David C. Bloom

www.factotem.com/bloom

Entrepreneurial Education and Commercialization professional with 25 years experience in technology innovation, translational research, angel investing, and economic development.

Qualifications

- **Educator** - Taught Financing Research Commercialization, Innovation Leadership, Product Management, Interpersonal Entrepreneurship, and Disability Studies.

- **Entrepreneur** - Grew startups and nonprofits from the ground-up. Created new teams. Researched and validated product-market fit. Developed new markets and business models. Key contributor to 13 ventures: 4 exits, 5 wind-downs, 4 going concerns.

- **Executive** - Directed fundraising, P&L, R&D, and operations. Built product programs, schedules, and budgets. Managed professional staff, contractors, and partners.

- **Mentor** - Coach and advisor for academic and commercial teams to align strategic goals, and rationalize customer requirements with available resources.

Leadership

- **Factotem** - Founded a commercial business accelerator, family office, and consulting firm. Directed virtual teams of two to twenty professionals. Managed project plans and budgets. Sat on advisory and corporate boards.

- **Hygieia** - Led translational research and commercialization to bring a new category of medical device to market in Europe. Established engineering, manufacturing, operations and strategic partnership activities. Achieved and maintained ISO and CE certifications.

- **Michigan Ross School of Business** - Ran a startup accelerator practicum. Recruited faculty and student innovators, entrepreneurial mentors, subject matter experts, and VCs.

- **Slideless** - Co-founded a Health Informatics startup to commercialize Pathology Imaging technology. Tested business models, developed Channel Partnerships, and executed Pilot projects. Organically funded, returned 100% of exit value to the founders.

Community Organizer

- **a2geeks** - Founding boardmember of a community nonprofit to sponsor educational outreach programs. Achieved IRS 501(c)(3) status. Co-founded and hosted the a2newtech meetup - 12 years, 600+ pitches.

- **Ann Arbor SPARK** - Developed new industry clusters and ecosystem collaboration. Implemented screening and dealflow-pipeline processes.

- **Marketing Roundtable** - Chaired a council of industry leaders. Developed monthly programs and workshops. Provided accountability to sponsors.

- **Pointe Angels** - Established a new angel investor club. Scouted presenters, coached investors and startups, connected resources, and performed due diligence.

Career Timeline

- **Slideless** - Ann Arbor, MI   CEO, 2017 - 2019

- **Hygieia** - Livonia, MI   VP Products, 2009 - 2012

- **Ann Arbor Spark** - Ann Arbor, MI   Executive in Residence, 2008

- **Optimization Group**, Nashville, TN   Chief Innovation Officer, 2002 - 2007

- **Factotem** - Chelsea, MI   Principal, 1995 - present

- **StorageTek** (now part of Oracle) - Boulder, CO   Senior Project Manager, 1993 - 1995

- **Open Networks Engineering** - Ann Arbor, MI   Staff Member, 1989 - 1993

- **Intercomputer Communications** - Cincinnati, OH   Design Engineer, 1987 - 1989

- **Burroughs** (now Unisys) - Detroit, MI   Staff Engineer, 1984 - 1987

Education

- **University of Michigan**, Rackham Graduate School
  MSE, *with Honors*, Industrial and Operations Engineering, 1985

- **University of Michigan**, College of Engineering
  BSE, *Magna cum Laude*, Electrical Engineering, 1983

- **Oberlin College**, Conservatory of Music
  Liberal Arts and Engineering "3+2" program, 1979-1981

- **Continuing Education**
  - Venture Capital Finance, University of Michigan
  - Project Management & Risk Analysis, University of Colorado
  - VentureWell Lean Startup, NSF I-Corps at MIT
  - Lab Bench to Pilot Plant Scale-Up, Michigan State University

- **Certifications**
  - CEO Roundtable Facilitator, Edward Lowe Foundation
  - Systems Integration Professional Certification, IIE
  - Excellence Through Quality / ISO-9000 core, STK

Honors

- Commercialization Reviewer, National Science Foundation
- Accelerate Michigan Innovation Competition - Med Device Award
- Great Lakes Entrepreneur Quest - First Place, Emerging Company
- Judge, American Technology Awards - Washington, DC
- Ann Arbor SPARK Mentor of the Year Award
- Lawrence Tech/GLITR Leader and Innovator Award
- Innovation Michigan award for Innovative Business Strategy
- StorageTek Recognition Award for disaster recovery
- Unisys Exemplary Action Award for process improvement
- IBM Cost Effectiveness Award for product design

Factotem Project Highlights

- **Gaiamer - Compostable Plastic Commercialization** - Recruited engineering team, technology assessment, pilot plant testing, beta site recruiting, investor matching.

- **PUR-GEM - UV Amplification Spinout** - Developed business model and supply chain. Built industry partnerships. Raised seed capital and non-dilutive financing.

- **BRELA - Consumer Device Development** - Led Design Jams and Industrial Design, engineering and sourcing in China. Consulted on patent prosecution and marketing.

- **WSU CARES Lab - Autonomous Robotics AI** - MTRAC consultant, conducted commercialization assessment, analyzed military, industrial, surgical applications.

- **ImageKeeper - Chip-level End-to-end Crypto** - Discovery, licensing negotiation, business modeling, investor consulting, and analyzing exit-terms scenarios.

- **Mayasil - Green Chemistry Commercialization** - Developed business model and supply chain. Built industry partnerships. Raised seed capital and non-dilutive financing.

- **FoveOR - Medical Device Bootstrapping** - Built startup team, regulatory pathway, clinical partnerships, patent portfolio, and raised seed capital for a new surgical device.

- **RightThereWare - Fleet-Scale Navigation AI** - Developed and validated the integration pathway for virtual tessellation-based routing software; won the SAE World Congress.

- **Digested Organics - Agricultural Waste Co-Generation** - Discovery, market segmentation analysis, pilot plant industrial design and architectural renderings.

- **Human Data Systems - Predictive Analytics Commercialization** - Concept-to-Market guidance for a University spinout to avoid re-hospitalization and optimize ACA returns.

- **XOEye - Consumer Electronics Innovation** - Business Modeling, components and architecture, platform/partnership development, and Go-to-Market consulting.

- **Genentech - Key Opinion Leadership Modeling** - Integrated quantitative research, bibliometrics, and business intelligence; dashboard for tracking emerging KOLs.

- **GenTech - Data Center Turnaround and Sale** - Conducted diligence, engineering assessment, and financial modeling to sell a 20,000 sq-ft Class-A data center.

- **Safe Travel - Biometric Verification Device** - Technology and channel development. Led assessment/ integration activities in Abu Dhabi, Dubai, Amman, and Florida.

- **i-Gift - Online Financial Services Network** - Led creative, engineering, fulfillment, and eCommerce integration for a mass-customized mall gift certificate program.

- **HyperSend - Secure Messaging Platform** - Led ISV-to-SaaS business restructuring. Developed staffing plans, licensing strategies, and HIPAA-ready security models.

- **EMPA - HR Intelligence Modeling System** - Developed employee motivation and performance assessment platform for Duke Power, International Harvester, Merillat, e.g.

Selected Presentations and Publications

- **Due Diligence for Early Stage Ventures**
Pointe Angels, August 2021

- **Startup CEO Guide to Investor Communications**
Factotem, July 2021

- **Success Fee Modeling and Business Accelerator Engagement**
Centrepolis Cleantech Accelerator, May 2021

- **Kawasaki, Sequoia, Factotem Pitch Deck Concordance**
New Enterprise Forum, January 2021

- **Family Office Operations Model**
Pointe Angels, May 2020

- **Design By Faileur**
Taubman College Workshop, March 2020

- **Detroit Urban Solutions Innovation Jam**
University of Michigan School of Information, May 2019

- **Trustmarks in Food and Beverage**
Cold Pressure Council Annual Conference, March 2019

- **Toward a Pathology Imaging Ecosystem**
Moffitt Cancer Research Institute, September 2017

- **Growing the Sustainable Business**
University Entrepreneurship Conference, October 2013

- **Customer Discovery for Tech Start-ups**
Marketing Roundtable, September 2013

- **Open Source Diabetes**
Penguicon 9.0, April 2011

- **Return on Marketing Investment**
Marketing Roundtable, June 2010

- **Revenue as a Service**
LA2M Marketing Forum, January 2010

- **Entrepreneurialism 3.0: The Network Is The Corporation**
Oracle User Summit, November 2008

- **WetLab Incubator Business Model**
Pfizer/Ann Arbor SPARK, August 2006

- **The Calculus of Consumer Privacy**
World Association of Research Professionals, September 2004