



Ambassadors Update

February 2011

### Expanding in MA

**EMD Serono**, an affiliate of Merck and a leader in the US biopharmaceutical arena, officially opened its new Research Center in **Billerica**. The **140,000 SF** facility accommodates over **115,000 SF** of lab and office space, as well as approximately **200 scientists** with expertise in cancer research. The **\$65M** investment marks Merck Serono's only Research and Development hub in the United States. Click [HERE](#) to read more.

**Satcon Technology Corp.** is expanding its current 30,000 SF production space in the Drydock Center in Boston by **16,000 SF**. The expansion will include hiring **25 manufacturing workers** within the next two months. The solar device manufacturer also plans to expand its Boston headquarters and engineering offices by moving at the end of May. Click [HERE](#) to read more.

**Moms and Jobs (MoJo)**, a new Massachusetts textile manufacturer based in **Lowell**, has grown to **21 employees** since its start 6 months ago. The company is currently speaking with two factories in **Fall River** for expansion. MoJo also expects its staff to **grow to 160** by the end of the year. Click [HERE](#) to read more.

Drug giant **Pfizer Inc.** announced that it will add about **350 jobs** in the **Boston area** through the relocation of its neuroscience and cardiovascular metabolic research operations from southeastern Connecticut to Massachusetts. Pfizer's commitment to grow in Massachusetts comes despite its global research and development reconstruction and budget cuts. Click [HERE](#) to read more.

The **New England Venture Capital Association (NEVCA)** just launched a new **2,500 SF** coworking space inside the **Cambridge** Innovation Center called **CriticalMass**. Venture Capital firms - Bain Capital, Flybridge, Highland, North Bridge, and Charles River have all signed on to help fund the space. Companies will either pay \$250 per person to

### Ambassador A-List, New Products & Funding

**Cambridge-based Genzyme Corp.** accepted the offer to be purchased by French pharmaceutical giant **Sanofi-Aventis** for \$74 a share, or a total of **\$20.1B**. The deal followed months of negotiations between CEOs Chris Viehbacher and Henri Termeer. The imminent purchase of Genzyme by Sanofi marks the third sale of a large public biotechnology company based in Cambridge to a foreign pharmaceutical company. In 2008, Millennium Pharmaceuticals was bought by Takeda Pharmaceuticals in a \$8.8B deal. In 2009, Sepracor, now called Sunovion, was purchased by Dainippon Sumitomo Pharma Co. for \$2.6B. Click [HERE](#) to read more.

**Waltham-based** online marketing firm **Constant Contact** announced that it has acquired New York-based **Bantam Live** for **\$15M**. The acquisition of the social customer relationship management technology provider will enable Constant Contact to create a unified repository of data across all of its channels, including e-mail, social media, and survey. All of Bantam Live's team will remain in New York, as part of a Constant Contact development office that will open in the city this year. Click [HERE](#) to read more.

**Cambridge** startup **Pixability**, which helps businesses produce and share videos on a budget, raised **\$1M** from angel investors. Pixability's round of funding came from a syndication of nine different New England angel groups, including Boston Harbor Angels and Launchpad Angel Group in Boston. Click [HERE](#) to read more.

**Boston-based Ze-Gen Inc.**, a gasification company whose technology converts municipal trash into burnable gas with virtually zero emissions, completed an amended **\$25.6M** round of venture capital funding. The company raised \$17.6M in 2010 and recently added another **\$8M** to complete the round. The 2004-founded company launched a large-scale demonstration and testing facility for its

rent space or be selected as one of 48 entrepreneurs to receive free space. Click [HERE](#) to read more.

**CSX Transportation** completed a **\$10M** expansion and renovation of the **West Springfield** facility in order to more efficiently handle containerized shipping. CSX also hopes to complete, by the end of 2011, a **\$25M** project increasing the clearances on its rights of way to allow for double-stacked trains. CSX anticipates more company distribution centers to move into West Springfield in order to be near the rail yards. Click [HERE](#) to read more.

technology in New **Bedford** in 2007. Click [HERE](#) to read more.

**Crossbeam Systems Inc.**, a **Boxborough**-based IT security company that focuses on creating custom IT security platforms for high-performance systems, has added three new business partners in South America. The company, with offices in Europe, Latin American and Asia, formed partnerships in **Brazil** with BlackBull Network, Contacta, and CLM. Click [HERE](#) to read more.

## Ambassadors @ Work



Gov. Deval Patrick, along with business leaders and government officials, will make a 10-day trip to **Israel** and **Britain** for the **Massachusetts Innovation Economy Partnership Mission 2011**. The coalition will explore growth opportunities within the technology, life sciences, and clean energy sectors. At industry forums, company visits, and meetings with government and business leaders, the group will talk about collaborating for business expansion and job growth. Among the business leaders participating in the Mission is Massachusetts Ambassador Michael Greeley, General Partner of **Flybridge Venture Capital**. Click [HERE](#) to read more.

**MassEcon** will be hosting its **Third Annual Corporate Welcome Reception** to welcome companies new to Massachusetts on March 30th at **Citizens Bank**, Boston. Public officials, business leaders, and Massachusetts Ambassadors will gather to welcome startups and expanded companies including, **Sunovian**, **Backupify**, **Evaluate Pharma**, **Sand9**, **Medisize**, **IntegraGen**, **Xenics** and others. Click [HERE](#) to read more.

## A Resource for Medical Device Startups

Partnerships between businesses and universities are a major contributor to industry development in Massachusetts. The **Massachusetts Medical Device Development Center** has helped associated companies raise more than **\$5M** in private funding since its creation. The partnership between **UMass Lowell** and the **University of Massachusetts Medical School in Worcester**, leverages the engineering, business, and clinical strengths of the two campuses to provide fee-based services in the areas of business planning, product prototype development and clinical pathway assistance. In addition, M2D2 offers incubator space and resources for entrepreneurs to move from patent to production. Medical device companies including **MedicaMetrix**, **MoMelan**, **TheraTorr**, and **Aura Medsystems**, received a total of \$500,000 in M2D2 FastLane awards and used that startup funding to attract the private capital. Click [HERE](#) to read more.

## MIT Fostering Startups

In its 20 years, the **MIT \$100K Entrepreneurship Competition** has helped launch over **120 companies** that have achieved market cap and exit value in excess of **\$12.5B**. The student organization within the MIT School of Engineering, is a year-long educational experience designed to encourage students and researchers in the MIT community to act on their ideas and produce tomorrow's leading firms. The list of \$100K alumni companies is impressive, spanning from digital platform creator **Akamai** to aviation solutions company **Terrafugia**. This year's contestant submissions closed on February 25th and the Semi-Finalists for the Business Plan Contest will be announced on March 3rd. Click [HERE](#) to stay updated with the competition.

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