

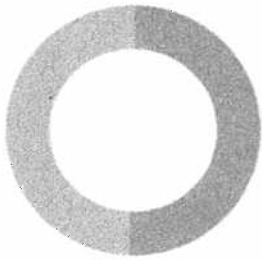
The Whole Brain Group

Marisa Smith, President and Founder
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- Woman owned
- Located in Ann Arbor, MI
- Founded in 2002
- 10 employees
- Developer of smart websites, web applications, and social media strategies to help small and medium sized businesses compete in the internet economy and bring more success and abundance to Michigan.

What makes us different?

- We're not just a web design firm and we don't just create software as a service.
- We also have a commercial software product called AccredItStation® that is used by 30 research institutions across the country.



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What is AccredItStation?

- A web-based software tool - it's like TurboTax for accreditation.
- Helps research institutions and VA hospitals obtain an important certification which ensures that research involving human subjects is being done in an ethical manner.
- It automates a highly inefficient manual process, which saves hundreds of hours, thousands of dollars, reduces paper waste, and improves accuracy.
- 300 hours of time can be reduced to 90 seconds with our software.
- Clients include: National Institutes of Health (NIH), Yale University, Spectrum Health, Ohio State University, Columbia University, Fred Hutchinson Cancer Center, and several Veterans Affairs medical facilities.
- Our technology is patent pending.
- Product Website: <http://www.accreditstation.com>

The Good News

- Since 2005, we've built a national reputation and an impressive client list.
- We've secured microloans from the SBA and SPARK.
- We've recently found an angel investor.
- We've hired 5 people and are working on the fourth version of our software.
- The service side of our business is growing as more cash is available in the economy.

Our Challenges

- Bootstrapping - The company's growth is restricted primarily by the owner's personal credit card limits, not our ambition and potential.
- Economic Slowdown - In the last 18 months, our access to credit was crunched (rates were hiked, limits were lowered), and we had to put the product development on the back burner for about 18 months while we just

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concentrated on keeping the service side of our business going with more unpredictable cash flow.

- Untapped Potential - We have identified several other markets that would benefit from our product, but we've only been able to develop the product for one of them (AAHRPP) and we have only tapped 1% of that potential market in 3 years because we don't have the resources to market and sell at full force.

The Potential for Growth

- 3000 institutions are eligible for the type of accreditation (AAHRPP) currently supported by our AccreditStation software, which means our market is worth \$15M per year for this accreditation type alone.
- We already have four VA clients, and we need to pursue a large-scale government contract with all 380 VA Medical Facilities, but lack the resources to devote to navigating the world of government contracting.
- Our AccreditStation technology is also applicable to other types of certification from applying for SBIR grants to ISO certification and others -- market is upwards of \$300M.
- Because the product side of our company has higher margins, it can grow faster and create more jobs if we have the capital available to invest in the sales & marketing that must be done up front to bring those sales in.
- With access to funding from sources like the 21st Century Jobs Fund, our company would double again in size this year and repeat that trend for several years as we expand into the next markets.

Conclusions

The inclusion of IT and software companies in the 21st Century Jobs Fund will:

- Create high-paying jobs that will improve Michigan's tax base.
- Create these jobs quickly with minimal ramp-up time.
- Support businesses with a high potential for profit and rapid reinvestment in the local economy.
- Help retain young talent emerging from our great local colleges & universities.
- Help existing companies realize their potential by opening up access to resources previously unavailable to them.