He said the ham radio experience is about making rare radio contacts throughout the world with people you’ve never met. “Ham is the original chat room,” Jue said. About 700,000 licensed ham radio operators live in the United State, while another three million live in other parts of the world. Ham radio operators have gained fame for providing communications during emergencies and public events.

Giving Back

More than a half century after finding a passion for electronics, Jue has created a ham radio accessory empire by never losing his childhood fascination. Connected to Jue’s office at the Starkville-based business is a room filled with electronic equipment devoted to his ideas, a workshop for his imagination to look into new products.

After all, one reason he started the company is that he wanted products related to short wave radios that didn’t exist. Even now, the Mississippi State graduate in electrical engineering continues to think of new products.

Jue also has a desire to share his experiences and advice with entrepreneurs that are just getting started, and Mississippi State’s Office of Technology Commercialization provides that outlet. Even with his busy schedule, Jue finds time to discuss commercialization concepts with university inventors, give keynote speeches at OTC outreach events, and serve on the OTC’s advisory board. He said he enjoys speaking with new aspiring business owners and inventors.

“When you love what you do, it’s not work,” Jue said. (See related article on page 3).

Martin’s steps to creating a successful company:

1. Find a well-defined group of customers you can easily reach.
2. Study the market and know everything possible about the customer.
3. Define a product customers want.
4. Do a break-even analysis to see if you can make money.
5. Make the product.
6. Market and sell the product.
7. Be careful about cash. Cash flow is more important than profits.

Business advice from Martin F. Jue

• One of the most important rules—make sure you understand the goal is to make money.
• Start small, but think big.
• Running or managing an operation isn’t the same as making money; it’s a different mindset.
• Reinvest profits into the business.
• Always think in terms of costs and whether you can make a profit.

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Another step in the commercialization process involves defining the market opportunity. Often the inventor has worked closely with industry contacts and has an excellent feel for the opportunity. When this is not the case, we turn to market research reports provided by Frost and Sullivan. They are an excellent resource and can provide inventors and startup companies with needed background information for most major markets.

If you have an invention, software, copyright, or other new technologies, we’ll work with you to define the market opportunity and determine what’s needed to move the technology forward. Our ultimate goal is to bring your ideas to life by commercializing the technology.

Charles “Chuck” Rivenburgh
Director, Office of Technology Commercialization

Innovation-Led Economic Development

Technology, entrepreneurship and investment capital (TEC) are three key components of successful innovation-based companies, such as university startups. When properly connected, these three elements stimulate networks among the economic development, business, academic, and financial communities, ultimately expanding the opportunities for commercializing university research.

In an attempt to expand its “innovation” network, the Office of Technology Commercialization spent the past year serving as lead on the East Central Mississippi Innovation-Led Economic Development (ILED) Initiative. Six organizations, including the OTC, partnered on the effort to coordinate regional TEC events (highlighted below), such as Fuels of the Future, SBIR/STTR Conference and regional angel investor meetings. For more information on ILED, contact Dr. Joe Fangurray at jfangurray@otc.msstate.edu.

Sponsor Info: ILED was funded under a Small Business Administration contract administered by the Mississippi Technology Alliance.

Entrepreneurship

Discovery Lunch (May 09, Philadelphia) - Drs. Randy Goldsmith and Joe Fangurray presented an overview of innovation-based activities in East Central Mississippi. A local entrepreneur spoke about his company's success.

FastTrac 2009 (Jan.-April 09, Starkville) - Fifteen individuals met weekly to evaluate key elements of their potential start up companies. Guest speakers, business coaching sessions and group discussions covered topics such as entrepreneurship, marketing and raising capital. MSU’s Technology Resource Institute led the program.

Investment Capital

Golden Triangle Angel Investor Meeting (June 09, Starkville) - Local angel investors listened to a fundraising presentation from a Mississippi-based company.

Discovery Breakfast (April 09, Meridian) - Drs. Randy Goldsmith and Joe Fangurray presented an overview of innovation-based activities in East Central Mississippi. A local entrepreneur spoke about his company's success.

FastTrac After Hours (Nov. 08, Starkville) - Regional entrepreneurs gathered to learn more about the 2009 Golden Triangle FastTrac program, a 10-week business training program developed by the Ewing Marion Kauffman Foundation.

Power Lunch (Aug. 08, Starkville) - Dr. Gary Butler, founder and CEO of MSU spin-out Camguet Microsystems, provided an update on his company's plans for 2009.

Capital Coalition & Angel Investing Luncheon (Sept. 08, Columbus) - Regional economic developers discussed steps toward initiating angel investment activity in East Central Mississippi.

Funding Innovative Research

SBIR/STTR programs fund commercialization efforts of small businesses and nonprofit research institutions.

Program Description

SBIR (Small Business Innovation Research Program)

STTR (Small Business Technology Transfer Program)

STTR Funding Agencies

Departments of Defense, Energy, Health and Human Services, NASA, and NSF

Phase 2: up to 750K for two years to expand Phase 1 results

Visit syn.com/sbir to view open solicitations, dates and topics, abstracts from past winners, and links to individual agency program Web sites

More Information

SBIR/STTR Conference (Oct. 08, Starkville) - Speakers from around the state provided information on federal, regional, state, and federal resources available for technology commercialization activities. Keynote speaker: Martin Jue.

Fuels of the Future (Sept. 08, Starkville) - Dr. Bill Butcher, co-director of MSU’s Sustainable Energy Research Center, highlighted some of the university’s cutting-edge energy technologies and described their economic potential for Mississippi.

Power Lunch (Aug. 08, Starkville) - Dr. Gary Butler, founder and CEO of MSU spin-out Camguet Microsystems, provided an update on his company's plans for 2009.

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Success

“...I had a great time running the business,” he said. “I learned a lot and doubled sales by the time my brother came back.”

While he knew how to run a business, Jue’s childhood passion led him to the right opportunity while finishing graduate studies at Mississippi State. He earned a bachelor’s degree in electronic engineering from Mississippi State, master’s degree in electrical engineering from the Georgia Institute of Technology and completed coursework for a doctorate at MSU.

While teaching courses at MSU, Jue’s new company began to grow. He went from six employees to 30 within a few months. He bought a building previously used as a skating rink as his manufacturing headquarters. However, these business advances didn’t convince him to quit his day job.

“I still taught at MSU because I still wanted to eat,” Jue said with a smile. “But I did leave the university to work full time for my company about a year later.”

Today, Jue’s product may seem odd to sell during an age of cell phones and instant messaging, but it became a key to attracting and growing these companies.

Sponsor Info: ILED was funded under a Small Business Administration contract administered by the Mississippi Technology Alliance.
June 17
Power Lunch
11:30 a.m.-1 p.m.
Lunch Provided
CAYS Seminar Room
Registration: shereeb@otc.msstate.edu

Patenting 101
LARRY SCHEMMEL, Licensed patent attorney from the state Attorney General’s Office.

Outcomes:
- More easily prepare invention disclosures
- Better assess the patentability of your research
- Strengthen your contribution to the university’s commercialization efforts

**Speaker:** LARRY SCHEMMEL, Licensed patent attorney from the state Attorney General’s Office.

**Topics:**
- Inventorship and prior disclosures
- Patentability - novelty and non-obviousness
- Overview of patent prosecution process

**Outcomes:**
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**Letter From The Director**

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**Funding Innovative Research**

**SBR/STTR programs fund commercialization efforts of small businesses and nonprofit research institutions**

**Program Description**
- **STTR (Small Business Technology Transfer Program)**: Competitive program that reserves a specific percentage of federal R&D funding for award to small business and nonprofit research institution partners.
  - Departments of Defense, Energy, Health and Human Services, NASA, and NSF
  - Phase 1: up to 100K for one year of feasibility studies; Phase 2: up to 750K for two years to expand Phase 1 results
- **SBIR (Small Business Innovation Research Program)**: Competitive program that encourages small business to explore their technological potential and provides the incentive to profit from its commercialization.
  - Phase 1: up to 100K for six months of feasibility studies; Phase 2: up to 750K for two years to expand Phase 1 results

**Investment Capital**

- **Golden Triangle Angel Investor Meeting (June 09, Starkville) - Local angel investors listened to a fundraising presentation from a Mississippi-based company.**
- **Golden Triangle Angel Investor Meeting (Feb. 09, Starkville) - Local angel investors listened to a fundraising presentation from Mississippi-based startup.**

**Technology**

- **Innovation-Led Economic Development Training 101 (May 09, Philadelphia) - Regional economic developers learned about the importance of innovation-based companies, as well as what communities can do to attract and grow these companies.**

**Entrepreneurship**

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Today, Jue’s product may seem odd to sell during an age of cell phones and instant messaging, but his machine is making a great impact on Central Mississippi. A local entrepreneur spoke about his company’s success.

**Partners**

**Mississippi Technology Alliance (MATA)**
- Greater Starkville Development Partnership (GSDP)
- The Montgomery Institute (TMI)
- East Central Mississippi Economic Council (ECMEC)
- Mississippi University for Women’s Center for Entrepreneurship

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Discrimination based upon race, color, religion, sex, national origin, age, disability, or veteran’s status is a violation of federal and state law and MSU policy and will not be tolerated.

Ham radio is about fishing.

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See Success on page 3