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XI University Research Office (Idaho Research Foundation)	Morrill Hall 103   Moscow ID 83844   (208) 885-4550
UW Office of IP and Technology Transfer	4311 11th Ave NE, Ste 500   Seattle WA 98105   (206) 543-0905
WSU Office of Research (WSU Research Foundation)	Pullman WA 99164   (509) 335-9141

**TELEPHONE — Service & Systems** *(see also Cellular Service)*

*When your company sets up shop, you need to make sure that potential customers, partners and investors can reach you—or at least leave you a message after the tone*

Cerium Networks	1011 E 2nd Ave, Ste 10   Spokane WA 99202   (800) 217-0933
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FirstTel	1712 E Sherman Ave   Coeur d'Alene ID 83814   (208) 676-1455
XO Communications	1330 N Washington St, Ste 5000   Spokane WA 99201   (509) 344-2273

**TRAINING & EDUCATION** *(see also Business Schools, Consultants)*

*We have tremendous and world-class resources available to local companies for specific training needs and organizational development*

Gonzaga University Continuing Education	502 E Boone Ave   Spokane WA 99258   (509) 323-3572
Ingbretsen Consulting (leadership training)	3327 W Indian Trail Rd, Ste 216   Spokane WA 99208   (509) 467-4630
Institute for Science Training & Research—ISTR (biotechnology)	2505 Third Ave, Ste 200   Seattle WA 98121   (206) 443-8450
Jones, Helen M. (mediation, coaching, issue resolution)	P.O. Box 9041   Spokane WA 99209   (509) 326-6521
McGaughey, Patrick (marketing & sales)	Coeur d'Alene ID 83815   (208) 765-5494
Rahmer Dave (presentation skills)	3510 E 48th Ct   Spokane WA 99223   (509) 443-1684
Swanson, Tim (leadership training)	3020 E Harrison Ave   Coeur d'Alene ID 83814   (208) 667-3253

**TRANSLATORS & INTERPRETERS**

*If your Korean vocabulary is somewhat limited and your Russian grammar is a bit rusty—realize that you have some local translating options, s'il vous plait*

Interlingua Spokane Language Academy	2707 S Arthur   Spokane WA 99203   (509) 624-4565
Spokane International Translation	315 W Mission, Ste 13   Spokane WA 99201   (509) 327-6084

**TRAVEL**

*Travel agents can access all the same deals (and more) you find on the Internet—and can arrange your travel without you needing to spend three hours online*

Century Travel Service	27 E Augusta   Spokane WA 99207   (509) 327-9585
Navigant International Northwest	601 W Main St, Ste 201   Spokane WA 99201   (509) 358-4900
Travel Incentives LLC	9792 E Coeur d'Alene Lake Dr   Coeur d'Alene ID 83814   (888) 838-8883
Travel Management Inc	610 W Hubbard St   Coeur d'Alene ID 83814   (208) 765-1111

## Sky's the Limit



## Set Your Goals High

### VENTURE CAPITAL FUNDS

(see also Angel Investor Associations)

*Contrary to popular opinion, we do have some excellent venture capital funds who are based locally and are active in shaping our investment landscape*

BioGenetic Ventures	University of Idaho Research Park   Post Falls ID 83854   (208) 262-2062
Highway 12 Ventures	802 W Bannock, 11th Fl   Boise ID 83702   (208) 345-8383
Jaguar Ventures	601 W 1st Ave, Dept 126100   Spokane WA 99201   (509) 838-3311
Northwest Venture Associates (NWVA)	221 N Wall St, Ste 628   Spokane WA 99201   (509) 747-0728

### VIDEO-CONFERENCING (service & equipment)

*Video-conferencing can be a great tool for long-distance meetings and saving on travel costs—but only if you can find some video-conferencing capabilities*

Inland Audio Visual	27 W Indiana Ave   Spokane WA 99205   (509) 328-0706
Oxarc Training Center	4003 E Broadway   Spokane WA 99202   (800) 765-9055
Spokane Reporting Service	421 W Riverside Ave   Spokane WA 99201   (509) 624-6255
Spokane Teleport Services	Spokane WA 99201   (509) 323-9363

### VIDEO PRODUCTION SERVICES

*If producing a professional video is part of your marketing plan, consider that there are companies who specialize in this field and who have the knowledge and equipment to do it right*

Corner Booth Productions	122 S Monroe, Ste 202   Spokane WA 99201   (509) 455-6310
Gibby Media Group	113 E Magnesium   Spokane WA 99208   (509) 467-1113

ILF Media	159 S Lincoln St, Ste 225   Spokane WA 99201   (509) 755-4536
Image Works Media Group	5710 Bedford St   Pasco WA 99301   (509) 545-9100
North by Northwest Productions	903 W Broadway   Spokane WA 99201   (509) 324-2949
Radiant Productions	3309 Bucksin Rd   Coeur d'Alene ID 83815   (208) 667-3456

## WEBSITE DEVELOPERS

(see also Software Programmers)

*In today's net-savvy world, your website is where potential customers, partners and others will first turn to learn about who you are and what you do*

A Perfect Web	1516 W Riverside   Spokane WA 99201   (509) 747-3316
Civic Mind Media	7825 Meadowlark Way, Ste A   Coeur d'Alene ID 83815   (208) 772-9898
FT11	1713 Sherman Ave   Coeur d'Alene ID 83814   (208) 676-1455
iPowerPlant	13 S. Washington   Spokane WA 99201   (509) 252-3939
Spokane Web Communications	P.O. Box 194   Liberty Lake WA 99019   (509) 922-0545
Systemic Studios	909 N Fourth   Coeur d'Alene ID 83814   (208) 660-0952

ready to  
**LAUNCH?**

“Now is a great time to start a company.”

**TOM SIMPSON**  
Managing Partner  
Northwest Venture Associates  
Spokane WA



### Tom Simpson's Five Basic Characteristics that help startups to Attract Venture Capital

- 1 Pursue an unexploited market niche
- 2 Satisfy a burning demand
- 3 Utilize multiple channels of distribution
- 4 Form a creative and paranoid management team
- 5 Encourage an employee empowered culture

## PERSEVERANCE PAYS OFF FOR GENPRIME

It all started in 1997 on the EWU campus in Cheney, Washington. In this bucolic setting, two professors, a graduate student and an experienced entrepreneur found

Pauling at Stanford University. Expert biochemist Don Lightfoot was one of the most respected research professors on campus. Gifted graduate student Buck



*Picture Courtesy of Amy Sinisterra, The Inlander*

President Jim Fleming (front) and his core team of microbiologists (l-r) Jerry Holcomb, Darby McLean, Kim Maxwell and Buck Somes

themselves growing excited over a potential market opportunity for microbial detection technology. Little did they realize that they and their soon-to-be-launched startup would come to play a key role in the fight against terrorism.

### THE FOUNDERS

Talented microbiologist Jim Fleming was a former colleague of Nobel Laureate Linus

Somes was considered a rising star in the biology department. Brilliant physicist and serial entrepreneur Steve McGrew was recognized around the globe as one of the pioneers of hologram technology.

This capable team of four founders called their new company “GenPrime” and quickly garnered investment funds and incubation services from SIRTI. Their initial microbial detection products focused on food production—cheese, beer and milk. These products were starting to find market acceptance when the world changed.

### TERRORISM STRIKES

The tragic events of 9/11 exposed the glaring weaknesses of security systems around the world, which never contemplated the devious tools of terrorist organizations used to inflict harm.

In particular, the nation was paralyzed by the anthrax attacks in the mail and the accompanying flood of copycat powder hoaxes.

### BACK TO THE LAB

Aware of GenPrimes core capabilities, a number of groups and individuals approached the GenPrime team about helping to counteract these terrorist threats. The board authorized the company to return the entire team of microbiologists to the laboratory on a whirlwind effort to develop a threat verification system.

GenPrime achieved a major development

breakthrough in less than two months.

## AN ALERT BREAKTHROUGH

The intensive laboratory effort yielded a biohazard identification solution that leveraged existing (and GP proprietary) fluorescence assay technology. The company put the technology in an easily accessible kit and gave the new product the name of Prime Alert.



Prime Alert Test Kit

## DOING IT RIGHT

As with all of their products, the GenPrime team wanted to ensure that they used the best possible resources for accomplishing each activity involved with the Prime Alert launch. These activities included development, beta testing, 3rd party evaluation, liability, manuals, training videos, marketing materials and international patents. The product received the very best efforts of core and extended team members.

## FUNDING, FUNDING

No surprise to anyone, one of the major difficulties facing the company was one of funding product development and launch. The initial investor, Jaguar Ventures, demonstrated their faith in the team and in the technology by doing all they could to meet the company's financial needs during the development cycle.



However, the economic malaise which slowed investment across all sectors proved no different for GenPrime than for other startup companies. Despite tremendous enthusiasm by angel investors and venture

capital funds which reviewed the company and the Prime Alert technology, no additional investments were forthcoming in a timely fashion to enable a ramp-up of marketing and sales efforts for the rollout.

## FILLING THE QUEUE

The team focused its attention on achieving some significant sales with the new product. However, after some time of working with hazmat teams, fire departments, corporate security groups and other decision-makers, the company realized that their target market had longer sales cycles for Prime Alert than the company had experienced with other products.

The team made the conscious decision to tighten its belt and work diligently to fund ongoing efforts through sales of the new product.

This was somewhat of a difficult time where the knowledge of the excellence of the product had to be balanced with the market slowness in purchase decisions. It took months.

## PERSEVERANCE PAYS

And then the sales of Prime Alert finally started to take off. The diligence and perseverance of the team paid dividends. Now, the sales funnel is in the tens of millions of dollars. And the cash flow from sales can easily be described as being in the hundreds of thousands of dollars.

Congratulations to GenPrime—an inspirational example to other startups throughout the Inland Northwest!!

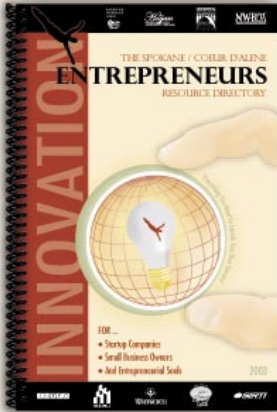


Amy Sinisterra, The Inlander

Microbiologist Kim Maxwell demonstrates Prime Alert

## HOW DO INLAND NORTHWEST ENTREPRENEURS CONNECT?

### 2003



### 2004



INTRODUCING THE **2004 SPOKANE / COEUR D'ALENE**  
**ENTREPRENEURS RESOURCE DIRECTORY**

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We would love to hear from you! Please write, e-mail or call

1421 N Meadowwood Lane, Suite 160 | Liberty Lake WA 99019  
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# Success Starts Here

At the University of Idaho Research Park's campus-like setting, businesses enjoy a unique integration of entrepreneurship, R & D, and education. Multi-tenant and laboratory space is available in our new 30,000 sq. ft. facility. Benefits include:

- Low-cost business services
- Finance sources
- University partnerships
- Cutting edge communication technology
- High performance connectivity infrastructure
- Prime building sites available for lease or purchase
- Located in Post Falls, Idaho on the beautiful Spokane River.



## University of Idaho Research Park Tenants

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Chen Wai Labs for Cold Water  
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McGillivray, LLC

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UI TechHelp

UI Water Resources Research  
Institute

United States Geological Survey

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Join our team as we create a new model for business and university relationships.

For more information contact the  
University of Idaho Research Park

**208-777-4700**

or **[www.uirp.com](http://www.uirp.com)**

**“The UI Research Park provides access to human and technology resources that aren't available anywhere else in the region. We are able to gain new ideas, and grow both individually and as a company through our association with the park.”**

*Shawn Swanby, President  
Ednetics, Inc.*



721 Lochsa Street  
Post Falls, ID 83854

FOR ENTREPRENEURS WHO BELIEVE  
THE WINDOW OF OPPORTUNITY  
IS WIDE OPEN



# A STARTUP SUCCESS STORY

— In The Inland Northwest —



This STUNNING SUCCESS STORY OF A LOCAL STARTUP COMPANY IS BROUGHT TO YOU BY YOU  
AND YOUR CORE TEAM AND YOUR PERSEVERANCE AND HARD WORK AND FAITH IN SPITE OF ALL THE NAYSAYERS  
A SPECIAL THANKS TO THE EXTENDED TEAM OF MENTORS AND ENABLERS AND ADVISERS AND OTHER SUPPORTING CAST  
SUCH AS THE UNIVERSITIES AND ECONOMIC DEVELOPMENT ORGANIZATIONS AND GROUPS HELPING ENTREPRENEURS  
TO PLUG INTO OUR LOCAL NETWORK OF EXCEPTIONAL RESOURCES WHO ARE WORKING TOGETHER TO ENABLE YOUR INNOVATIONS  
TO ROCK THE MARKET AND CHANGE THE WORLD AND HELP TRANSFORM OUR INLAND NORTHWEST ECONOMY



REMEMBER TO GIVE BACK TO YOUR COMMUNITY