



March 2, 2009

**Endorsement of the Connecticut Technology Council's Innovation Pipeline Accelerator**

**I am writing to offer my unqualified support for the work of the Connecticut Technology Council's Innovation Pipeline Accelerator (IPA).**

We have partnered with the IPA for over four years to provide business analysis services to over 50 CT-based small, high-tech businesses. At the same time, this partnership also has provided valuable practical, business-related experience for over 100 University of Hartford Barney School of Business MBA students.

The IPA identifies and qualifies appropriate businesses to team up with UHart MBA students. Small technology firms work very hard to establish their businesses and create a market presence. Yet they face many challenges:

- What new technologies are on the horizon?
- What technologies and products are competitors developing?
- What new manufacturing processes might help the firm...or the competitors'?
- How are customers' needs changing?
- How should new product launches be managed? How will the competitors react?
- What are the best markets to launch a new product?
- Are there potential alliances to consider to support R&D, marketing or sales efforts?

Consulting and implementation support conducted by University of Hartford MBA students includes a **Market Analysis** that helps companies identify, develop and execute effective information collection plans and develop a marketing plan for their products and services. Alternatively, the students conduct a **Competitive Analysis** of the company's market and industry which identifies potential competitive threats, opportunities and emerging technologies that will impact their strategic planning, product development, marketing and sales operations.

**The Connecticut Economic Gardening Group (CT-EGG) was created to help Connecticut businesses grow.** It was established to provide a wide variety of business information and related services to entrepreneurs and small businesses in Connecticut. Developed as a long-term strategy for economic prosperity, "Economic Gardening" is a proven approach to economic development that helps local businesses grow by providing customized market analyses and business data that opens the doors to new growth opportunities. Economic Gardening brings information technology and databases to businesses to satisfy their information needs.

**The Connecticut Technology Council's Innovation Pipeline Accelerator is a vital component of Connecticut's high technology industry and critical to expanding this sector in the future. We hope the Governor and CT Legislature fully supports these initiatives.**

Fred Wergeles  
President  
Connecticut Economic Gardening Group (CT-EGG)