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**For Immediate Release**

**Best Selling Author and Business Visionary Geoffrey Moore to Deliver Keynote at Invest Southwest Capital Conference**

***“Crossing the Chasm” Author to Address Arizona’s Premier Investment Conference***

(Tempe, AZ – October 19, 2007) – Organizers announced today that best selling business author Geoffrey A. Moore will deliver the keynote address at this year’s Invest Southwest Capital Conference scheduled for December 12 – 13 at the Four Seasons Resort at Troon in North Scottsdale.

Moore is best known for his keen insight of innovation and how it relates to technology. In his keynote address, Moore will draw on material from his best selling book *“Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers”* to explain how technology innovations make the leap from appealing to elite, early technology adopters to everyday consumers.

First published in 1991, *Crossing the Chasm* was expected to sell 5,000 copies. After more than fifteen years in print, it has sold hundreds of thousands of copies and has become a near-holy writ for marketers, engineers, venture capitalists and business students. The book’s methodologies have been applied to business sectors far removed from the high-tech readers who first embraced it.

“Invest Southwest is the region’s premier investment conference. That we can attract highly-respected, well-known thought leaders like Geoffrey Moore is a testament to the conference’s significance,” said Richard Stagg, Invest Southwest conference chair. “We are honored to have Mr. Moore as this year’s keynote speaker.”

Mr. Moore is also the author of *Inside the Tornado: Strategies for Developing, Leveraging, and Surviving Hypergrowth Markets*; *The Chasm Companion: A Field Guide to Crossing the Chasm and Inside the Tornado*; and *Dealing with Darwin*. In 1993, he founded the Chasm Group, a strategy consulting firm to private and public companies. In 2003, the firm spawned TCG Advisors, which counsels large, public companies managing transformation, and the Chasm Institute, which offers professional development and organizational training based on *The Chasm Companion*.

For the second consecutive year, The Miller Group is the conference's title sponsor and ASU Technopolis is the administrative host. Fourteen early stage and emerging-growth companies were selected to present their business plans to accredited investors and venture capitalists from around the country. This year's presenters will be:

Advanced Motion Measurement, LLC  
Donovan Ostrom, CEO  
[www.advancedmotionmeasurement.com](http://www.advancedmotionmeasurement.com)

Azano Pharmaceuticals  
William Brown, President & CEO  
[www.AzanoPharma.com](http://www.AzanoPharma.com)

CareerTours  
Aaron Bare, CEO  
[www.careertours.com](http://www.careertours.com)

Desert Energy Corporation  
Joe Blankenship, Chairman & CEO  
[jblankenship@sourcegrp.com](mailto:jblankenship@sourcegrp.com) (Email only)

Diversified Energy Corporation  
Philip Brown, President & CEO or Dave Thompson, Chairman  
[www.diversified-energy.com](http://www.diversified-energy.com)

GenSpera, Inc  
Craig Dionne, President & CEO  
[www.genspera.com](http://www.genspera.com)

iNanoBio  
Bharath Takulapalli, Founder & CEO  
[www.inanobio.com](http://www.inanobio.com)

Innovis Technologies, Inc.  
Alicia Reeves, President & Co-Founder  
[www.innovistechnologies.com](http://www.innovistechnologies.com)

LiPoint, Inc.  
Robert Ashley, CEO  
[www.lipointpharma.com](http://www.lipointpharma.com)

Molecular Profiling Institute, Inc.  
David Mallery, President  
[www.molecularprofiling.com](http://www.molecularprofiling.com)

Nuvo Technologies, Inc.  
Adam Studnicki, CEO  
[www.barvision.com](http://www.barvision.com)

Sideline Star LLC  
Neeley Woods, CEO  
[www.sidelinestar.com](http://www.sidelinestar.com)

Six400 Financial Services LLC  
Terry Buske, President  
[www.six400.com](http://www.six400.com)

Tiempo Development, Inc.  
Cliff Shertz, CEO  
[www.tiempodevelopment.com](http://www.tiempodevelopment.com)

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### **About Invest Southwest**

Invest Southwest is the Southwest's premier capital conference. Invest Southwest connects the region's promising startup and early-stage ventures with accredited investors from around the country. Since its inception in 1992, presenting companies have received more than a quarter billion dollars in funding. For more information, visit [www.investsouthwest.org](http://www.investsouthwest.org).

### **About ASU Technopolis**

ASU Technopolis is an initiative of Arizona State University's Office of the Vice President for Research and Economic Affairs. The program is charged with transforming Greater Phoenix's knowledge economy. It accomplishes its mission to educate, coach, and connect the region's entrepreneurs and innovators by leveraging the area's strengths including its consistent ranking at the top of national surveys of the best cities to launch a new business. For more information, visit [www.asutechnopolis.org](http://www.asutechnopolis.org).