



IEEE BOSTON ENTREPRENEURS' NETWORK

May 1st, 2012

Background

- Ed Mallen
 - CEO of TimeTrade <http://www.timetrade.com/>
 - TimeTrade is the world leader in online appointment setting used by businesses to create new customers, accelerate the sales and service process and makes it easier to respond to customers.
- Bio
 - Nine+ years in IBM in sales, marketing and management
 - 25 years in start-ups the first being Interleaf IPO 1986 as V.P. of U.S. Sales
 - Xionics IPO in 1997 as Executive V.P. Sales and Marketing
 - CEO of Profile Systems, sold to Commengent in 2004 and stayed after the sale as EVP and board member
 - CEO of TimeTrade since 2007
 - Serve on the boards of TimeTrade, LeveragePoint, Healthwyse, and formerly on the board of eCopy (sold to Nuance in 2009)
 - Small investor in six Venture Funds

What we Do

Engagement Commerce

An Essential Requirement for Sellers & Retailers Today



Consumers

Connected. In Control
Always On.
Always Engaging.

Buying

Selling



Sellers/Retailers

Always Available

Across
Multiple Touchpoints



Call Center



Website



Mobile



Tablet



Social Media

Need for easy implementation and management of self-service appointment Scheduling



Marketing



Sales



Customer Service



Retail Stores

Single Platform/Targeted Selling

Solutions

timetrade What is it? Solutions Products Customers Services Resources Log In [Click to Schedule](#)

Products

Try the TimeTrade Appointment Scheduling Edition that's right for you

seamless scalability

Personal	Professional	Workgroup	Enterprise	Retail
Appointment scheduling for individuals	Appointment scheduling for professionals	Appointment scheduling for teams and businesses	Appointment scheduling for large corporations	Appointment scheduling for retail organizations
Free	\$49 per year	\$249 per user/per year	Contact Us	Contact Us
Use It Free	Try It Free 30-Day Trial	Try It Free 30-Day Trial	Schedule a Call	Schedule a Call
Learn more	Learn more	Learn more	Learn more	Learn more
Features: 1 user 5 appointments per month 1 activity type Outlook, Google, iCal calendar integration Mobile scheduling from your iPhone	Features: 1 user Unlimited appointments Unlimited activity types Outlook, Google, iCal calendar integration Mobile scheduling from your iPhone Email appointments with automated reminders Custom logo branding	Includes all Professional features plus: + Unlimited users + Central configuration & user admin + Salesforce, Marketo & Eloqua integration + Outlook, Google, iCal, Zimbra & Lotus Notes calendar integration + Smart Routing™ with the Appointment Router™ + Usage reports & analytics	Includes all Team features plus: + Pooled resource scheduling + Multi-location support + Business process integration + Widget-based toolkit + Enterprise class API + Admin and call center scheduling dashboards	Includes all Enterprise features plus: + In-store customer flow management - Customer Queuing + Tablet control for sales associates + Labor management integration + ERP management integration + Customer mobile scheduling app

Apps



Personal



Salesforce Users



Mobile Users



Website Developers



- Hubspot
- Facebook
- Others

Some Observations on the First Raise

Are you sure you want to do this?

Some Observations on the First Raise



What Kind of Company Do You Want to Be?



What Kind of Company Are You?

- Lifestyle
 - You are the **Master** of your own fate
 - You are committed to **Bootstrapping**
 - You have your **Customers** pay for your growth

- Lifestyle
 - You are **Lonely**
 - Your only access to capital are **Family and Friends**
 - You are **Limited** by customer capture
 - You can be acquired for a **Low** multiple

What Kind of Company Are You?

- Capital Efficient
 - You made **Money** at your gig
 - You had the **Idea** at your last company
 - You can create **Immediate** customers
 - You have your **Customers** pay for your growth that **Scales** from the beginning
- Capital Efficient
 - You may lose the opportunity and be **Passed** by competition
 - You may be just a **Product** and not a company

What Kind of Company Are You?

- Capital Efficient and Fundable
 - You define a great **Market** (Size, Access, Need)
 - You have demonstrable **Skill**
 - You **Recognize** the need for capital
 - You have a **Network**

- Capital Efficient and Fundable
 - Your **Ownership** will change
 - Your role may be limited to **Founder**

Some Things I Think Are Important

- Build a narrative
 - Why your back ground is suitable for investment (Bankable)
 - Pitch perfect
 - Market is huge
 - Underserved
 - Can be addresses
 - IP or at least competitive advantage is identified
 - Never represent that you are the smartest in the room
 - Network
 - Cold calling, while not impossible, is tough
 - Have your network vet your ideas

Some Things I Think Are Important

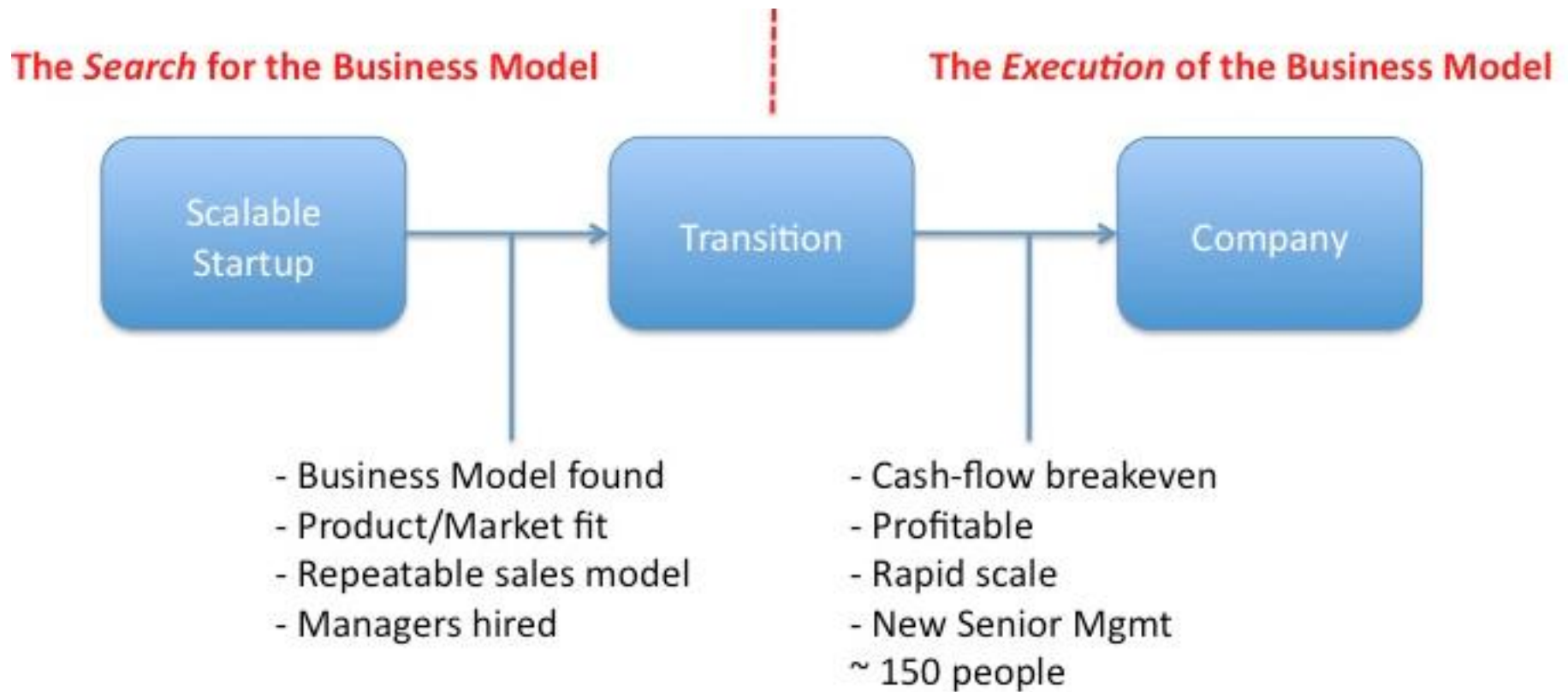
- Business Plan
 - Choose a model
 - Study the history
 - Why can you be like them?
 - What do you need to change to be like them?
 - Bullet proof logic
- Confidence
 - Ask for money
 - You get advice
 - Ask for advice
 - You get money

Don't Give This Appearance

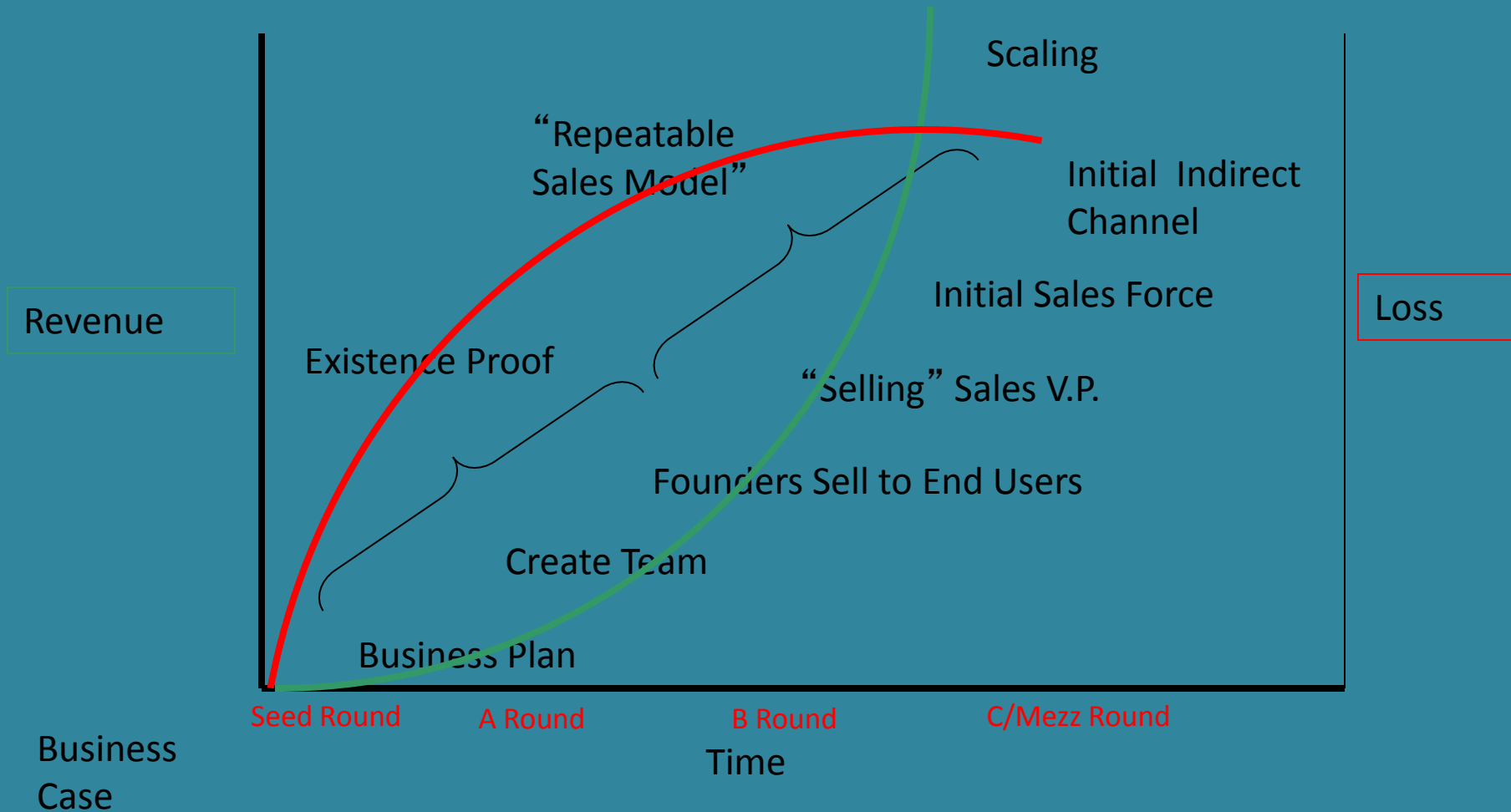


I can see no way in which this carefully laid plan could ever fail.

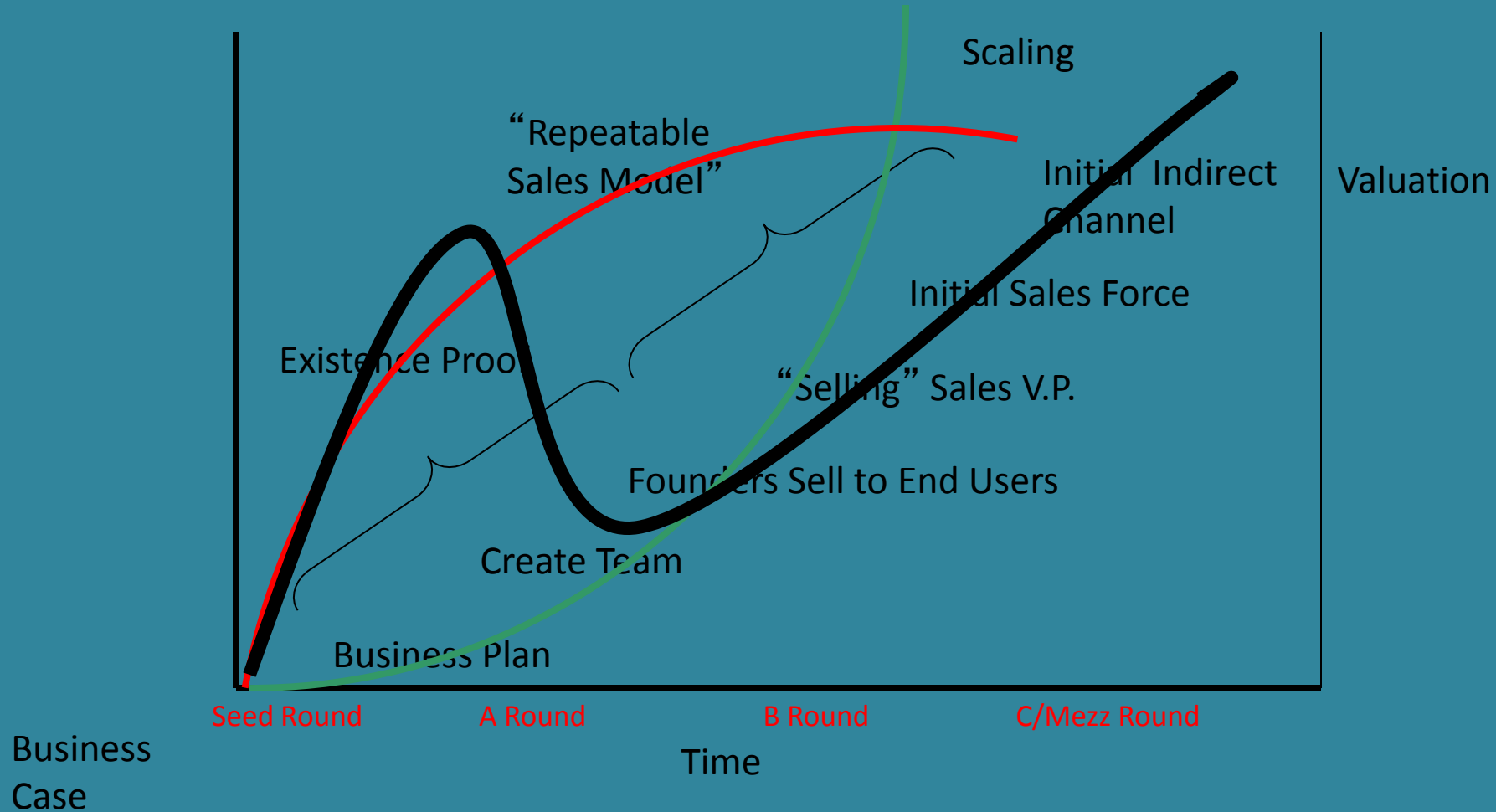
The Steve Blank Model



My View of the World Circa 2003



Hyper Curve



NOTHING
IS WRITTEN
IN STONE