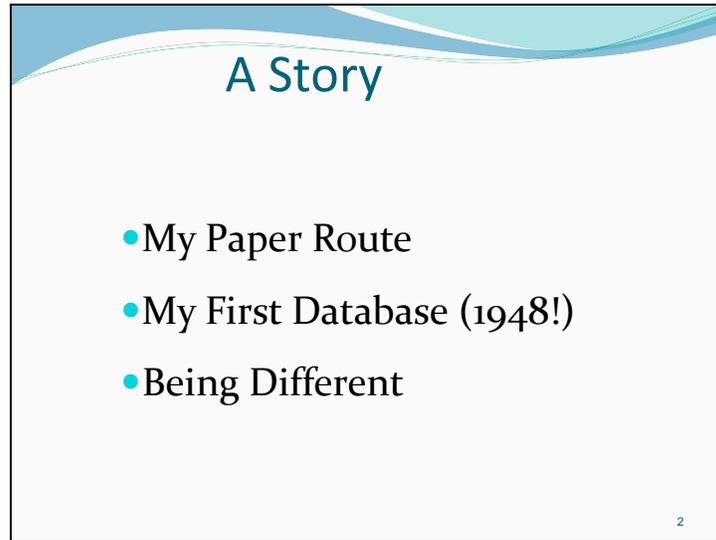


- Everyone has problems!
- My specialty is 'outside the box' creative solutions to your problems
- I call this 'Strategic Advice Consulting'
- Today I will tell you stories about things that I have learned in my 62 years as an entrepreneur



- When I was 15 I had a paper with too many customers.
- I could not collect from all 200 customers on a weekly basis.
- So I divided the paper route into 4 sections, and collected from *one* of the sections each week, and the customers loved it!
- In order to keep up with the payments, I created my first 'database': a box of 3 x 5 cards.
- The lesson here is that you can become unique by doing even very simple things, like changing the payment terms for your customers.

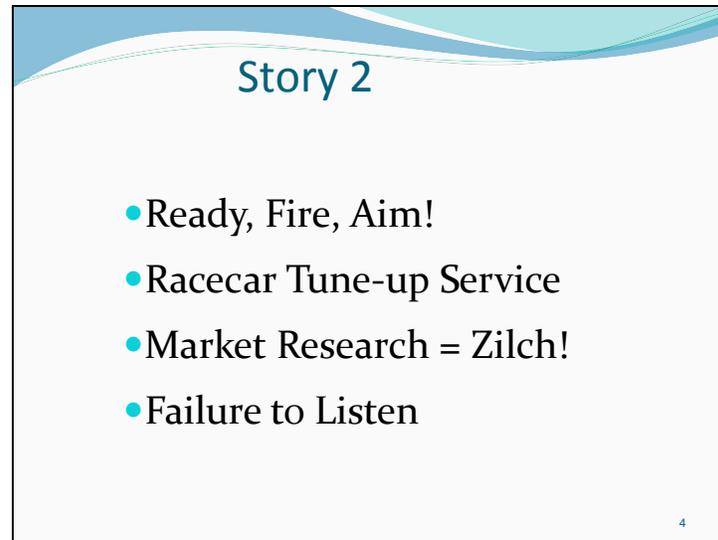


### My Background

- UVA, Brookhaven, GA Tech
- CEO of DCA – 1972 to 1981
- John McCarly - 1980
- Voice Mail – 1984 to 1993
- Innovative Applications since

3

- BSEE from University of Virginia.
- Worked at Brookhaven National Labs in hi energy physics for 4 years
- On staff at GA Tech 4 years
- In 1972 I started DCA, a telecommunications company
- In 1979 the company was struggling. Desperately, I hired an ‘Old Guy’, John McCarly, who was once a finance VP for Gulf Oil, to be my ‘mentor’.
- He helped write my first marketing plan, hired our superstar CFO, and helped me attract venture capital took us public in 1983.
- Now that I’m the ‘old guy’ and it is *my* time to ‘Pay it Forward’ and make a difference for the next generation.

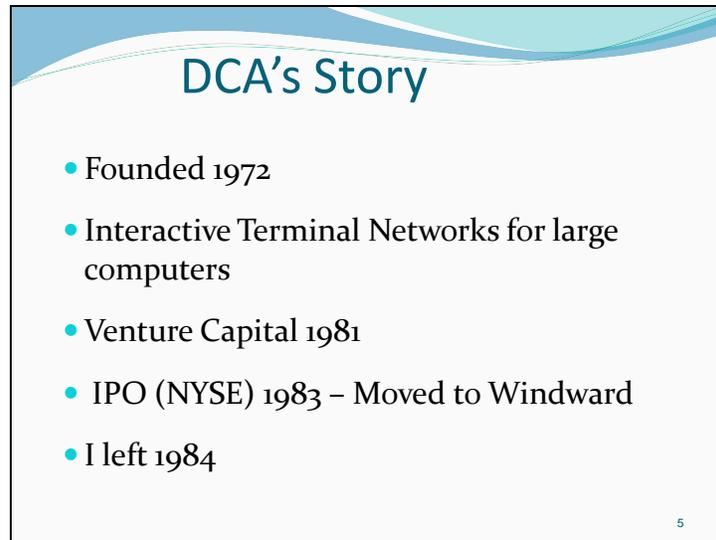


## Story 2

- Ready, Fire, Aim!
- Racecar Tune-up Service
- Market Research = Zilch!
- Failure to Listen

4

- It pays to do market research *before* you start a new business.
- When I first graduated from UVA engineering school (1962), I was interested in sports car racing.
- I had (I thought) a brilliant idea. Sports car racers often drive their street vehicle in weekend races. I thought that if I could provide a way for them to tune up their cars for racing at the track they would buy this service from me.
- So I made a rather elaborate machine to do that – it worked OK, but was a marketing disaster!
- The problem was, that nobody wanted to use the darned thing!
- The lesson here is YOU MUST CHECK OUT YOUR IDEA WITH THE CUSTOMERS before starting your business.



## DCA's Story

- Founded 1972
- Interactive Terminal Networks for large computers
- Venture Capital 1981
- IPO (NYSE) 1983 - Moved to Windward
- I left 1984

5

- DCA turned out to be a fairly big deal.
- I developed a communications technology for time-shared computers to work with remote 'terminals' over a high speed network
- This was before the Internet was available.
- In 1981 DCA received a venture capital financing, and went public in 1983.
- The venture capital investors were not interested in growing DCA as a technology company, so I sold out in 1984.
- The remaining vestige of that enterprise is a street 'Alderman Drive' named after me.

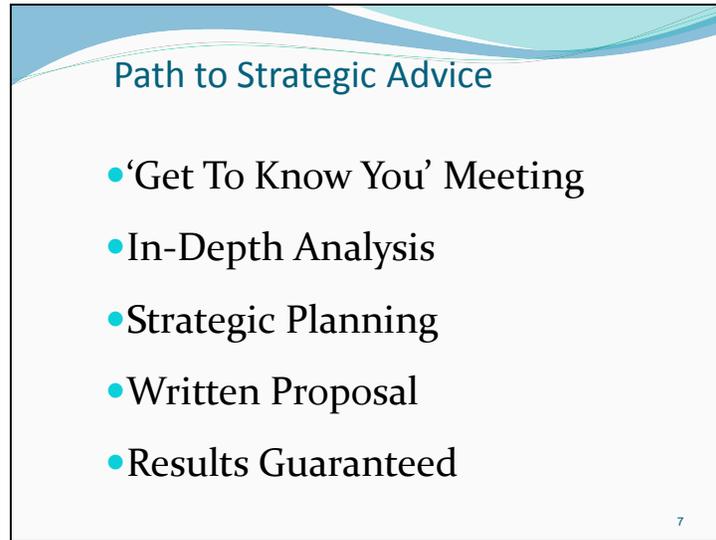


### Relationships

- Contacts
- Relationships
- Trust Relationships
- Clients vs. Customers
- No Change = No Success
- Strategic Advice

6

- Contacts are people you have met.
- Relationships are people that know you.
- Trust Relationships are Relationships on which you mutually rely.
- Clients have an ongoing business relationship with you.
- Customers do business, without a relationship (McDonalds example).
- Change is how your business evolves to prosper.
- My role is as a Strategic Advisor, helping *you* change to serve your clients better.



- I begin our trusted relationship with a “get to know you” meeting, in which I get a feel for your business challenges
- At a second meeting, I will dig more deeply into your situation, and outline for you my ideas for the project.
- When you are ready to move forward, we collaborate on a written project proposal.
- I charge for expected results, not for my time.
- I recognize you have financial constraints. My proposal will fit your circumstances.



- This client has a tutoring service.
- I had a simple marketing suggestion for her: Place small ads in the programs for school events such as plays, football, etc. Do this for all public and private schools in the her area.
- The parents of the kids are just right for a tutoring service market.
- As you can see from the testimonial it worked.



Let's begin a relationship!

- John Alderman
- 770-315-2078
- [www.InnovativeApplicationsInc.net](http://www.InnovativeApplicationsInc.net)

9

If you are 'stuck' with a tough problem, give me a chance to help you find the creative solution!