



20 YEARS OF FUELING THE
ENTREPRENEURIAL ENGINE

EO^{2.0} AND BEYOND

IN THIS ISSUE



Entrepreneurs'
Organization

MARCH 2008

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The Entrepreneurs' Organization Magazine

octane



Entrepreneurs' Organization

EO TECHNOLOGY

BY EMPLOYING INDUSTRY-BEST TECHNOLOGY, WE ARE KEEPING OUR FINGERS ON THE PULSE OF OUR GROWING MEMBERSHIP. THROUGH OUR WEBSITE, VIRTUAL LEARNING SESSIONS AND ONLINE NETWORKING SERVICES, WE'RE MAKING IT EASIER FOR YOU TO STAY CONNECTED WITH YOUR PEERS. THIS IS WHO WE ARE: A GLOBAL ENTITY GIVING YOU THE RESULTS YOU EXPECT AND THE GUIDANCE YOU DESERVE. **THIS IS EO.**

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Upcoming Octane topics:
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People/Human Resources

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entrepreneurial engine

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The wisdom of
WEB 2.0

Let's take a trip back in time. The year is 1984, three years before EO's invention. In a sign of things to come, Apple releases the first Macintosh personal computer to an audience who, until then, conducted business on clunky typewriters, rotary phones and calculators the size of dinner plates. Shortly thereafter, the first hand-held mobile phones were made available, data storage technologies – such as CDs – grew in popularity and the Japanese economy surfed a wave of technology all the way to the bank. The Information Age was born, and entrepreneurs everywhere took advantage of the newer, faster technology.

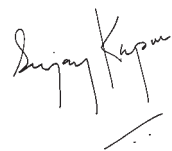
Fast forward 20 years later. Today, we have reached an atmospheric level of sophistication when it comes to technology. As entrepreneurs, we cling to our iPhones for dear life, we teleconference with partners across the globe and we use flash drives like they're there going out of style. Why? Because we're determined to stay connected, 24/7, no matter what. Much of our success stems from our accessibility, our willingness to take risks with technology and our drive to become the best businesspeople we know. That's where EO comes in.

Technology has gradually become an important – and necessary – part of this organization. Over the course of 20 years, EO has evolved from a tiny organization with a limited scope to a tech-savvy community of entrepreneurs with a global view. Much like our membership numbers, we have grown every year, becoming more adept at offering the tech tools you need to excel in life and business.

Among other benefits, we offer virtual learning in the form of Webinars, unsurpassed access to an online network of peers, downloadable Chapter Manuals and worksheets, and a dynamic website that grants members admission to everything EO. We are committed to providing you with the technology you expect and the results you deserve.

In this issue of *Octane*, we expound on what technology means to members, how it impacts their lives and why it is an integral part of their personal and professional development. We hope you get as much out of these articles as we do.

Respectfully,



Sunjay Kapur
EO Chairman



Shelby Scarbrough
EO President

EO UPDATES

→ 2007 EO Las Vegas University and 20th Anniversary Celebration

EO celebrated 20 years of explosive growth in high-wire fashion during the 2007 EO Las Vegas University, held 24-27 October in Las Vegas, Nevada, USA. The University's theme was "Be Who You Want to Be," and it was the largest event EO has ever assembled. More than 1,000 members attended breakout sessions led by industry experts, danced the night away at a private concert with rock legends KISS, navigated the exotic Nevada scenery and celebrated EO's birthday in style. A big thank you goes out to University Chairman Chuck Brennan and the EO Las Vegas University Committee for a job well done!

→ 2008 EO New Delhi University

On 6-10 February, EO members had an experience of a lifetime when they attended the 2008 EO New Delhi University in exotic New Delhi, India. A beautiful city, New Delhi gave hundreds of members an up-close look at the historic past, exciting present and daring future of the burgeoning region. Members witnessed a glorious Indian wedding, spent a night basking in the Bollywood limelight and learned from brilliant Indian minds. Thanks to University Chairman Gaurav Goel and the EO New Delhi University Committee for helping members to unleash a billion opportunities at this unforgettable University!

→ 2007 GSEA Winner Announced

Congratulations to Fraser Doherty of Scotland, who took first place in the 2007 Global Student Entrepreneur Awards (GSEA) competition, held 1-2 November in Chicago, Illinois, USA. More than 120 EO members around the world participated as champions, judges and supporters of the competition. This year's GSEA competition was the largest and most successful gathering to date. EO extends its gratitude to all involved, including sponsoring partner Mercedes-Benz Financial. For more information about GSEA, or if your chapter would like to host a 2008 GSEA regional competition, visit www.gsea.org.

→ EO Volunteer of the Year

Since 1998, the EO Global Board of Directors has honored one member leader who epitomizes the ultimate EO volunteer— someone who goes above and beyond the call of duty. Each year, the Board presents that person with the "EO Volunteer of the Year Award." Chris Simmons, a member of EO New Zealand and EO's FY2006-2008 EO Forum Committee Chair, is the most recent addition to the list of outstanding member volunteers. The Global Board selected Chris for his tireless efforts and outstanding work, both on the chapter level in Auckland, New Zealand, and on the Global level. Chris has left an indelible mark on EO in the Forum area and continues to live EO's core values to the fullest.

STAYINGCONNECTED

I have been in the non-profit industry for a couple of decades now. A large chunk of that time occurred in what I like to call the "Dark Ages," when computers took up entire rooms, floppy disks stored a morsel of memory and the Internet was still just a twinkle in the computer industry's eye. It was only 20 years ago, but it might as well have been the Paleolithic era.

Today, technology infuses every aspect of our personal and professional lives. Social media is a reality, and it is fast becoming perhaps *the* reality in today's increasingly technosaturated culture. Wikis, blogs, podcasts and other digital tools of social media are becoming mainstream ways in which all of us distribute and acquire our information.

Social media has also transformed how we conduct business. Everything is much faster, more efficient and easier to operate. Contracts are negotiated on a virtual level, employees are recruited online and static business cards have been replaced by dynamic websites. These advancements have propelled businesses into exciting new territories, and they have provided us with the tools and knowledge we need to take EO to the next level.

Take a good, hard look at EO. We have grown from that aforementioned floppy disk organization of 1987 into today's high-tech hub of entrepreneurs. We are connecting members around the globe in seconds, offering virtual education through Webinars and providing real-time information on EO events. We are now in the process of developing the prototypes of online Forum training so that all EO Forums can experience the first part of their training in an asynchronous, "on demand" fashion, when and where it best suits them. We are also embarking on a total revamping of our website. What this means is that an EO member will interface through his or her chapter website and will be linked to EO Global and the individual member's personal page. This will result in a much more user-friendly, personalized experience.

The truth is that EO is everywhere. EO is and needs to be everywhere, because we are now a 24/7 organization. We need to continue leveraging technology to keep you plugged into the EO network, so that you can stay connected to EO and your global peers. And we must continue to stay "ahead of the curve" technologically by constantly looking for better ways to serve our members. Doing so will take significant commitment and investment.

Your Global Board and professional staff are committed, and we are investing time, effort and funds to achieve it. By accepting that challenge, we hope to create a stronger organization at every level – locally, regionally and globally – and guarantee a fuller, richer experience for every EO member around the world.

Regards,



BOB STRADE
EO MANAGING DIRECTOR



DIAL "T" FOR TECHNOLOGY

JORGE ESKENASY
EO GUATEMALA

Ten years ago, I faced a business dilemma feared by all entrepreneurs. Until recently, my Internet connectivity company had been growing into one of the three major Internet service providers in Guatemala. We had a recognizable history of excellence, offered affordable services and provided dial-up to residential and corporate clients alike.

Suddenly, there was a huge shift in the telecommunications industry. The public telephone companies were being privatized and big telephone entities started to provide free Internet access. These big companies had an attractive business model. They offered pay-per-minute telephone calls as an added service in order to get users online for the longest time possible.

One day we were growing our business and signing up new users by the hour, and the next day our main product was given away by companies with massive advertising campaigns. Their pitch was, "Why pay for it when it's free somewhere else?" It was a confusing and frightening time for me. These conglomerates were killing the company I founded. In an effort to keep our company alive, we took a step back and looked at the bigger picture.

Many of the decisions we made were reactive and were made under pressure. Though we still play an important role in Guatemala's Internet industry, our company has been reinvented through several major decisions. We re-established ourselves by focusing on the following:

Specialization

Our first reaction to this problem was to add more products and services. We believed customers would want different types of connectivity, Web development, e-commerce, systems programming and other solutions. Later, we narrowed our product offering and decided to focus on satellite Internet connectivity. We left the other services behind, found a niche and became pretty good at that one thing.

Segmentation

While the major Internet companies fought over customers in Guatemala City and other Central American cities, we searched for customers in the most rural areas. We believed that the further they were, the better customers they would be. We do not differentiate pricing or installation times in terms of distance like our competitors do, a perk that has helped us get ahead of the pack.

Strategy

We knew everything we needed to know about satellite connectivity, but we still needed to define what our role was in the market. We needed to know how to succeed while competing

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SUDHAKER KS
EO CHENNAI

“A BABE IN THE WOODS!”

This phrase best sums up my mindset after I earned a Master of Science from the University of Texas. The year was 1997, roughly seven years since the Indian economy broke out of the socialistic cocoon that had spun around it for 44 years by the post-colonial rule political leadership.

The nation was rubbing its eyes and waking up to the combined dazzle of IT and a globalized economic environment. It was clear that I had only two options: I could get a “9-to-5” gig at a multinational company or become an entrepreneur and ride the crest of the econo-tech wave that was sweeping across the country. While the first choice was a safe bet, the second came with a mix of fear and fascination. I decided to take the plunge as an entrepreneur.

As for choosing my business, there was no dilemma or difficulty. India was waking up to the infinite possibilities of IT, so I settled for IT-enabled services, which embraced an awesome array of opportunities. After several vigorous brainstorming sessions with friends, the services were short-listed to include

multimedia e-learning, software development and business process outsourcing (BPO). My company was well-equipped in the first two domains and had already registered significant growth. BPO was an up-and-coming business.

At the time, we had plenty of technology but no clue where to apply it. There were mixed opinions about it within the organization, but we all agreed on one thing: We should select a domain where the application of technology was least expected. We believed our venture should be seen as something unique, a “never-before-seen” business in India. A casual conversation with a customer led us to develop a new, unplanned business model that brought tremendous success and individuality.

As we began to launch our business, we happened to meet a classical dancer who, in the course of a conversation, complained about the absence of quality tools in the dance-teaching market. Of course, there were a number of textbooks on the subject, but they were inadequate as instructional material for a visual art form. That triggered an idea: We could create a CD-ROM as a learning aid for students of Bharatanatyam, the Indian classical dance stream.

My organization’s collective multimedia and e-learning strengths were put to optimum use. And the dancer who provided the initial spark provided us with reams and reams of material on Bharatanatyam. It was a classic example of how technology could work successfully with art and create a tool that would aid students in need. Out of this wedlock between technology and art, the “Bharatanatyam – The Essence and Essentials!” CD-ROM was born.

What started as an experiment for the e-learning division has grown into an impressive array of products that teach several thousand students – all around the world – a beautiful art form. Thanks to this process, the tech team has become dance critics and the dancers have become tech savvy. It was a joyous union that wouldn’t have happened had I not taken a leap of faith and leveraged technology to follow my dreams. ☺



Sudhakar is the Co-Founder and Director of Swathi Soft Solutions, an integrated, IT-enabled service provider that offers a wide range of e-products and end-to-end business solutions for a variety of clients worldwide. He can be reached at sudhakar@swathigroup.com

the hardest challenges any entrepreneur can face. But thanks to the unexpected telecommunications shift, we managed to discover our purpose.

What’s more, we learned that to succeed in the long run, you don’t have to be excellent at everything. You just need to be really good at one thing. ☺



Jorge is the Owner and General Manager of Comnet, S.A. (Quik Internet), a provider of satellite telecommunications in Guatemala and Central America. Contact Jorge at jorge@quik.guate.com.

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against the bigger companies. Well, like the old saying goes, “If you can’t beat them, join them.” We didn’t exactly join them—we decided to complete them. The larger companies’ growth strategy focused on high-density urban areas and spreads outward, while we searched for customers in low-density, distant rural zones. Instead of taking the big companies’ clients, we became the customers’ backup connection. Today, these powerhouse companies are more than 10% of our business.

It’s easier to look back and summarize our changes as if they were logical steps. In truth, there was a lot of trial and error. Anticipating big industry changes or technology leaps is one of

BLOGGING AS A BUSINESS STRATEGY

LYNN PARKER
EO SEATTLE

A FEW MONTHS AGO, MY MARKETING CONSULTING COMPANY DECIDED TO BUILD A MORE INTENTIONAL SENSE OF COMMUNITY WITH PAST, CURRENT AND POTENTIAL CLIENTS. WE HAVE ALWAYS HAD GOOD RELATIONSHIPS WITH OUR CLIENTS, AND WE WANTED TO CREATE LONG-TERM VALUE FOR THEM AND FOR US. WE ALSO KNEW OUR BUSINESS GOALS NEEDED THE SUPPORT OF A COMMUNITY WE COULD TAP INTO, SO WE BEGAN THE LONG-TERM PROCESS OF DEVELOPING A NETWORK OF BRAND MANAGERS, PEOPLE WHO MANAGE THE BRANDS OF OUR CLIENTS.

The first step: intentional blogging.

While blogging is definitely a popular trend, we planned for it to be part of our larger business strategy. We wanted our blog to position us as experts in our field, as providers of rich information – not commercialized content – and as facilitators of a dynamic community of brand managers. We jumped right in, designed a site and started writing blog entries. Today, we are in the process of building a history behind our blog so that we can implement some of our broader business strategies. Our blog will:

Continue to add value to past and existing clients.

We want to offer continuing support and a sense of community. We want our brand managers to continue connecting with each other and talk about their unique challenges and victories—the blog is a first step.

Keep previous customers in the fold.

We want former clients to think of us first when they need more services. We offer complex services about which our clients need additional education. The blog provides existing clients with a window into our miscellaneous services and case studies.

Provide a non-promotional destination for non-clients.

Whether we speak in a classroom or a conference room, the blog lets audiences engage with us and download additional content in a non-commercial setting.



Lynn is the Co-Founder and Principal of Parker LePa, a marketing consultant firm that helps organizations achieve their goals by creating and living stronger brands. Parker LePa offers branding and communication services to the health care, high tech, non-profit and other industries. Lynn can be reached at lynnp@parkerlepla.com.

Help us understand the needs of our clients.

The two-way blog means our clients have a way to communicate their needs—valuable information we use to design products.

Position us as experts in the field.

Our website is rich in content and low on self-promotion. We want people to see value right away and gain actionable understanding and knowledge. We assume that this educational approach will result in long-term business.

Keep us from preaching to the choir.

It’s easy to blog to others in your industry and to read similar blogs and get responses back from those who have blogs of their own. While that does serve you in some ways, it takes away from providing value to your readers who are brand managers, not professional bloggers.

Create value around our company.

The blogging strategy is just one part of making our company more valuable for our ultimate exit strategy, because it demonstrates both intellectual property and the ability to create a network of engaged potential customers.

All in all, our blogging strategy is part of our larger business approach: It is a tailor-made strategy designed to help us better understand the needs of our clients and position ourselves as experts. Blogging has become a necessary part of creating value for us, and we look forward to reaping the benefits. ☺

I LOVE STAYING CONNECTED

KORY BOSTWICK
EO KANSAS CITY

I have to be honest: I love my BlackBerry. Let it be said that this gizmo is likely the most life-changing tool we as entrepreneurs have at our disposal (outside of the Internet, of course).

Sure, there has been some ado about how these “CrackBerries” are annoying, insensitive and put people on an electronic leash. I have to tell you that for all of its faults, though, it is probably the most liberating business tool ever invented.

Instant email feedback to a client or potential client is essential. I have found that clients want quick responses to questions or concerns. I’ve also learned that, in general, it is the “unknowns” that cause most of the problems in business. Constant, virtual feedback via the BlackBerry eliminates confusion.

Customers aren’t just sitting around with nothing to do. When they ping you, they typically have a need. More than likely, you planted the “need seed” to begin with. So, responding quickly and efficiently is essential when maintaining the upper hand in business. If your customers know they can get you anytime they need you, they will.

Clients don’t really care that you’re skiing, and when you stop for a break, you check your BlackBerry and send a quick response. They just need the information— pronto. The ability to be virtually anywhere – out camping, at a football game, at a meeting – and respond in a matter of seconds is an entrepreneurial dream come true.

I remember sitting on a beach when a potentially big client, whom I had not heard from in weeks – honestly, I thought I had lost the deal – sent me an email with a quick question. I responded within a few minutes, and she emailed me back with her purchase order! Sure, I may have gotten that deal anyway ... but I might not have. Let’s just say I popped another Corona, and it tasted all that much sweeter.

For me, my BlackBerry has liberated me from my desk. Anywhere, anytime, I am available for whatever my business needs. Some would say there is no peace in that; I say it is much more peaceful knowing everything is cool with my clients, wife and kids, as opposed to constantly wondering. ☺



Kory is the President of PCDisposal.com, a company that manages the disposal of old technology. Created in 1989, PC Disposal has become one of the largest computer disposal companies in the industry. Kory can be reached at kory@pcdisposal.com, most likely on his BlackBerry.

I LOVE BEING UNPLUGGED

SCOTT GRIFFITH
EO WINNIPEG

I made a decision at the dawn of the “CrackBerry” age. I vowed to never take email on my cell phone. No matter how conventional it became, I would not succumb to the urge of becoming perpetually connected. My colleagues questioned my logic, and they pointed and laughed as I proceeded to carry a device that was not set up for sending or receiving email.

It seems hypocritical for me to make this statement since my service company is a leader in the research software industry. How could I shun such an obvious productivity enhancer? How could I ignore the advances in wireless technology that allow you to carry your office in your pocket? How could I sell technologies that deliver messaging to a BlackBerry and not actually carry one myself?

Think of all the down time I’ve wasted in transit when I could have been emailing. Think of all the time I’ve made a key customer wait for a response to a critical concern. Surely this has been disastrous for business. Or has it?

I’ve made this conscious decision based on a simple process of reflection. It is based on the way that I work, the way that I am most productive. As an entrepreneur, I have a tendency to be productive through a series of explosions. I am not a workhorse producing a steady stream of predictable results every day between the hours of nine and five. Instead, I work in waves. There are times when I am incredibly productive, producing results in a few focused days that will drive my business for a year. And then there are moments in between when my best choice is to power down and rebuild my energy reserve.

It is the disconnected time that is often referred to as waste— time that is better spent taking care of a few more things before the day is done. I have come to believe the opposite. This time is equally valuable, since it allows me to rest, listen to music, play games or read a book. These activities allow me to transition out of my work role so that I can embrace the rest of what life has to offer.

I’ve watched countless executives run their thumbs under the table immediately after the familiar buzz of their mobile. This Pavlovian response is the exact opposite of real productivity. I avoid the need to respond altogether by disconnecting from the message. This affords me the time required to pick priorities and stay focused on what I need to accomplish.

All in all, I choose to live life outside of the office. And I remain firmly committed to my disconnected lifestyle. Yes, I am unplugged. But I am more engaged in what I choose to do. ☺



Scott is the Co-Founder and Vice President of Tell Us About Us Inc., a full-service outsource customer service provider. His company helps businesses communicate with their customers and employees to drive continuous improvement. Scott can be reached at sgriffith@tellusaboutus.com, most likely not on his BlackBerry.

SAVING LIVES BIT BY BIT

RAVI KRISHNA
EO CHENNAI

Like most entrepreneurs, I use technology on a daily basis.

It has become a central part of my business processes and procedures. To say it gives my company life is an understatement— it literally helps me save lives!

In many parts of the world, there are standard emergency numbers like 911, 999 or 112, all of which provide patrons with ambulances in the event of a medical emergency. However, a billion people – a sixth of humanity living in my native India – have no access to emergency medical service. That’s a shocking reality.

In India, where I run my emergency medical service (EMS), one can dial 100 to get the police and 101 to get the fire department; however, dialing 102 for an ambulance never works. The state-funded emergency medical system that was set up in the early 1970s has become defunct. I was determined to fix things.

In 2004, when Shaffi Mather, Manish S., Naresh Jain and I decided to set up this social enterprise, every medical professional we encountered told us it was impossible to run a 999 or 911 type of EMS in India. It was clear that while the task was daunting, it was by no means impossible. I knew from day one that technology was a key factor in creating a successful system.

With that in mind, we embarked on our first social enterprise. We were on a mission to set up a self-sustainable EMS in a market where insurance coverage is negligible, government support is nil and 60% of our potential users lived on less than US\$4 a day.

I started out by looking for technology that could help us set up a fleet of networked ambulances. The key was to find the right technology that would help us track our ambulances at all times, locate a caller quickly and guide an ambulance to that caller. All of this had to be inexpensive, since my available budget was roughly US\$76,300.

Thankfully, I had some lucky breaks. In 2004, I stumbled across a radio trunking service in Mumbai. They provided us with radio sets that put my control room in constant touch with the ambulances. We then developed a software platform for tracking the ambulances using devices that read GPS signals and relay them back to the control room. When I launched my service in May 2005, I had a very cost-effective system in place, and it met all of the requirements in Mumbai.



During the next two years, we transported 20,000+ people, 3,800 of them for free or at subsidized rates, and won numerous accolades for our reliable service. With a fleet of 20 ambulances and a working system, things were going great. The only problem: We wanted to go all-out and offer the service on a national scale. That required significantly better technology. The search was on for newer and cheaper solutions.

In August 2007, my search brought me to a sudden realization: We could use an online map, like Google Maps, to track the ambulances and give them the GPS data in lieu of a fee. We are also installing a diskless, fan-less PC that is rugged enough to work in the ambulance; this will soon be linked up by WiMax to give us a wider bandwidth for communication. Also, VoIP will eventually replace radio trunking and further bring down communication costs. This would prove helpful when it comes time to expand geographically and add more vehicles to the fleet.

All in all, it has been a tremendous ride. In the end, I have learned that technology does not need to be expensive or complex to do its job— in this case, saving lives. Simply being on the lookout for low-cost, efficient technology goes a long way in preventing your business from emergencies. ☺



Ravi is the Co-Founder and Director of ZIQITZA Healthcare Limited (ZHL), a social enterprise that is in the process of establishing a chain of emergency medical services in India under the “1298 Ambulance Access for All Project.” Ravi’s company offers patients the most efficient life support ambulance service possible in a country where pre-hospital emergency medical care does not exist. He can be reached at ravi.krishna@1298.org.in.

Working the “Wiki” Way

ROB CASTANEDA
EO SYDNEY

One of the benefits of working in the services side of the software industry is that you don’t have to deal with end users pirating your products— after all, people can’t be cloned. And yet, because they cannot be cloned, it can become problematic when trying to get everyone on the same page. This is one of the biggest challenges I’ve experienced when it comes to creating a services-oriented business.

Running a software business has its fair share of technological problems. While it is both exciting and thrilling to bring on a new client who uses your company’s services, there are several hurdles one must jump to ensure excellence. The biggest snag we experienced was transferring knowledge and context from the sales team to the delivery team. This muddled flow of information threatened our client projects.

After looking through several collaboration products, we remedied the snag by using a “wiki” in our company. What, exactly, is a “wiki”? Quite simply, it is a community website that is open for contributions and updates at anytime. Think of it as a virtual whiteboard that’s constantly being revised and updated. The popular online information website, Wikipedia.org, is the perfect example of this system.

With our wiki in place, we decided to partition the system into the relevant “spaces,” each designed for a separate project where staff members and clients could readily contribute information. Whenever new documents or information needed to be distributed, we placed them in the secure wiki website. Instead of emailing large attachments – which could be annoying to deliver – we simply emailed clients links to the documents online.

This is just one example of our wiki work. Outside of information sharing, we use our wiki system as a collaboration hub for other business items, such as HR policies, personal photo blogs, team status updates and new product ideas. Many of these tasks were previously handled by the company Intranet,

“THE BIGGEST SNAG WE EXPERIENCED WAS TRANSFERRING KNOWLEDGE AND CONTEXT FROM THE SALES TEAM TO THE DELIVERY TEAM.”

which, like most outdated technology tools that companies use, is now dead and buried.

Thanks to our wiki system, our knowledge transfer between client engagements is pretty tight and in shape. And most of the information is captured and communicated efficiently. The wiki has been a great tool for operational, day-to-day use, and it’s become far better than servers or e-mail when it comes to storing important information and documents.

Today, effective communication is still a skill that needs to be mastered in our company. And while technology can help us along the way, there are specific skills required for effective communications. Using a wiki helps, because it is a great way to provide a blank canvas with which the team can work. However, like any technology, it is a tool, not a complete solution. ☺



Rob is the Founder of CustomWare Asia Pacific, a business that focuses on the implementation, design, custom development and support of open-source and integration solutions. His team consists of more than 75 expert consultants, developers and support staff spread throughout offices in Australia, Malaysia and New Zealand. Email Rob at robert@customware.net.

TEN TIPS FOR ACHIEVING Website Visibility

JIM GRINNEY
EO COLORADO

Blink and you might miss something. The world of search engines is fast-paced and ever-changing. With innovations like Universal Search from Google, it’s important to keep the latest developments in the evolution of search engines in sight. What can you do to promote your website? Optimize.

Here are some tips I’ve learned to help boost your website’s chances of being discovered:

1. **Do some research.** Determine the keywords/phrases that your target audience(s) will search for to find you. This is the cornerstone of a successful search engine marketing program, and your strategy has to be reassessed frequently. First, think of that target audience. Use popularity, offerings and search behavior to narrow the list. Launch the program, track conversions, optimize and repeat.
2. **Advertise keywords.** Place keywords in either the subdirectory or file name of your URL (and not both) to help search ranking. One mention of the term in the URL is the best way to avoid search-engine spam triggers.
3. **Stay accessible.** Allow for multiple means of navigation to your website. This will give search engines quick access to your webpages. Interlinking – whether through a navigation menu, links within the content of the page or both – is especially effective when keywords are used in the links.
4. **Share your 411.** Don’t forget to add a footer to your website. Including your company’s contact information supports local searches. Also, some search engines look for a “privacy policy” link to qualify your site as trustworthy.
5. **Keep it simple.** Page copy is critical. Aim for at least 200-250 words per page, and be sure to use keywords throughout. Place high-priority keywords in the top third of the page. By crawling keyword-rich copy, engines understand how to classify the site (just don’t overdo it!). Making copy too dense in any one keyword raises a spam flag to search engines and could get you blacklisted.
6. **Create rich meta data for each page of your site.** Meta tags provide behind-the-scenes information about a webpage’s HTML specifications and content. Keep titles to 63 characters (including spaces). Because some major search engines use descriptions when displaying search results, include a call to action that encourages searchers to visit your site.

7. **Stay safe.** Place a robots.txt file on your server to completely prevent engines from indexing your site, to stop certain areas of your site from being indexed or to issue individual indexing instructions to specific search engines. This simple text file can be created in Microsoft Notepad and saved to the root directory of your site.

8. **Create an XML site map.** Doing so informs the search engines about pages available for crawling. By placing one on your Web server, you provide search engines with the following information: what pages exist within the site, when the URL was last updated, how often the page changes and how important a specific page is in relation to others.

9. **Gravitate to Google.** Take advantage of a free opportunity to market your business locally with Google Maps. It allows you to create, display and edit your business listing, which includes a link to your site. Reach qualified prospects, and reward both loyal customers and new ones by offering coupons in your listing.

10. **Encourage incoming links to your site.** Generally, the more inbound links a webpage has, the more popular it is. Engines like popular pages. The most important thing to remember is that they like natural link structures, not artificial ones, so inbound anchor text should vary. Only link to reputable pages, and keep reciprocal links to a minimum. One tactic to encourage inbound links is to optimize your press releases and submit them to PR sites that feed search engine news sites.

To be worthy of high rankings in the eyes of search engines, ongoing optimization of keyword strategies and updates to various areas of your website are required. Don’t be daunted. More resources exist today than ever before for developing a successful search engine optimization program. Take advantage of new technologies— you’ll find yourself rewarded with increased visibility and website traffic. ☺



Jim has 12 years of experience in interactive marketing and is the Co-Founder of 90octane, named a fastest-growing, private company by the Denver Business Journal. His expertise has contributed to successful marketing programs for international non-profit organizations, from Heifer International to Fortune 500 companies like the Gates Corporation. Contact Jim at jimgrinney@90octane.com.

EO^{2.0}

Since the launch of our website in 1996, EO has grown by leaps and bounds to provide members with the tools they need to succeed in a tech-savvy business world. From 24/7 online assistance to real-time news and information, EO makes it easy to stay plugged in to the EO network. As we evolve on a technological level, know that we will continue to make your member experience an exciting one.



1988



1996



2001



2005



AND
BEYOND

EO TECHNOLOGY TIMELINE

In the span of 20 years, EO has grown from a young organization fueled by a single vision, to a full-grown adult driven by member passion. Nothing mirrors this tremendous growth more than the seed-to-sapling evolution of our website. Here is a timeline of EO's major online accomplishments paralleled with other global technology advancements.

▶ 1988

CD-ROMS ARE DEVELOPED AS A COMPUTER MEDIUM

▶ 1995

BOTH JAVASCRIPT, A COMPUTER LANGUAGE, AND DVDS (DIGITAL VIDEO DISCS) ARE INVENTED

▶ 1990

TIM BERNERS-LEE, A SWISS RESEARCHER, PROGRAMS THE FIRST PRACTICAL WEB BROWSER: "NEXUS"

▶ 1996

TO CONNECT MEMBERS VIRTUALLY, EO CREATES YEO.ORG, A BASIC WEBSITE OPTIMIZED FOR DIAL-UP MODEMS. EO IS ONE OF THE FIRST NON-PROFIT ASSOCIATIONS WITH A WEB PRESENCE, OFFERING MEMBERS WHAT WAS, AT THE TIME, A CUTTING-EDGE RESOURCE.

▶ 2000

INTERNET MUSIC-SWAPPING SITE, "NAPSTER," IS CREATED

WIFI, OR WIRELESS FIDELITY, TECHNOLOGY BEGINS TO GROW IN POPULARITY

▶ 2001

APPLE COMPUTER INTRODUCES THE IPOD PORTABLE MUSIC PLAYER FOR PLAYING MP3 FILES

▶ 2005

YEO.ORG BECOMES EONETWORK.ORG, A DYNAMIC, MULTI-PAGE WEBSITE OFFERING MEMBERS SEARCH ENGINES, CHAT ROOMS, ACCESS TO REPORTERS, EO BRANDING MATERIAL, REAL-TIME EVENT UPDATES AND A WIDE RANGE OF OTHER ONLINE AMENITIES.

▶ 2003

EO'S MEMBER EXCHANGE, A SERVICE-CENTRIC PROGRAM, IS MADE AVAILABLE ON THE EO WEBSITE

▶ 2006

EOGROUPS, AN ONLINE HOBBY COMMUNITY FOR MEMBERS, IS FORMED

EO CREATES FREE CHAPTER WEBSITE TEMPLATES AND HOSTS THEM ONLINE

EO EMBRACES WEB 2.0 BY ADDING PROFILES TO MYSPACE, WIKIPEDIA AND FACEBOOK

EONETWORK.ORG CREATES "MY CHAPTER HOMEPAGE," A ONE-STOP-SHOP FOR CHAPTER NEEDS

WESTERN UNION STOPS DELIVERING TELEGRAMS

▶ 2008+

THE FUTURE OF EO TECHNOLOGY IS LIMITLESS. WE'RE CONSTANTLY WORKING TO DEVELOP NEW TECHNOLOGY TO OFFER YOU BETTER, FASTER SERVICE AND CONNECTIVITY. OUR UPGRADED SERVICES WILL HELP YOU GET THE MOST OUT OF YOUR MEMBERSHIP.

A HOW-TO GUIDE TO LEVERAGING YOUR EO NETWORK

In today's tech-savvy world, you have to stay connected virtually to succeed financially. EO offers many online opportunities to help you maximize your member benefits and position your business for success. To effectively leverage your EO network, explore the following tools:

1. ONLINE MEMBER SEARCH

There's no better way to connect with global members than through EO's online member directory. A few clicks of the mouse will put you in touch with entrepreneurs and future business resources in and outside of your industry.

2. EOGROUPS

Somewhere embedded in an entrepreneur's DNA is the motto: "Work hard, play hard." Whether you're into muscle cars or extreme sports, you'll find your fix at EOGroups, an online "chat room" for hobby-loving entrepreneurs.

3. EO PRESSPASS

Exercise your right to free publicity by logging on to EO's network of national and international journalists. EO PressPass is an online service that connects credentialed reporters with EO members. You can attract more media coverage by uploading press releases, profiles and photos today.

4. MEMBER EXCHANGE

Member Exchange is a powerful peer-to-peer resource database that offers you the collective experience of more than 20,000 members of EO, YPO, WPO and CEO through Skills Profiles. Members can connect to other members with the experience they need to deal with their most pressing business, personal and medical issues.

5. WEBINARS

Webinars are unique learning opportunities that bring together highly rated EO University speakers and members in an online seminar format. Members simply dial into a conference call, listen to the presentation, follow the session online and engage in a question and answer session at the seminar's conclusion. It's so convenient, members can learn from industry experts without leaving the comfort of their desks!

6. HEALTHNETWORK FOUNDATION

When it comes to running your business – and your life – your health is the most important client. Through the Healthnetwork Foundation, EO offers its members and their families access to premier medical facilities and practitioners around the world. When you're in need of medical assistance, look to Healthnetwork to pair you with medical experts.

7. MY CHAPTER HOMEPAGE

The Chapter Homepage is designed to be your one-stop shop for everything chapter related. Stay up to date on your chapter's events, news and notifications by visiting your homepage periodically. Simply visit the EO website and sign in to view your chapter information.

LEVERAGING TECHNOLOGY TODAY, TOMORROW AND IN THE FUTURE»

ROHIT TALWAR / FUTURIST

As entrepreneurs and macro thinkers, we can take information and communications technology (ICT) for granted. From customer communications to invoicing and banking, ICT plays a tremendous role in the success of startups and global corporations around the world, including EO. But do we truly understand the impact ICT has on the day-to-day functions of business?

Thanks to numerous technological advancements, today's "switched-on" members can excel at a higher rate than ever before. For example, entrepreneurs can store corporate data securely online to protect against crashes and access it anywhere in the world. They can use a digital voice recorder to capture meetings and comments, and then circulate recordings as electronic

files to colleagues. They can even join global Web-based social networks, such as EOGroups, to find global business contacts, research new ideas and establish new business relationships. Thanks to ICT, the opportunities for personal and professional growth are endless.

So what will the future hold?



EMERGING EO TECHNOLOGY

ON EO'S STRONG WEB PRESENCE:

"The difference between our first website and today's site

is like the difference between a tricycle and a Ferrari.

Before, there were no online renewals, we couldn't keep

EO chapters and membership databases synchronized

and there was no easy way for the chapters to email their

members. We had incredible resources to assist global

chapters but there were no mechanisms for members to

download them. Five years ago, I couldn't quickly learn

about global chapter events. Now I can register for them!

Updating our website was a critical step in the growth

of EO. I think the advancements of EO technology are

on the same scale as the introduction of Forum Training

initiatives."

CLARK JOHANSSON

EO DIRECTOR OF TECHNOLOGY, 2001-2002
EO CALGARY

ON UTILIZING EO'S ONLINE SERVICES:

"The Heathnetwork Foundation has made a profound difference in my personal life! Getting feedback about a heart operation from members around the world prevented me from being out of commission for six months."

ANDREW TUCKER

EO SYDNEY

ON CONNECTING VIRTUALLY WITH MEMBERS:

"Members instinctively want to connect with one another. EO's technology is the vehicle that makes it possible for members to make those connections. EO's member website has helped me connect with members all across the country, and even across the world! It's a very valuable resource."

ALEX ZALTSMAN

EO NEW JERSEY

ON USING THE ONLINE MEMBER DIRECTORY:

"EO's technology has helped my company for years. Now, before I purchase anything, I make sure to check the EOnetwork online directory for members in my city so I can buy from them."

CARLO SANTORO

EO MELBOURNE

Within five years, advancements in ICT will enable you to:

- » Chuck your keyboard and use near-perfect high-speed voice recognition
- » Review information on a pull-out screen on your mobile phone
- » View holograms of incoming callers
- » Use any surface as a display screen and data-entry device

In the distant future, technology possibilities may include:

- » Controlling your computer using your thoughts
- » Electronic memory and processor implants to increase your personal performance capability
- » Exchanging information directly between your mind and friends or the Internet

LOOKING FORWARD»

Given how central ICT is to our businesses and industries, the imperative is to ensure that you and your staff are masters of technology and that you are using it to fully leverage performance. To continue succeeding in today's high-tech world, be sure to stay updated on the latest trends, think outside of the box and prepare for the future. It'll be here before you know it.



Rohit Talwar is a highly rated EO speaker, CEO of Fast Future Ventures and a futurist who works with businesses to help them spot and respond to future trends and opportunities. He can be reached at rohit@fastfuture.com.

The wisdom of WEB 2.0

WEB 2.0 DEFINED

“Web 2.0 refers to social changes in the ways Web developers and end-users utilize the Internet. It is, at its core, an attitude. Philosophically, it’s about breaking down barriers of communication between clients and their customers. It’s also about clearly communicating information and taking a less-is-more approach on websites. Lastly, it is about providing a useful experience for customers online and giving them a reason to come back.

“If done right, Web 2.0 can elevate a brand and allow customers to peer into the corporate soul like never before. It presents truly unprecedented ways to connect with customers and increase brand loyalty.”

Michael Schneider – EO Los Angeles

Michael is the Founder of Fluidesign, an integrated design and technology firm specializing in the design and marketing of businesses via the Web.

WEB 2.0 AND CLIENT DEMAND

“I have helped my clients leverage the Internet to connect with their customers for more than 12 years. I have to admit: I didn’t really see this ‘Web 2.0’ revolution coming. Now, Web 2.0 allows for real interactivity between publisher and reader or buyer and seller. It allows for a virtual conversation instead of a one-way commentary or sales pitch. My clients are asking us to add Web 2.0-style interactivity to their websites. One of the most common things I hear when fielding an inquiry or discussing Web strategy with a new client is, ‘It must be interactive.’ I’ve learned that companies who use Web 2.0 to engage in a conversation with their customers and listen carefully to what is said will get ahead of their competitors by building brand loyalty.”

Sean Heylen – EO South Australia

Sean is the Co-Founder of Deadline Media, a website development and graphic design agency that also provides maintenance and web hosting services to its clients.

Change is a constant when it comes to technology. Every so often, a new and improved product or system reshapes the way people conduct and think about business. In this special section, EO asked technology experts from around the globe to dish on the impact and benefits of the **Web 2.0** phenomenon.

WEB 2.0 AND CONSUMER GENERATED MEDIA

“Social media and consumer-generated media sites are widely recognized for aggregating the knowledge, content and preferences of the masses— powerful tools for any savvy marketer. These Web 2.0-enabled websites are unusual in that they attract a large, sophisticated and often cause-focused community that upload and manage their own content and preferences. Consumers are sharing their ideas, thoughts, images and videos with others through sites like MySpace, Facebook, Wikipedia, Flickr, YouTube and LinkedIn, to name a few.

“This particular sector of Web 2.0 technology has the highest likelihood of affecting every entrepreneur. Did you know that Facebook has 41 million members, and the professionally focused LinkedIn has 18 million? That’s a large pool of potential clients. I’ve learned that staying aware of Web 2.0 technology helps me stay on the forefront of the ever-changing game of business. Imagine racing against a Ferrari in your old horse and buggy, circa 1880. See my point? Technologies change, and business owners who recognize and embrace this wind up winning.”

Gene McCubbin – EO Houston

Gene is the Founder of Pop Labs, Inc., an international provider of small business search marketing, search engine optimization, online advertising, social media consulting and Web design services.

THE FUTURE OF WEB 2.0

“I see Web 2.0 as a great business model. Just imagine your Internet life without blogs, video sharing, image sharing, document sharing, collaborative tools, feeds, advanced email and dynamic webpages. If we entrepreneurs look at Web 2.0 for what it really is – an interactive social and dynamic experience where the distance between content producers and content consumers are blurred – this online phenomenon will be here to stay.”

Dr. Ajay Data – EO Jaipur

Ajay is the Founder of Data Infosys Limited, an Internet services, networking, Web technology and software development firm.

“Just imagine
your Internet life
without blogs,
video sharing,
image sharing,
document
sharing,
collaborative
tools, feeds,
advanced email
and dynamic
webpages.”

TOP FIVE TIPS for a **Successful** WEB PROJECT



DMITRY BUTERIN
EO TORONTO

Building custom-tailored websites is what my company, www.Bonasource.com, has done for more than six years. As experts in our field, we know that there’s a lot more to a Web project than sexy technology and online gimmicks. And yet, nowadays, people tend to ignore the fundamentals of solid Web design.

When it comes time to tackling your next Web project, here are some tips to help you along the way:

1. Start with a clear, measurable goal in mind.

Before you do anything, sit down and think about what it is you truly want to accomplish with this Web project. Why do you want to build or redesign this site? How will you measure your success? The more you prepare for this project, the more results you will see in the long run.

2. Be careful about what you measure.

IT professionals like to throw around Web-specific lingo, such as “hits,” “traffic” and “users.” The number of “hits” your website generates is always the most impressive one— but it is actually pretty meaningless. One person who spends five minutes on your website and goes through a dozen pages might be counted as 1,000 hits! Measuring the number of visitors, newsletter subscriptions and completed online applications are examples of the things you should be tracking.



Dmitry is the Co-Founder and President of Bonasource, Inc., the company behind www.WildApricot.com, an integrated website service used to run clubs, associations, charities and non-profits. Email Dmitry at db@bonasource.com.

3. Deliver a great user experience.

User experience is simply about helping people do what they want to do— quickly, painlessly and enjoyably. Successful websites marry the business goals you have with the tasks, needs and goals of your visitors. It is never a one-way street. On the other hand, if you meet every whim of your website but do not have clear objectives as to what they will do for your business, you aren’t going anywhere.

4. Write in simple language.

Many webpages are written in pompous, empty, technical language. The best websites use simple, friendly language— they talk to you in a human voice. If your website cannot be understood by a child, chances are that sophisticated adults will not “get it” either.

5. Launch, rinse and repeat!

Rarely – if ever – can successful websites be built in one go. Instead, launch something that is good enough. As soon as you get the chance, listen to what people have to say about your website. What pages are the most popular? What are their complaints? What words are they searching for? Fix the problems, address their needs and update the website accordingly.

Notice that the latest and greatest technology did not make it into my top five. Technology has become a commodity. If you have the right team and approach your Web project the right way, you can be successful, regardless of your Web tools. ☺

WHAT FORM OF TECHNOLOGY CAN YOU NOT LIVE WITHOUT?

“The mobile telephone is a major part of my life nowadays. All new mobile telephones have Internet connectivity, so you’re even more connected to work without having to be there.”

CAROLINE CRAFT
EO London

“Google News. It’s the easiest way to track news about our clients and their competitors.”

VIJAY CHATTHA
EO San Francisco

“My BlackBerry. It is an excellent tool for staying informed about the day-to-day issues of my clients, and I am able to give them an immediate response. This tool gives me the comfort and flexibility to travel and work at the same time.”

LILIAN ZELAYA
EO El Salvador

“My HTC Touch smartphone, which is powered by Windows Mobile. It’s like the central processing unit of my professional time management routine.”

ANAND BAGARIA
EO Nepal

“Skype is indispensable since I have weekly conference calls with my suppliers and customers around the world.”

ROBERT WONG
EO Hong Kong

Show Me the Metrics!

Technology Challenges Facing Startup Entrepreneurs Today

NATE RICHARDS
EO HOUSTON

As entrepreneurs, we all face the challenge of scaling a basic business concept or strategy. These days, our growth is accelerated by technology, bringing with it certain hurdles we are forced to jump. My business has faced many of these issues, and I've learned how to evolve with the technological times as a result. In my experience, the following IT-related challenges are both unique to and universal for entrepreneurs, specifically startups.

1. Finding a Trusted Advisor

Why else have we come to EO, if not to seek trusted advisors in the form of our peers? Many of us, if asked to cite key factors of our success, would include our legal counsel, bankers, CPAs and even our Forum members. These are the trusted advisors from whom we seek counsel on issues that are key to our businesses and outside our core competencies. Finding a trusted technology advisor is the number one technology challenge a startup entrepreneur faces. Without an experienced guide, the rest of these challenges may prove daunting.

2. Developing Systems

AT&T once had a slogan: "The System is the Solution." They recognized that repeatability and consistency brought value to the customer and reduced risks to the enterprise. The power of software is that you can buy or build a system that fits your business. It's a lot like buying a suit. The most precise fit will be the system that's built specifically for your business, but sometimes "buying off the rack" and having a good tailor brings the best combination of fit and affordability.

In his bestselling book, "The E-Myth Revisited," Michael Gerber states, "Once you innovate a process and quantify its impact on your business, once you find something that works better than what preceded it, once you discover how to increase the 'yeses' from your customers ... it's time to orchestrate the whole thing."

Automation for you may mean connecting your order entry system directly to your accounting system so that you get bills out faster and without error. It may mean creating a website on which customers can track the status of their projects to replace the multiplicity of spreadsheets on your engineer's laptops. Without systems, every problem is new.

Without systems, all the knowledge needed to solve a problem must be reinvented with each new challenge.

3. Measuring Success (and Failure)

In the hit movie "Jerry Maguire," Tom Cruise's character declares, "Show me the money!" Well, if Jerry wanted to be a successful entrepreneur, he should have been shouting, "Show me the metrics!" One of my last programming jobs – before I created my own company – was for a company who had the catch phrase, "You can't manage what you can't measure." Without the ability to quantify your business through metrics, sometimes called KPIs (Key Performance Indicators), the business is totally reliant on the instinct of the owner.

4. Welcoming Change

Many of us started companies because we like to ask difficult questions, such as, "Why is it done that way?" We are not satisfied with answers like, "Because that's the way it has always been done." However, in our own businesses, we are often guilty of drinking our own Kool-Aid. We believe that we're smart, capable and, "We can do that in an Excel spreadsheet." The sooner you welcome change, which includes technological advancements, the easier your entrepreneurial ride will be.

5. Losing Sight of the Primary Goal

Outgoing messages, automated attendants, out-of-office emails, online customer service—each of these tools is technology automation at its best ... or is it? In my business, it's easy to let technology get out of hand and lose sight of the primary goal: serving the customer! I make it a point to exercise technology, but I don't let it run away with my business.

Although it may seem that simply getting your BlackBerry to work can be insurmountable, finding a trusted advisor, developing systems, measuring success, and changing and maintaining focus are the greatest technology challenges facing startup entrepreneurs today. ☺



Nate is the Founder and CEO of Entrance Software, a business that employs professional software experts who build and integrate custom software for clients in various industries. Nate was recently recognized as a "Top Professional on the Fast Track" by HTexas Magazine. He can be reached at nate@entrancesoftware.com.

GLOBAL
LEARNING
CALENDAR

EO Global events let you network with your peers from around the world, connect to experts from a variety of disciplines and create once-in-a-lifetime experiences that can only be found through EO.

Make plans to attend at least one of these events, and discover the true power of a global community of entrepreneurs. For more information or to register, please visit www.eonetwork.org/calendar or contact events@eonetwork.org.

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Register Now!

EO UNIVERSITY: BOSTON

23-27 July 2008
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Register Now!

2008 EUROPEAN REGIONAL CONFERENCE

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Republic of Singapore

SNEAK PEEK!

ARIZONA UNIVERSITY

25-29 March 2009
Scottsdale, Arizona, USA

SNEAK PEEK!

* By invitation only.

MANAGING RISK

IN YOUR ONLINE BUSINESS VENTURE

CINDY BOYD
EO HOUSTON

So you've decided to take your business to the Web. Now what? Based on my 10 years of experience working with companies going online, there are some assumptions – and pitfalls – to avoid. The most common oversight is making network security an afterthought.

Running a business online is no different from operating a traditional business. Risk management always plays a key role in decision making and the successful management of your operations. For example, if you accept a customer's credit card, you are accepting a certain level of risk. To mitigate that risk, you create a bad debt allowance and perform credit checks. With computer security, there are best practice policies and procedures that can accomplish the same thing, although you must now consider how you operate in a "virtual" networked environment, as well as in your more traditional setting.

The bottom line is about managing your risk proactively before you get into a reactive mode, when a breach of security has already happened. Here are some important things to consider:

Identification

The question is: "How do you protect your business when you may not even know where to begin?" The answer lies in first identifying what is at stake, what you are protecting and where it resides. You need to make sure that your proprietary data remains confidential and that the company's information integrity and availability is secured. The less reliant you are on a specific system, the less concern you have regarding risk management. The same applies to confidentiality. If the majority of your data is generally public in nature, you have less risk of exposure. Once you understand exactly what and how much you must protect, the degree of security effort required becomes more apparent.

Select a Host

In my experience, many companies make decisions to outsource data hosting based on the level and the amount of data they want to secure. Hosted solutions can readily ease the risk management burden if handled properly. The challenge for the business owner is to ensure that the service level agreements realistically meet your needs. For example, the data may be secure, but you can only access it for one hour— not a viable option for most organizations. The service level agreement becomes yet another layer of risk management for both you and the service provider, but by clearly stating the business agreement so that both parties understand the implications

and actions in effect, the risk is shared in a manner that is mutually beneficial.

Online Compliance

Compliance and integrity are also issues that companies find themselves frequently addressing. The organizations that are most successful in moving their businesses to an online environment understand what they are protecting and the inherent risks that need to be addressed. With that information, they can seek the appropriate level of help and security to ensure their online business venture remains a continued success.

As seen in the previous examples, however, accidents will happen in a networked world, and it often pays to work with expert advisors to ensure you've covered all possible risks and eventualities. An experienced service provider can steer you in the right direction and help identify the risks you may not have considered, and then help you manage the risk based on his or her cumulative experiences and knowledgeable recommendations.

Testing is Key

What else can be done to protect your business against unexpected security breaches? Testing is critical, and once you have tested, test again and test often. Once you have identified your data, outlined your web application and prepared yourself for the online world, testing absolutely everything will illuminate most of the possible gaps. These gaps could range from security challenges and functional issues to crisis-response-time issues because of the sheer volume of data. Regardless of the challenges that are uncovered, the advantage of testing is that you can identify issues internally before they become an external customer or marketplace problem.

Finally, never let the threat of security breaches prevent you from implementing a great business idea. Just make a point to manage the potential risks from the inside, right from the start, before they cause your valuable information to escape into cyberspace. ☺



Cindy is the Co-Founder and President of Sentigy, Inc., a consulting firm that helps organizations optimize their processes in the areas of technology and human capital. She is a frequent EO speaker and currently serves as Chair of the EO Global Technology Committee. Cindy can be reached at cindy.boyd@sentigy.com.

THE FUTURE OF TECHNOLOGY AND WHAT IT MEANS TO ENTREPRENEURS

ROHIT TALWAR / FUTURIST

For many entrepreneurs, technology is far more than a means to an end and a tool for running a business. Technological advances are creating a whole new era of devices, applications and markets. "Switched-on" entrepreneurs who see the opportunity early recognize the massive returns that can be gained by moving into a technology at a very early stage in its development.

Here are three of the most exciting technological developments that could create your next generation of business opportunities:

Power in Your Palm

The mobile phone is increasingly becoming a "remote control for life." Already, smartphones are outselling laptops around the world, and an increasing range of developments and add-ons could see us managing our lives from our cell phone.

Future phones will come with holographic displays, projection screens and keyboards, text to voice conversion, voice recognition and instant translation. As you walk the streets, your phone will act as a personal tour guide, scanning restaurants and presenting you with a list of open tables. What's more, your cell phone will instantly notify you if any of your friends are in the vicinity.

In the future, your phone will act as a credit card, MP3 player, video player and remote control for game machines. If that's not all, a built-in health monitor will assess your vital signs and even issue a warning when you appear to be getting too stressed. Every application you run in your business will be tailored for delivery on a cell phone, and a whole new range of applications will emerge specifically for the cell phone industry.

Feeding on Technology

The planet's population is expected to rise from 6 billion to more than 9 billion by 2050. What's more, improving incomes and lifestyles around the world are driving up the demand for basic and exotic delicacies. Current approaches to farming and food production simply won't deliver the output required to meet

this demand. We will wind up having to explore new technology-intensive approaches to feed a hungry planet.

In the future, we will see numerous developments, such as a commercial scale, test-tube rearing of meat; the advancement of inner-city farms; and facilities that will consist of multi-story greenhouses to provide year-round, indoor food. In fact, experts are currently working on next-generation packaging that will monitor antibodies in the food it is covering – the presence of dangerous toxins will be signified by an "X" appearing on the

wrapper – automatically notifying store staff and kitchen workers that the food has gone bad.

Anytime, Anyplace, Anywhere

For many years, manufacturing industries have used "3-D printers" to print wax prototypes of the item to be manufactured, which is then used to create the manufacturing molds. There is now great excitement over the possibility that enhanced versions of such devices could be used as desktop manufacturing centers, enabling us to print anything at home. Instead of ordering goods via the Web or visiting a store, we could simply buy a recipe and then print the item in our own home.

The future of technology is exciting, to say the least. As entrepreneurs, it is imperative that we continue to keep an open mind and embrace emerging products and services as they're realized. It is only a matter of time before these technological advancements rock the business industry, advancing the entrepreneurial cause in the process. ☺



Rohit is a global futurist and strategic advisor to business leaders around the world. He was a top-ranked speaker at the 2007 EO Berlin University on numerous topics, including the future of business, fast-growth economies and the trends adopted by entrepreneurs worldwide. His knowledge on how to strategize for the future has positioned him and his company, Fast Future, as experts in the field. Contact Rohit at rohit@fastfuture.com.

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SILICON VALLEY MEMBER SHINES SPOTLIGHT ON ISSUES FOR THE DISABLED

EO Silicon Valley member and Founder of



Birdsall Interactive. Maureen Birdsall was interviewed in the 7 October 2007 edition of *USA Today*. The article discussed her role in creating www.handicappedfraud.org,

a whistle-blower website designed to curb illegal and improper usage of handicap parking spaces. Maureen was also recently featured on CNN and Fox News.

DATA EXPERT WINS COVETED AWARD

EO Brisbane member Tammy Halter, Founder and



CEO of Absolute Data Group, won the prestigious award for innovation at the QLD Telstra Business Women's Awards held in Brisbane, Australia, on 2 October. The

win topped off an extremely successful year for Tammy, who has taken the world by storm with Broadcaster, her new mobile marketing software.

HAWAII MEMBER RIDES WAVE OF SUCCESS

EO Hawaii member Caron Hill's business, Caron B



Realty International, was recently selected by Christie's Great Estates as an exclusive affiliate. Caron has been representing and marketing estate

and investment properties on Oahu for nearly 20 years and has been named one of Oahu's "Top 10 Boutique Brokers." Her business has also been named one of Hawaii's "Top 35 Woman-Owned Businesses."

TORONTO MEMBER WINS PRESTIGIOUS AWARDS

It was a successful year for Razor Suleman, an



EO Toronto member and Founder of I Love Rewards Inc. Razor won the 2007 Business Development Bank of Canada's Young Entrepreneur Award

for Ontario. Soon afterward, his company was named one of Canada's "Top 10 Technology Companies of 2007" by the Ottawa Centre for Research and Innovation.

CHARLOTTE BUSINESS NAMED BEST PLACE TO WORK

EO Charlotte member Michelle Fish's Integra



Staffing & Search has been named by the Charlotte Business Journal as the number one "Best Place to Work 2007" in the small business category. Integra

beat out 400+ entries and 25 finalists to earn the honor. Integra was also listed as the second largest women-owned company in Charlotte from the Business Journal Book of List 2007.

AIR TIME FOR ENTREPRENEUR IN DALLAS

EO Dallas member Carol Frank and her company,



BirdsEye Consulting Solutions, were featured on the 9 December edition of MSNBC's "Your Business" television program. The special segment discussed

the pros and cons of outsourcing production, and it also highlighted Carol's extensive work experience overseas.

ENTREPRENEUR EARNS SPOT IN ASIA INC.

EO Chennai member Shaffi Mather, a Co-Founder



of "Dial 1298 for Ambulance," was featured in the November-December issue of Asia Inc. The article highlights his fellowship with Asia

21, a networking program for the region's young leaders that's organized by New York-based Asia Society.

COMPANY CELEBRATES DECADE OF EXCELLENCE

EO Minneapolis/St. Paul member Matt Haney's



Universal Network Solutions, Inc., celebrated its 10th anniversary last August. Haney founded the IT consulting services company, which has

been a leader in providing technology solutions in the Twin Cities since 1997. UNS's virtual IT business model has contributed to their growth, allowing the company to open an Atlanta office in 2006.

HYDERABAD MEMBER RECOGNIZED FOR LEADERSHIP

EO Hyderabad member Madhu Koneru was



voted "Young Asian Achiever of the Year" at the first Asian Business Awards Middle East 2007, held 8 December in Abu Dhabi, U.A.E. Madhu is the

Owner and Managing Director of Trimex Group, a trans-national mineral conglomerate that mines, sources, processes and delivers industrial raw minerals to the world's leading oil-well drilling, ceramic, glass, construction and fertilizer industries.

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TECH TIPS FROM MEMBERS...



"I once wrote an article on a plane from London to Hong Kong using my third spare laptop battery! Spare laptop batteries can easily be bought on eBay, and they allow for a lot of work to be done on planes, trains and automobiles!"

-JAMES COTTON, EO LONDON

"Don't be afraid, embarrassed or hesitant about new technologies. Learn them fast and use them wisely. Be among early adopters, not among the late majority or laggards."

-VIKTOR KOZLOW, EO ST. PETERSBURG

"Consider outsourcing your IT. Giving up hands-on control of technology lets business owners concentrate on the core of their business, and that can have a big impact on their bottom line."

-STEVE HARTJE, EO WINNIPEG

Share your news with your EO peers by sending a detailed email to octane@eonetwork.org. Please include a 300 dpi headshot with your submission.

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