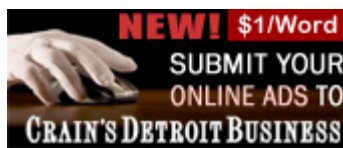


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UM-D program brings technology to market

By [Chad Halcom](#)

Nine owners of startups or innovation-based businesses looking to expand in Michigan have been approved for the first class of the **University of Michigan-Dearborn** Product Realization and Technology Commercialization program beginning in October.

The university is funding the program through a three-year, \$280,000 allocation from a federal Workforce Innovation in Regional Economic Development grant it received late last year. It hopes to work with 20 business owners on efforts to land customers, commercialize high-technology products or processes and connect with venture capitalists likely to invest in their companies.

William Lekse, a professor at the UM-Dearborn School of Management who will serve as principal investigator for the entrepreneurial program, said the first batch of students was chosen from among 200 or so applications.

He also said the school is using the **Entrepreneurs Organization, Detroit Chapter** to help gather and screen more applicants until Sept. 15. Those not chosen from the original 200 also will get a second look.

The entrepreneurs group is working with Southfield-based law firm **Jaffe Raitt Heuer & Weiss P.C.** to screen applicants.

Entrepreneurs approved for the program's first year are:

John Swiatek, president, **Coliant Corp.**, Warren, incorporated 2005; makers of a new technology to provide power for electronic devices on small vehicles.

Carole Martin, Climate Technologies Corp., Northville, incorporated 1990; vendors of equipment offering reduced-energy and lower greenhouse gas emissions in air pollution control systems.

Dawn Hall, co-owner, **WhereToFindCare.com L.L.C.**, Trenton, incorporated in February. A Web site giving user access to federal reports on quality measures of local hospitals, as well as patient feedback, surveys and company data.

Brian Matuszak, president, **VIA Information Tools, Inc.**, Troy, incorporated in 2000; makers/vendors of software for original equipment manufacturers intended to eliminate or reduce warranty exposure to recalls, and set up a manufacturing execution system.

Renaee Wallace, president, **RS Wallace Electric Inc.**, and newly formed **NITE L.L.C.**, Kingsley; developers of the Nightingale Infrared Lighting System to help military pilots take off and land by infrared tools instead of visible light.

Christopher Robart, HRR Group Inc., Ann Arbor, incorporated in June; maker of an online tool to provide local and regional nightlife information for international travelers.

Miyong Jang, president, **Minu Interactive Inc.**, Novi, incorporated in 2001; manager of an online weight and health management program with tools for tracking progress, food intake and exercise.

Singaraju Rohini Kumar, Orlans Associates P.C., Troy, incorporated in 1998; marketer of a data exchange allowing companies at any location to share data over a single, secure Internet connection.

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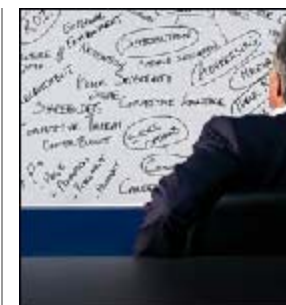
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One entrepreneur declined to be named, Martin said.

Interested applicants should call UM-Dearborn at (313) 593-5460 or Mark Winter, a board member of the Entrepreneurs Organization, at **Identity Marketing and Public Relations** at (248) 258-2333.

Chad Halcom: (313) 446-6796, chalcom@crain.com



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