



Friends of the Corridor

*Charleston, SC, US
May 2003*

2003 Beginnings

Thankfully, the [Charleston Digital Corridor](#) has had an eventful 2003 thus far. In just over two years, the Corridor has grown to thirty companies.

Corridor Welcomes Two New Companies and a National Association

We are celebrating two new Corridor companies, and a national association, this spring. Modulant comes to us from San Francisco and Long Beach California, Universal Solutions is moving its international headquarters to Charleston from Jackson, Mississippi, and the National Association for Continence, our most recent addition, comes to us from Spartanburg, SC.

Established in September 2000, [Modulant](#) is a commercial software product development company that aids enterprises with information exchange between non-compatible systems, formats, standards, applications and databases. Modulant will become the second Corridor software provider to move its headquarters to Daniel Island in the Cainhoy District. Company executives and managers, as well as members of their research and development team, will be headquartered there.

[Universal Solutions](#) specializes in the development, implementation and maintenance of business communications solutions. Since its inception in 1997, Universal has twice been named one of Inc. Magazine's 500 fastest growing companies in the US. The Charleston peninsula's Fountain Walk development, in the University District, will be home to 20 staff members who have relocated from across the US.

The [National Association for Continence](#), the world's leading and most productive consumer organization committed to incontinence since 1982, has located their national headquarters in the Corridor's University District. Funded by voluntary consumer contributions, health care professionals, industry grants and private foundations, NAFC is working to alleviate the social



stigma associated with bladder control problems through various educational programs and services. Many thanks to BellSouth's Ted Creech for facilitating the relocation of this national association to Charleston.

Venture Capital

On March 19, 2003, the South Carolina Senate introduced the [Venture Capital Investment Act](#) (S. 504); it currently resides in the Senate Committee on Finance. The proposed Bill is intended to establish a fund independent from the State's General Fund in the Department of Commerce. This fund, referred to as the South Carolina Technology Innovation Fund, shall be administered by a Board of Directors and will make one hundred million dollars available for equity, near-equity, or seed capital to emerging, expanding, relocating, and/or restructuring enterprises in South Carolina.

South Carolina Biotech Initiative

The City of Charleston recently hosted the Palmetto Biotech Initiative Conference, led by Karl Kelly, CEO of the [South Carolina Biotechnology Incubation Program](#). The event was attended by a diverse group of 200 professionals from fields, including economic development, academia, R&D, government, venture capital and utilities.

Marketing Efforts

In May, the Corridor will launch its first national marketing campaign. Charleston will be introduced to target companies as a destination for knowledge-based businesses through a series of direct mail postcards that encourage recipients to request a relocation "consideration" package. The theme for our campaign is "Relocate to Charleston- It's easier than you think." Special thanks to Corridor member [Sans Locus](#) for help in developing this campaign.

Pilot Therapeutics Hosts Charleston's First Asthma Summit

[Pilot Therapeutics](#) recently hosted Charleston's first Asthma Summit on April 10th, 2003 at the historic Mills House Hotel. In association with the launch of [Airozin](#), a dietary treatment for asthma, an over-the-counter medical (OTC) food, Pilot Therapeutics and expert lecturers



provided guests, including physicians, pharmacists, advocacy groups and asthmatics, with an asthma history, the condition's current treatment options and potential future advancements.

Speakers included Jonathan Peter Arm, M.D., of Harvard Medical School, Peter S. Creticos, M.D., Clinical Director of the Division of Clinical Immunology and Bradley Udem, Ph. D., Professor of Medicine of The Johns Hopkins University School of Medicine, Allen P. Kaplan, M.D., Professor of Medicine and Director of the Konishi-MUSC Institute for Inflammation Research at the Medical University of South Carolina. Selected retail outlets, throughout the Carolinas, have been chosen as test markets for this new OTC food.

flyCharleston.com

In keeping with the Charleston Digital Corridor's mission of providing value to existing and potential members, we are assisting in the Charleston Metro Chamber of Commerce's effort to provide Charleston business and leisure travelers with a cost-effective alternative to airline fares in Charleston. The target is [AirTran Airways](#). The expected commencement of services is Spring 2004. A website to promote the effort will be launched late May.

Kool Beanz Koffee & Kreme - "Hot Spot"

The Corridor's University District welcomes [King Street's newest cafe](#). On February 11, 2003, Charleston's first commercial "hot spot" held its Grand Opening. [ThinkTec](#), an affiliate of the Charleston Metro Chamber of Commerce, along with [BellSouth Corp.](#), and [Aerolina](#), a wireless broadband provider, partnered to provide the city's business, education and leisure clientele with the café's wireless system.

Member Companies

The Corridor website is viewed by several thousand people per month. If you have newsworthy items about your company you wish to have displayed on the corridor website, we will be glad to post these items to the corridor website. Please send us the information via the direct link on the [Corridor news page](#).



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18th century architecture. 21st century technology.

Thank You

Finally, thank you for your continued support of the Charleston Digital Corridor. Our goal is for Charleston to be recognized as a city that actively supports knowledge-based enterprises, nurtures its entrepreneurs and pursues the diversification of her economy while respecting her past. If you have any suggestions or comments that help us further this goal, I would very much like to hear from you.

Sincerely,

[Ernest G. Andrade](#) Director

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