



BUENA VISTA, CLAY, DICKINSON & EMMET COUNTIES

Thinix receives \$50,000 grant *Milford company creating innovative touch software*

MILFORD – R&D Industries has been a part of Milford’s business community for 27 years. R&D has three core divisions: acoustical engineering and consulting, computer networking, and Thinix. Thinix began eight years ago because the company wanted computers to be secure, easy to use and reliable. The three focus points of Thinix are education, healthcare and industrial computing. Companies they work with include Dell, HP, Intel and Panasonic.

In June 2010, Thinix began a three month process of working to get a demonstration fund grant from the Iowa Department of Economic Development. The focus of the grant for was Thinix’s classroom technology, which allowed every student their own computer. Thinix did their 10 minute presentation, and their request was denied. “We started the process not understanding what they had approved and not approved in the past,” said Don Van Oort, CTO of Thinix. “When we started, it looked like the grant could be used to fund product development, but what they really want is a product which is completely done and ready for market.”

That’s when Van Oort was introduced to Brian Dalziel, senior vice president of the Iowa Lakes Corridor. With Dalziel’s guidance, Thinix came to understand what IDEED was looking for.

The focus of the grant changed to the Thinix Touch technology that enables tablets running Microsoft Windows operating systems to be more “finger friendly.” The Windows operating system on tablets looks just like it does on a desktop or laptop, with small icons that are difficult to navigate. Thinix Touch is a much more user-friendly interface with big buttons, automatic keyboard and integrated screen rotation technology. Thinix’s goal is to have Thinix Touch pre-installed on all Windows tablets.



“It’s made in Iowa. 100 percent of the software is written here. It’s genuine Iowa intellectual property,” said Van Oort. The technology was ready, but Thinix was in need of funding assistance to get the product out to the market.

They second time they presented to IDEED, Thinix was successful. The company was recently notified in that they were awarded a \$50,000 demonstration grant fund.

“Without the help of the Iowa Lakes Corridor, we honestly wouldn’t have had a chance at being successful obtaining this grant,” said Van Oort. “We didn’t understand the process. Brian and Kathy were vital assets; they understood what IDEED was looking for.”

“We are proud to have played a part in helping Thinix obtain the funding to market this exciting technology product,” said Kathy Evert, president and CEO of the Iowa Lakes Corridor Development Corporation. “The business coaching services available through the Iowa Lakes Corridor office are a way to help grow existing and start-up businesses whose growth will create new jobs for this region.”

Thinix currently has 30 employees. “We are poised to grow explosively,” said Van Oort. He noted that he wouldn’t be surprised if they had 50 employees within the next few years. “We want to grow in a sustainable way; we want to be a long-term player.” Van Oort said they are hiring software engineers, marketing and sales people.

#

The Iowa Lakes Corridor Development Corporation is the regional economic development agency for Buena Vista, Clay, Dickinson and Emmet counties. Its mission is to foster, encourage, aid, promote or otherwise assist in the economic growth and development of the region. For more information about the Iowa Lakes Corridor Development Corporation, call 712-264-3474 or visit www.lakescorridor.com.