

# What I Wish I Had Known Then

*A Tech Entrepreneur  
Tells All*

- Quick Introduction to Telogical
- Top 5 Lessons Learned
- Q&A

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# TELOGICAL SYSTEMS

**Unique Value Proposition:**

Competition-aware marketing systems that enable communications service providers such as AT&T and Comcast to acquire and retain more customers.

**Founded:**

August, 2000

**Locations:**

Washington, DC (HQ) | Oklahoma City, OK | Charleston, SC

**Ownership:**

Privately held partnership

**Managing Partners:**

- Andrew Woessner, President & CEO
- Gray Somerville, Co-Founder and VP of Client Services
- Ken Archer, Co-Founder and Chief Technology Officer

**Employees:**

75+

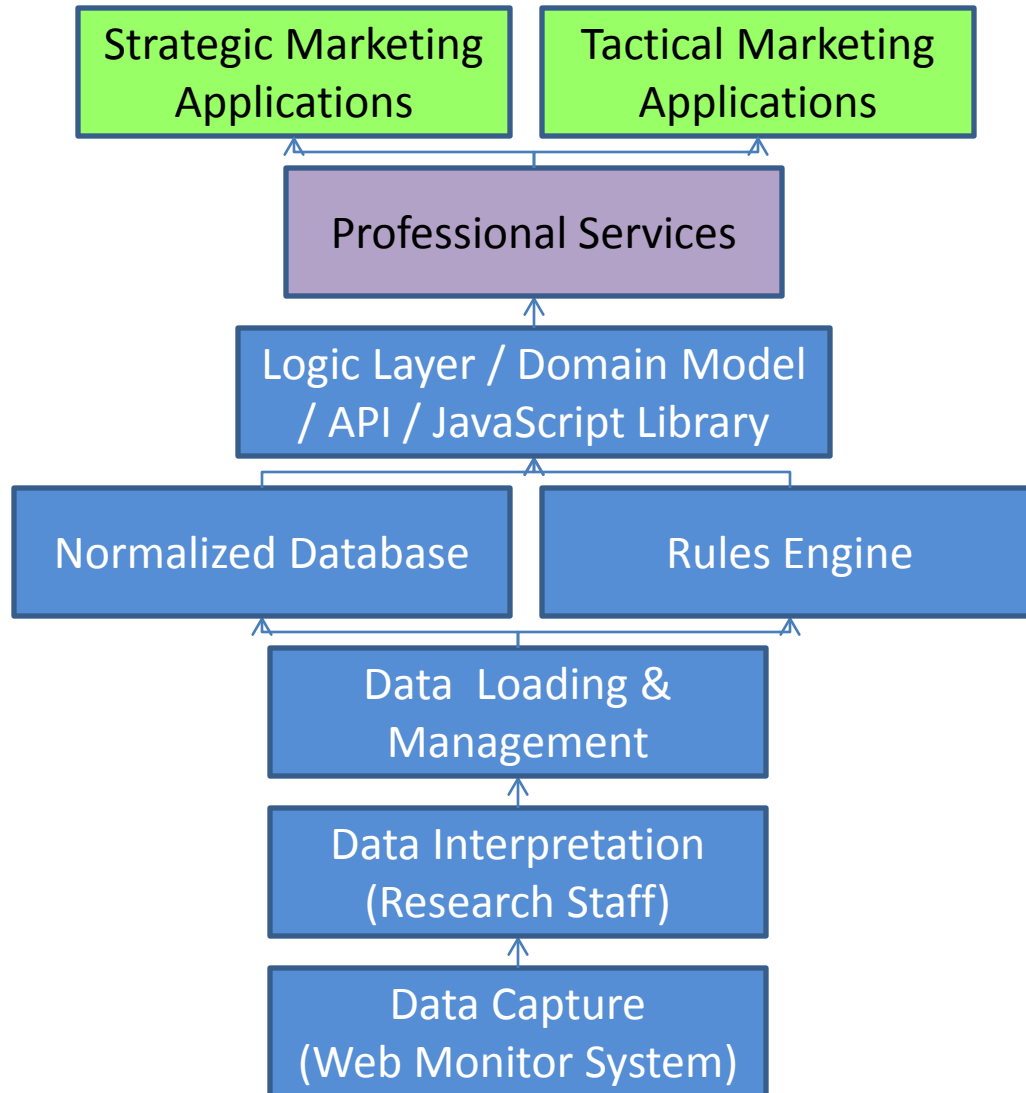
**Clients:**

The “Who’s Who” of the telecom and cable industry, including 9 of the top 10 U.S. communications service providers.




# Current Service Portfolio

Application Category	Strategic Marketing Applications	Tactical Marketing Applications
Value Proposition	<i>Develop better strategies &amp; offers</i>	<i>Increase sales &amp; retention conversion rates</i>
Services	Competitive Positioning	PCM / Call Center
	Offer Optimization	PCM / Online
	Competitive Monitoring	PCM / Direct

# System Diagram



## Key

-  Customer Facing Applications
-  Custom Application Design & Development
-  Data Service



# Sample Tactical Marketing Application from Tealogical



Enter a Zip Code 19020

**Bundles**

- Comcast
- RCN
- Verizon

**Video**

- Comcast
- DIRECTV
- Dish Network
- RCN
- Verizon

**Internet**

- Comcast
- Dish Network
- RCN
- Verizon

**Phone**

- Comcast
- RCN
- Verizon



PLANS (13)

PROMOTIONS (59)

13 Comcast Bundles Plans for 19020 (Bensalem, PA). Competitive information verified as of Oct 17, 2012

TRIPLE PLAY - VIDEO / INTERNET / PHONE

**Comcast** **\$89.00/mo**  
For 12 Months

[Starter XF Triple Play](#)

**Video:** 158 channels (72 available in HD)  
**Internet:** 12 Mbps downstream  
**Voice:** Unlimited LD usage

\$119.99/mo for months 13-24  
*Reg. \$136.99*

**Comcast** **\$109.99/mo**  
For 12 Months

[HD Preferred XF Triple Play](#)

**Video:** 251 channels (98 available in HD)  
**Internet:** 12 Mbps downstream  
**Voice:** Unlimited LD usage

\$139.99/mo for months 13-24  
*Reg. \$159.99*

**Comcast** **\$129.99/mo**  
For 12 Months

[HD Preferred Plus XF Triple Play](#)

**Video:** 263 channels (102 available in HD)  
**Internet:** 50 Mbps downstream  
**Voice:** Unlimited LD usage

\$159.99/mo for months 13-24  
*Reg. \$179.99*

Summary

Channels

Equipment

Features

Calling Rates

Direct Mail

Special Offers



**Starter XF Triple Play** [\(Change\)](#)  
Last Confirmed On 10/17/2012

Telogical Demo

**FiOS TV Prime HD + FiOS**  
**15 Mb/5 Mb + FiOS**  
**Digital Voice Unlimited**  
**Plan** [\(Change\)](#)

**PRICE, TERMS AND CONDITIONS**

Promotional Price	Month 1 - 12: \$89.00 <b>P</b> Month 13 - 24: \$119.99	<b>Month 1 - 12: \$79.99</b> <b>P</b> <b>Month 13 - 24: \$84.99</b>
Standard Price	Month 25+: \$136.99	<b>Month 25+: \$114.99</b>
Installation/Activation	Unknown	\$0.00 <b>P</b>
Contract	24 months <b>P</b>	24 months <b>P</b>
Early Termination Fee	Unknown <b>P</b>	Up to \$230.00 <b>P</b>

**PRODUCTS AND SERVICES**

**TV**

Video Channels	158 (72 available in HD)	157 (61 available in HD)
TV Receiver	Included	Included
HD Service	Unknown	Unknown

**Internet**

Internet Speeds	12 Mbps / 2 Mbps	<b>15 Mbps / 5 Mbps</b>
Modem	Not included, multiple options available.	<b>Included</b>

Talking Points

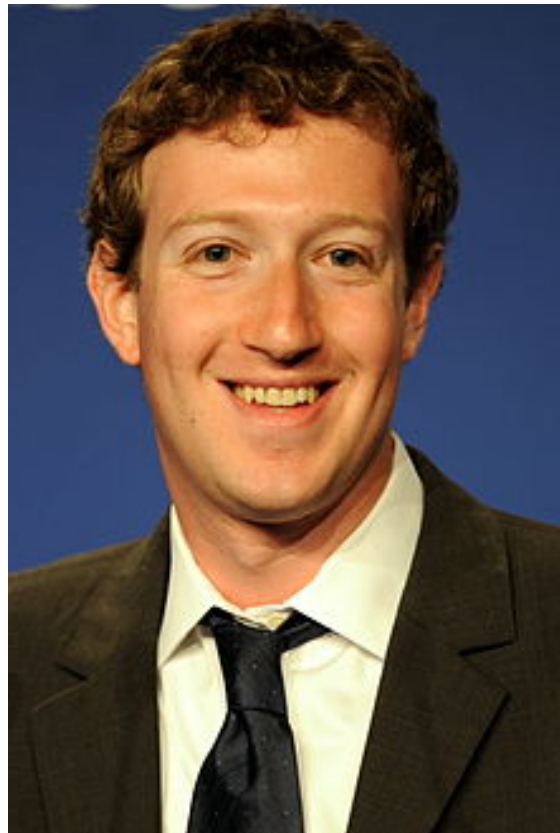
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# LESSONS LEARNED

# Lesson # 1

**You don't have to be Mark Zuckerberg to be successful.**

## Mark Zuckerberg



Harvard  
1590 / 1600  
BASIC  
Programming  
Fencing

## Gray Somerville



King College  
1050 / 1600  
Muskrat  
Trapping  
Wrestling

# Most Successful Startups Have Unremarkable Origins

- 80% are bootstrapped
- Median startup capital of ~ \$10K - \$20K
- Lack original business concepts or technology
- Founders typically lack proven experience, credentials, contacts, etc.
- Few have solid business plans & strategies
- Most lack top-notch employees

# Key Success Criteria for Founders

- Propensity to start
- Ability to adapt
- Sales talent
- Ability to grow & change with the business

## Lesson # 2

Good partners make all the difference.



- Complete Trust
- Profound Respect
- Ability to Challenge One Another
- Key Personality Characteristics
  - Optimism
  - Perseverance
  - Strong Support Network
- Strong Startup Skills
  - Sales / Marketing
  - Design
  - Development / Execution

## Lesson # 3

You can get there from here.

or

Pivot. Pivot. Pivot.

- Our clients are going to be telecommunications service providers
- Our product is going to have something to do with business intelligence
- If we can scrape up enough cash to allow Ken and Gray to focus every ounce of thought and energy on our business for 3 months, we will be able to generate enough revenue to get the ball rolling
- Once the ball is rolling, we will be able to guide the business to a better strategic position

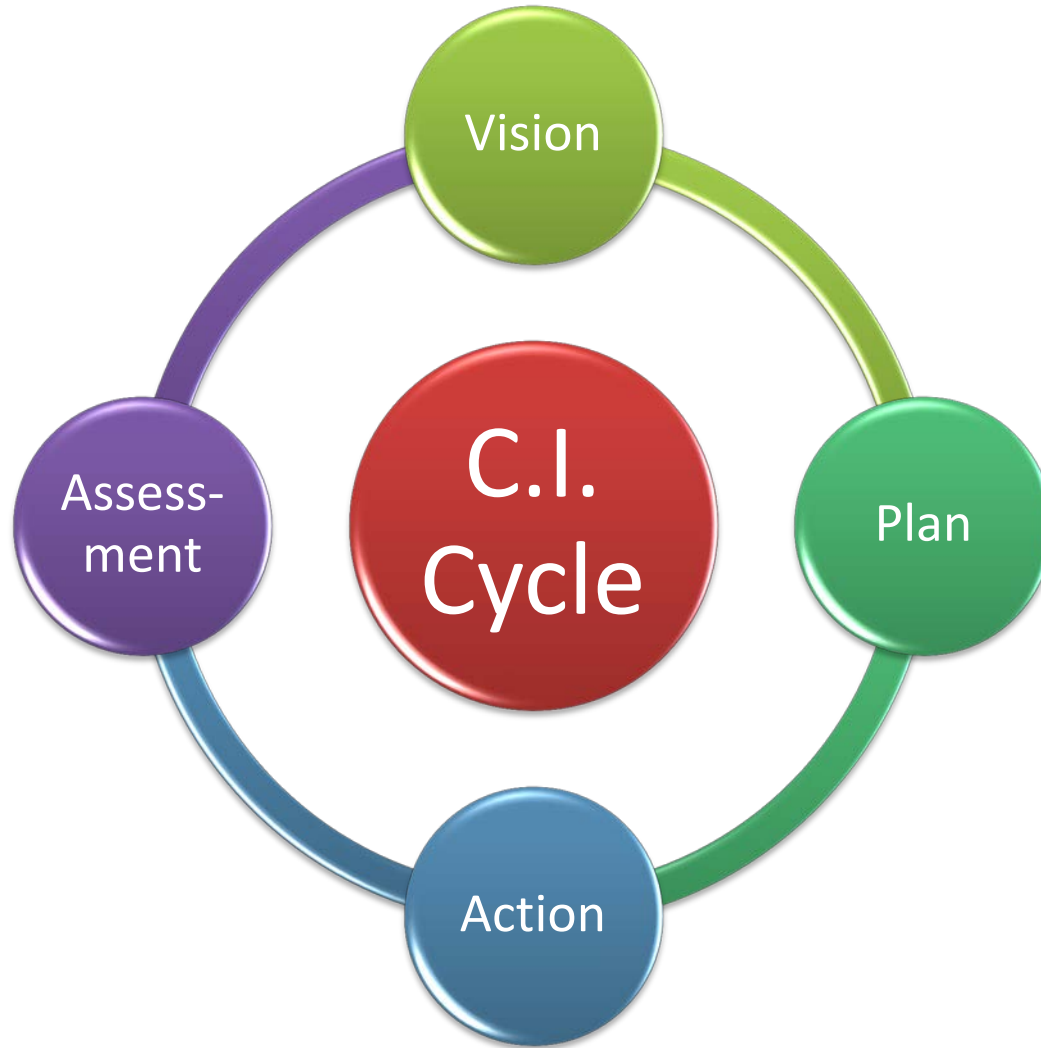
# Problems We've Overcome

- Early legal challenges
- Imploding target market
- Business model problems
- Inequitable equity distributions
- Technical architecture

# Key Telogical Pivots

- 2000 – Outsourced Knowledge Management
- 2003 – Competitive Research
- 2005 – Competitive Comparison Marketing Tools
- 2012 – Competition-Aware Marketing Systems

# Continuous Improvement Cycle



## Lesson # 4

**It doesn't have to be this hard.**

- Seven Habits of Highly Effective People  
*Stephen Covey*
- Running Lean  
*Ash Maurya*
- Strategic Selling  
*Stephen Heiman, Tad Tuleja, Robert Miller*
- Getting to Yes  
*Roger Fisher, William Ury, Bruce Patton*



# Stuff Worth Paying For

- Legal Advice
- Accounting
- Software Engineering
- Employee Recruitment / Selection

# Lesson # 5

**Business can be beautiful.**

# You Can Make More Than Money

- “Business Art”
- Friends
- Purpose
- Happiness

# Don't Rush to Sell Your Company

- Running your own company is incredibly engaging and fulfilling (if you succeed).
- By the time you someone wants to fund/acquire your company, you may not need it.
- Once you get funded or acquired, your mission becomes money . . . is that what you really want.
- Carefully consider what a rare thing it is to create and run a successful business – this opportunity may not come again.

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**Q&A**