

Vasc-Alert LLC

Douglas Curry was a savvy entrepreneur on his fifth startup as vice president of West Lafayette's Vasc-Alert LLC when he arrived at the Greater Lafayette SBDC in 2005. What he needed and received was the network and the knowledge base. "We got help putting together a presentation to the Greater Lafayette Venture Club, which led to some funding being secured," Curry says.

A medical information company, Vasc-Alert's software analyzes data and generates reports for the hemodialysis market to help determine the risk of clotting in access sites.

"In my mind, what makes a business succeed is realizing very early you don't have all the answers and seeking out wise counsel from those who do," Curry says. "SBDC is a resource I wish I'd known about 10 years ago. It would have saved me several gray hairs."

Besides the Venture Club venue, Curry says Davis helped him "sort through potential financial aspects and look at lines of credit as we grow. She may not have all the answers, but she can pick up the phone and say, 'Here, talk to this person.'"

Vasc-Alert entered the market in 2004, and Curry reports, "We are generating revenue, adding new customers and entering a nice growth phase. We are close to becoming a major player in the vascular-access monitoring market. Our aim is to be the 'gold standard.'"