

### CoreTxt Plus UW-Oshkosh

In an effort to decrease costs and provide updated versions of textbooks for students, M. Ryan Haley, a UW-Oshkosh economics professor, and several colleagues co-founded CoreTxt Plus. The company's base online statistics textbook can be tailored by each professor in his/her department to create their own version of the text. Students in Haley's department have already saved between \$100,000 and \$150,000 over three semesters using these online books, which are peer-reviewed like any published textbook.

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### Microionic Solutions UW-Platteville

Annamalai Karthikeyan, currently at UW-Platteville, founded Microionic Systems to develop and commercialize the fast, economical synthesis of high-quality activated carbon from recycled raw materials. This technology could have applications in mercury removal, catalysis, medical purification and electrochemical cells. Thanks to its cost-effective approach in a growing market, Microionic Solutions is poised for success. Following are excerpts from an interview with Karthikeyan.

*What were your prime motivators in founding a startup?*

First, there was exceptional encouragement and funding support by WiSys in favor of technology development in the UW system; second was the motivation to maximize, as lead investigator, the commercialization potential of technologies by developing industrial-grade prototypes and processes; and third was the desire to develop products and generate revenues towards the growth of the company, founders, investors, employees and its partners.

*Based on your experience, what advice would you give to potential faculty or student entrepreneurs?*

There are so many factors that determine the growth of a company. But its foundation is only laid by the initiator who formulated and tested certain hypotheses. Make the foundation

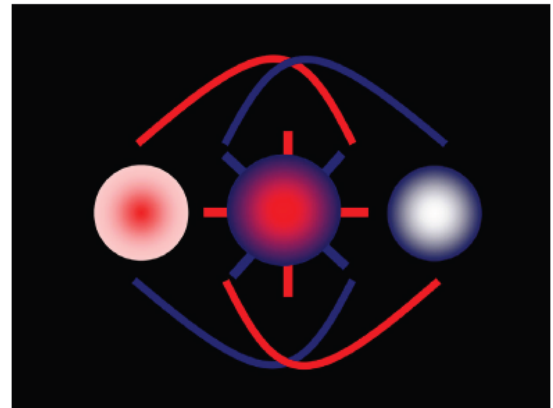
muscular by developing robust science and by developing marketable archetypes in all aspects.

*What are the biggest challenges/hurdles you faced?*

The notion that early stage business will lead to quick money. This attitude will blind one from science and eventually cause one to lag in mechanistic understanding of the technology or lag behind competitors.

*Did the connections you have with WiSys, campus or System influence your decision to start the company?*

WiSys was, and in fact, is the prime reason that motivated me to start Microionics. WiSys policies to seed technology development and provide support during early-stage development served as my main influence to channel the scientific research toward commercialization and start the company in Wisconsin.



**Microionic Systems logo depicts the never-ending reduction and oxidation cycle on which all the processes and products of the startup will be based.**

*Is intellectual property support important for your company?*

It is fundamental to the prospects of Microionics.

*Based on your experience, what should someone know before starting a company?*

Know your science on par with global standards, if not better, to promote your technology/product.

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