



Expert Panel Two:

Taking the Plunge:

What you can learn from those who have initiated successful, value-driven businesses.

Steve Pearson, *Lead Strategist, Founder, The Pearson Strategy Group (Moderator)*

Andre Angel, *Co-founder/CEO at TangoTab; Co-Founder/Chairman, WorkMeter; Co-founder, Servoyant, LLC; Co-Founder/Chairman, CODEKKO Software*

Jeffrey Fry, *Principal, Help Find Care; Chief Executive, Profit Prophet; Director/CMO, MainGain;*

Christopher Justice, *Chief Executive Officer at Sparksight, Inc.*

Stacy Zoern, *CEO, Community Cars*

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“Take Away” Notes on Flip Charts -- Taken by Lauren Tarrent (No presentation slides.)

Steve – Competitive intelligence & strategy

PASSION & INSPIRATION needed to start an organization

Chris – Sparksight- “just wanted to work with people he liked” Caring Environment!
CULTURE BEFORE CAPITAL.

Andre – TangoTab (feeds the hungry) DO SOMETHING GREAT. HELP YOUR NEIGHBOR.

Stacy – Kenguru Car – Help – extend possibilities! Raise quality of life.

Jeffrey – Social consciousness – empowerment!
GO BIG OR GO HOME!
MOM’S – LEGACY

Payback – ROI – Social Responsibility
The Power Of And....You *Can* Have It All.

A worthy cause only –
Business has to be profitable not just socially conscious – even a non-profit has to make money –
“The language of business” = Profit.

Focus on the bottom line – a must – not just on your social cause.

Expenses of a socially conscious business.
More/Less => is the same. It’s a business!

May have to put everything on the line.

- Personal sacrifices
- Careful Employee selection
- Social but business must stand on its own! Have to make money!
- Who is your audience?
- Who do you want to be?
- Beauty is in the heart of the artist!
- Don't compromise – feed your tribe well

It's not what you sell – it's what you stand for! Book: *Purple Cow* by Seth Rodin

Lessons learned:

1. Trust your gut
2. Listen: change your course when needed
3. Not about YOU – Remove your ego
4. Fail Often (Test; Try)
5. Be flexible
6. Choose your team wisely
 - Vulnerability
 - Uncertainty

Groom yourself + your team early and often to lower uncertainty and go forward.

NO SELF BLOCKING

EXPLORE!

LOVE WHAT YOU DO!!

If you don't want to be a pirate – Don't!

To be successful – you must be able to step away—

What is your replacement plan?

Create leaders

Create your own corporate culture.

-Companies are not controlled by their leaders!

Important to work as a team!

-MANAGE YOUR STRESS

-FOCUS! Be disciplined! Laugh!

-Think => Process

-As a Lazy man

-Establish divided by Speak Your core values

Groom to grow into the new role

-Your Health is important!