**Summit Medina Business Alliance, Inc.**

**Vadxx Energy**

**September, 2009**

**Teamwork Brings Green**

**Energy Company to Akron**

**After 35 years in the energy and environmental industries, Bill Ullom finally put two and two together: He found a way to make oil and gas in a factory, using waste as raw material instead of putting it in landfills.**

**Ullom, Chief Technology Officer of Akron-based Vadxx Energy formally known as Vadose Research & Development, has been involved peripherally in the synthetic fuels industry for 30 years. He worked in the utility and oil and gas exploration and production industries for a number of years before starting his own environmental consulting firm in 1988. These experiences increased his awareness of the need for a sustainable fuel source. “During my career, I noticed more and more of this country’s wealth being exported to people who do not like us very much,” he says.**

**Ullom also became aware of the vast quantities of organic wastes that are dumped in landfills. He saw the availability of this petroleum-based waste as an answer to a key national security issue: the lack of a reliable, domestic energy supply. However, Ullom needed to find a way to transform the materials into a useable fuel. “That was a real challenge,” he says. “There are many claims by inventors of waste-to-fuel technologies, but once you look at the numbers, most of these claims can’t be substantiated.”**

**After some research, Ullom found the solution. “Vadxx technology has distinct advantages that can result in a sustainable business that will produce synthetic crude oil and gas in a factory setting,” he says.**

**Ullom first heard about the Akron Global Business Accelerator from the senior fellows at the University of Akron Research Foundation (UARF). Based on their recommendation, he met with the accelerator’s Director of Business Development, Jerry Lesnick. Ullom’s company became an accelerator tenant in August 2008.**

**While at the accelerator, Ullom approached the Summit Medina Small Business Development Center (SBDC). Mary Ann Jasionowski, Director of the SBDC and a Certified Business Advisor, assisted Ullom with government relations, development of expanding aspects of his business model, and employment opportunities in Ohio. She also referred him to the Manufacturing and Technology SBDC for further mentoring.**

**With the assistance of a broad-based support team, Ullom’s company gained approval as a high-technology company in the field of renewable energy, qualifying Vadxx for the Ohio Technology Investment Tax Credit program. The business also received in-kind support from the City of Akron to relocate the synthetic crude oil pilot plant from New Jersey to Akron, and was able to fund its first employee through the Ohio Third Frontier Internship program. Helping Vadxx were the SBDC, TechLift, the Great Lakes Innovation Development Enterprise, UARF, and the Accelerator.**

**In Ullom’s opinion, there are three categories of Entrepreneurs: those who start a business to satisfy a personal need to be in control; those who do it for the money; and those who do it for the sake of the business itself. They seek to make a sustainable business that will take care of them financially and professionally, as well as take care of the community. Ullom sees himself in the last category, but admits that the altruistic streak at times gets in the way of doing business.**

**Today, Vadxx Energy has commercialized a process to manufacture synthetic crude oil, natural gas and other products using raw waste materials such as tires, motor oil, industrial solvents, plastics and e-waste. The fuel can be produced in a factory setting using the Vadxx process, which is modular and scalable, permitting construction of crude oil manufacturing plans in areas that need job creation.**

**“Vadxx will continue to be based in Ohio, “ Ullom says. “Vadxx envisions multiple plants not only in Ohio, but also across the country that will manufacture this fuel. The business model contemplates that in five years, hundreds of new employees will help the company generate in excess of $50 million in gross revenues.**

**“Sometimes, Entrepreneurs live in a cave. They are so intimately involved in the details of the business, that they don’t understand what valuable resources are out there and miss opportunities,” he says. “Mary Ann Jasionowski gave me a reality check by focusing on and identifying viable opportunities for my business. She introduced me to people in the SBDC’s vast government and business network that I would otherwise have missed. I would definitely recommend making the SBDC an integral part of a broad-based support team, and seeking the SBDC’s advice on everything from starting a business to more advanced issues like learning about realistic grant opportunities that have a chance of bearing fruit.”**

**Bill Ullom**

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