services to client company Nostrum Energy. Nostrum Energy is an advanced technology company and producer of water and fuel injection components and systems, specifically the Nostrum Cycle™ for the transportation and stationary power industries.

“Thank you all for your support and positive responses! With regards to the BAF, we have hired an additional engineer specifically for the project, starting August 17, up at the labs in Calumet, Michigan. This new hire is directly connected to the BAF project, so one more feather in the hat for Mac-OU INC. We are also now searching for two additional engineers for the fuel injector products and a Marketing Media Specialist. Nostrum is growing in Michigan, thank you for the help!” Frank LoScudato, Vice President – Development & Operations at Nostrum Energy, said.

The BAF for Nostrum Energy assisted with commercialization efforts, specifically for efficiency and emissions technologies for aftermarket and original equipment manufacturer (OEM) applications that deliver unprecedented fuel economy improvement and emissions reduction in today's internal combustion engines.

These BAF awards are distributed by the Michigan Small Business Development Center (MI-SBDC) through Mac-OU INC to the various accelerator service providers. As these awards demonstrate, the Macomb-OU INCubator is successfully delivering specialized business acceleration services to companies commercializing advanced technology. The BAF is a 21st Century Jobs Fund Program managed by the MI-SBDC in partnership with the Michigan Economic Development Corporation and Michigan's network of business accelerators.

For more information on Nostrum Energy, visit NostrumEnergy.com.

Monday, August 17, 2015 - August 2015 Newsletter: Executive-in-Residence News: Butzel Long: "Courts Uphold the Michigan Right to Work Statutes"

In December 2012, the State of Michigan enacted separate right-to-work statutes for the private sector, Public Act 348, and the public sector, Public Act 349. Michigan became the 24th right-to-work state at that time. Since then, labor unions have filed lawsuits to invalidate the right-to-work statutes.

Last week, courts upheld the validity of the right-to-work statutes against union challenges.

Public Act 349, the public sector right-to-work statute, prohibits public sector employers from requiring their employees to join a union or pay union-related expenses. The UAW and other unions challenged the constitutionality of Public Act 349 on the ground that the Civil Service Commission, which has a constitutional mandate to "regulate all conditions of employment" for civil servants, has rules that allow collective bargaining agreements for State of Michigan employees to require the collection of a mandatory service fee, which is also known as an "agency shop fee," from union-eligible employees who opt out of union membership.

In 2013, the Michigan Court of Appeals, in a 2 to 1 decision, rejected the unions' legal theory and ruled that Public Act 349 was "constitutional as applied to classified civil service positions in Michigan." The labor unions appealed that decision to the Michigan Supreme Court.

The Michigan Supreme Court, in a 4 to 3 decision, affirmed the Michigan Court of Appeals' ruling. *UAW v. Green*, Docket # 147700 (July 29, 2015). The majority opinion, however, affirmed that decision on "different grounds." It did not address the constitutionality of Public Act 349 as applied to employees in the classified civil service. Instead, the majority opinion ruled that the Civil Service Commission lacked the constitutional authority to impose mandatory agency shop fees on members of the classified civil service. For the labor unions, especially UAW 6000, which represents thousands of State of Michigan employees, the net effect remains the same: Public Act 349 applies to employees in the classified civil service, and those employees cannot be forced to pay mandatory agency shop fees.

In brief, the Supreme Court's decision has resulted in a failed attempt by the labor unions to invalidate, by judicial action, Public Act 349.

In 2013, a group of labor unions filed a lawsuit in federal court challenging Public Act 348 on the ground that the federal National Labor Relations Act, as amended by the Labor Management Relations Act, preempted the Michigan right-to-work statute. *Michigan State AFL-CIO, et al. v. Callaghan*, Case # 2:13-cv-10557-SJM. Federal preemption means that when the federal government has enacted a law on a topic and has indicated that federal law will be the exclusive law on that topic, a state cannot enact a law that covers the same topic.

On July 31, 2015, the court entered a final judgment based on a "Stipulated Final Order." That final judgment, which the parties agreed not to appeal, upheld the core provisions of the right-to-work statute: a private sector employee, as condition of employment or continued employment, cannot be required to become or to remain a union member or to financially support a union.

Those core provisions, in part, specifically state that an individual cannot be required as a condition of obtaining or continuing employment to either "become or remain a member of a labor organization," "pay any dues, fees, assessments, or other charges or expenses of any kind or amount or provide anything of value to a labor organization," or "pay to any charitable organization or third party an amount that is in lieu of, equivalent to, or any portion of dues, fees, assessments, or other charges or expenses required of members of or employees represented by a labor organization." MCLA 423.14(1)(b), (c), and (d). The other core provision is that any agreement between an employer and a labor union that violates MCLA 423.14(1) is "unlawful and unenforceable." MCLA 423.14(2).

In the "Stipulated Final Order," the court ruled that MCLA Section 423.14(1)(c) is a "valid regulation of closed shop arrangements" and is not "preempted" by federal labor law. The court also ruled that MCLA 423.14(2) and related enforcement provisions – MCLA 423.14(5), 423.14(6), 423.22(3), and 423.24 – "are not preempted" by federal labor law and dismissed the part of the labor unions' lawsuit challenging those core provisions of the right-to-work statute.

The court, however, also ruled that federal labor law preempts several provisions of the Michigan right-to-work statute:

MCLA 423.8, which states that employees may "refrain from" the activities of organizing together or forming, joining, or assisting in labor organization; engaging in lawful concerted activities for the purpose of collective

negotiation or bargaining or other mutual aid and protection; negotiating or bargaining collectively.

MCLA 423.14(1)(a), which provides that an individual cannot be required as a condition of obtaining or continuing employment to “refrain or resign from membership in, voluntary affiliation with, or voluntary financial support of a labor organization.”

MCLA 423.17(1)(b), which provides that an “employee or other person shall not by force, intimidation, or unlawful threats compel or attempt to compel any person to...refrain from engaging in employment or refrain from joining a labor organization or otherwise affiliating with or financially supporting a labor organization.”

Overall, the “Stipulated Final Order” means that the labor unions failed in their attempt to invalidate, by judicial action, the key parts of the right-to-work statute enacted by the State of Michigan. Those key parts remain in effect, and Michigan remains a right-to-work state. The preempted provisions do not impair the rights of Michigan workers to decline to become union members or to opt out of union membership and not to be required to financially support a labor union as a condition of employment.

If you have any questions about these decisions and the Michigan right-to-work laws, please contact **Beth Gotthelf** or the author of this Client Alert.

Gary Klotz
(313) 225-7034
klotz@butzel.com

Monday, August 24, 2015 - August 2015 Newsletter: Q&A with Mac-OU INC Staff: "Mark Ignash, Client Strategist"

Mac-OU INC is pleased to welcome Mark Ignash, our newest staff member! As Client Support Administrator & Strategist, Mark's role is to be the main interface and support to Mac-OU INC clients and the early-stage technology-based business community as they navigate the entrepreneurial ecosystem. He provides guidance based on current business needs while also identifying available resources and assistance to help businesses realize commercial success.

"For the past few years, I have been engaged with the local business community and on several occasions have had the opportunity to work with past and current Mac-OU INC clients and staff. The work being done here and the subsequent potential for future economic growth is something that has always intrigued me, and this led to my interest in joining the Mac-OU INC team," Mark said.

"While some facets of this role are new to me in terms of available tools and resources within the entrepreneurial and startup environment, I am excited to move into this role and be a resource to the early-stage business community."

Mark holds a BBA in Management from the University of Hawaii at Manoa and is a Certified Federal Contracts Manager. His prior role with the Macomb Regional Procurement Technical Assistance Center involved engaging businesses at all levels regarding diversification into the Federal, State, and Local government markets. Prior to that, Mark worked within small business in the realm of e-commerce management, an experience that has helped him to resonate with the challenges of the small business community.

Favorite Pastime: "Reading a good book, sometimes about business or economics, but many times about history – as Twain put it, 'History doesn't repeat itself, but it often rhymes.'"

Last Book Read: 'The Wright Brothers' by David McCullough

Favorite Macomb County Establishment: "Kabob House in Warren – this place was off my beaten path when I first starting working in the area but I am glad I was introduced to it!"

Proudest Achievement: "I am the first in my family to have attended and graduated from college, and this is something that I am very proud of to this day as it was a definite challenge (yet very worthwhile)."