

## FOR IMMEDIATE RELEASE

Contact: Hali Ummel  
Principal, Timpani Communications  
Cell Phone: +1-512-731-8736  
E-mail: [hali@timpanicomunications.com](mailto:hali@timpanicomunications.com)

### Global clinic aids in avoiding traditional start-up woes for small business

#### *The Austin Technology Incubator is the first to demo the international program*

Austin, Texas: Oct. 19, 2004 --More than 20 start-up technology operations within the Austin Technology Incubator (ATI) will begin implementation of a business program at the end of this month to help guide the young companies past the pitfalls of their initial business cycles to prosperity. The strategic planning of the late Dr. George Kozmetsky and Dr. Raymond Yeh, the co-founders of the business research laboratory, Zero Time Labs, L.L.C., factored into the creation of The Enterprise Clinic™ (EC), as a resource for small businesses worldwide.

Representatives from the University of Texas IC2 Institute's ATI, and Zero Time Labs will present the founding principles of the clinic at 10:00 a.m. on October 28 at the press conference held at the ATI offices.

"EC is a business clinic that provides a holistic enterprise healthcare to help young enterprises 'Do the right thing, then do things right.' Small businesses form the backbone of our country, creating three out of every four jobs, so it's crucial that we help them develop into ethical, high performance organizations with a solid strategic foundation," said EC founder Raymond Yeh who is also author of The Art of Business, the strategic guide for EC.

Yeh added that the EC would act much like a pediatrician's clinic for startups and small businesses. Yeh aims to dramatically reduce the mortality rate of small businesses by forming an international research group, with ECs as living laboratories, to find the cures for the equivalent of heart attacks, and other deadly diseases of small businesses. Yeh envisions hundreds of ECs worldwide to help young enterprises grow into industry leaders such as the ones profiled in The Art of Business: Southwest Airlines, Dell, Medtronic, and Intel.

ATI brings more than 15 years of experience facilitating the growth of emerging technology companies and provides a complete spectrum of educational and training services to help start up companies as well as regions around the world in economic development.

“Great companies need to start right,” said Joel Wiggins, ATI’s director. “The EC is one way we ensure that our early stage companies develop healthy habits from the moment they are launched,” Wiggins added.

Further details of the basic operations of the EC program will be provided at the press conference on Oct. 28 at 10 am at the ATI office, which is located at the MCC Bldg. 3925 W. Braker Lane, 3<sup>rd</sup> floor. Dr. Yeh also will donate half of all of the proceeds from a soon to be announced book-signing event to the Meals on Wheels program in Austin.

###