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First Presentation Held at Open Court

Lehigh Valley-based Mogistic, Inc. Stepped Up

Open Court Web Site Is Live And Accepting Applicants

Bethlehem, Pa., May 28, 2008 –Lehigh Valley-based Mogistic, Inc. was the first presenter at Open Court’s inaugural session held Wednesday, May 21 at Bethlehem’s old Victory Fire House. Mogistic, Inc.’s President James Ludlow, Managing Director Larry Wolfe and Director of Sales and Marketing Marcus Cudd presented to a panel that included: Mike Gausling, President of Originate Ventures; Eric Arson, Managing Partner, Originate Ventures; Jeff Green, Principal, Compass Point, Ltd.; and Don Webster, President, Software Engineering Associates. Tom Garrity, Managing Partner of Compass Point, Ltd., served as moderator.

Open Court provides the forum for a business plan presentation and review with experienced professionals for emerging companies in Northeastern Pennsylvania. Mogistic, Inc. is a software company hoping to develop and sell Web management platforms to regional businesses and organizations.

“We had a great experience and received many important take aways,” said Ludlow following the presentation. “Several key areas we need to work on were pointed out to us, notably that we need a clear definition of our business model and the formation of an advisory board. We believe strongly that the format worked - it was very focused and succinct. I recommend other entrepreneurs participate in this program to get guidance to improve their business models and plans going forward,” he concluded.

“We couldn’t have asked for a better opening game,” according to Tom Garrity, Managing Partner of Compass Point, Ltd. and moderator of the presentation at Open Court. “The Mogistic team walked off the court with more focus and a clearer path to raising the capital they need to take their venture to the next level,” added Garrity.

Open Court works on the “open court” basketball concept, where those with the courage to get in line to play have the opportunity to play against a winning team. At Open Court, entrepreneurs who are ready to take their new business idea to the next level will be given the opportunity to present their business plan executive summary to a team of consultants and business leaders in a professional forum. They will receive guidance on how to best operationalize their plan, finance it and successfully enter the market.

Complete information on how to apply can be found at Open Court’s Web site, www.OpenCourt.biz. In addition to providing the business plan template and the online application form, the site offers a check list of activities the presenter will need to do in order to participate.



Caption - James Ludlow, President of Mogistic, Inc. (center with basketball), prepares to present at Open Court. With him are (standing, left to right) Larry Wolfe, Managing Director of Mogistic, Inc., and Marcus Cudd, Director of Sales and Marketing for Mogistic, Inc. Panel reviewers (seated, left to right) are: Mike Gausling, President of Originate Ventures; Don Webster, President, Software Engineering Associates; Eric Arnson, Managing Partner, Originate Ventures; and Jeff Green, Principal, Compass Point, Ltd.



Caption – Presenters from Mogistic, Inc. are (left to right): Larry Wolfe, Managing Director; Marcus Cudd, Director of Sales and Marketing; and James Ludlow, President.



Caption – Presenters from Mogistic, Inc. (seated, top left) Larry Wolfe, Managing Director, Marcus Cudd, Director of Sales and Marketing, and James Ludlow, President, offer their Power Point presentation to panel reviewers (seated, center): Mike Gausling, President, Originate Ventures; Don Webster, President, Software Engineering Associates; Eric Arnson, Managing Partner, Originate Ventures; Jeff Green, Principal, Compass Point, Ltd.; moderator Tom Garrity (seated, foreground), Managing Partner, Compass Point, Ltd.; and members of the audience during Open Court’s inaugural session.



Caption – Presenting in Open Court from Mogistic, Inc. are (left to right): Larry Wolfe, Managing Director; Marcus Cudd, Director of Sales and Marketing; and James Ludlow, President.