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CONNECT Announces Breakaway Innovation™ Series To Accelerate New Business Growth and Innovation

*Exclusive Three-Part Series to Delve into the Latest Theories
In Strategy, Mindset and Launch*

SAN DIEGO – CONNECT, one of the nation's most successful regional economic development programs for high technology and life science innovators, inventors and entrepreneurs, announced today the launch of a three-part series on Breakaway Innovation™ beginning Oct. 23.

Each module of the information-rich series builds on the highly rated introductory single-session FrameWorks seminar on Breakaway Innovation™ held July 26. Innovators or those seeking to change directions in existing organizations will be exposed to the latest theories in achieving new product or new venture breakaway innovation, plus walk away with pragmatic tools to help in implementing their own strategies.

Each seminar will be from 7:30 to 11 a.m. and be held at the Sidney Kimmel Cancer Center, 10905 Road to the Cure, San Diego, CA 92121. The three modules include:

- October 23 – Module 1: *New Venture Strategy* – Five Distinct Strategies to Get It Right in Any Market (with Mark Long)
- December 12 – Module 2: *New Venture Mindset* – Creating the Right Breakaway Mindset and Action Plan for Your Given Strategy (with Dick Eppel)

- January 9 – Module 3: *New Venture Launch* – The Essential Go-To-Market Tactics and Tools for Your Breakaway Strategy (with Tom Gable)

Long, who will lead the *New Venture Strategy*, said the series moves through three major stages in accelerating breakaway innovation.

“First we use the latest new venture innovation theories and analytics to get their plan right from the outset from a customer focus,” said Long.

Eppel will help participants develop the right mindset and create the structure for implementing their new venture strategy in the *New Venture Mindset*. Gable will complete the series by launching participants’ innovation with the right go-to-market strategy with an array of breakaway tactics.

“The goal of the series is to provide new strategies, tools and tactics almost any organization can use in planning to accelerate to a new level of growth, or launch in a new and innovative direction,” said public relations veteran and *New Venture Launch* module leader Tom Gable.

Gable, CEO of Gable PR, has more than 30 years in planning and managing complex programs and publishes and speaks nationally on programs for start-ups. Long, attorney, founded SuperLab to develop new tools and strategies to help start-up companies better design their business and marketing plans. Eppel, of Strategic Momentum, a former CEO, helps companies and organizations of all sizes create Breakaway Innovations™ in order to accelerate their business performance and separate themselves from the competition.

Participants in these highly interactive sessions will be introduced to proven tools, tactics and templates they can adapt to advance their own strategic plans, whether launching a new venture or trying to implement new growth initiatives after other strategies have come up short or failed. More information is available on the CONNECT web site at www.connect.org.

About CONNECT:

CONNECT is a non-profit organization dedicated to creating and sustaining the growth of innovative technology and life science businesses in San Diego. Since 1985, CONNECT has assisted in the formation and development of over 1,200 companies and is widely regarded as the nation's most successful regional program linking inventors and entrepreneurs with the resources they need for success. Its programs include: Springboard, Venture Roundtable, Frontiers in Science and Technology, FrameWorks, and Connect with CONNECT; affiliate programs with The Center for Commercialization of Advanced Technology (CCAT), Tech Coast Angels (TCA), and MIT Enterprise Forum (MITEF); and its awards and recognition programs, Hall of Fame, and The Most Innovative Products (MIP) Awards.

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