

Pearls & Perils: Lessons from a Successful Entrepreneur



PEDC Business Growth Conference
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Time: 9:15am- 9:45 AM

Presented By
Ilene Rosoff, CEO
The Launch Pad

*You pursue your vision...
we'll manage the technology*



RevITup™
the launchpad
WE MANAGE THE TECHNOLOGY

The Launch Pad – Welcome to the New Face of IT

About The Launch Pad

The Launch Pad provides fixed-fee managed technology and web services to small and mid-sized businesses. With our **RevITup™ Business Care Managed Technology Suite**, our clients enjoy a monthly fee that never fluctuates regardless of the number of service requests. That means we never profit when your systems are down. Our goal is nothing short of a dramatic reduction in the cost of technology ownership and in your technology-induced stress level.

- Founded in 1992, Offices in Tampa Florida
- IT Management, 24x7x365 Help Desk, Network Integration, Data Protection
- RevITup Business Care™ Managed Technology Series, Professional Services & Sales
- VirtualGreen Office™, Hosted Applications, Web Services, RevITup SilverCloud™
- 2009, 2010, 2011 Inc. 5000, Tampa Fast-50 fastest growing companies & MSP 100
- 2009 & 2010 CEO Ilene Rosoff Named Finalist for the Tampa Business Woman of the Year
- 2011 – Launch 1st National managed IT franchise offering



The Launch Pad – Welcome to the New Face of IT

Let's face it; even with "proactive" support contracts and retainers, your current IT provider profits when your systems are down... and downtime is something no organization can afford.

THE OLD MODEL OF IT



Putting out fires – reactive, break/fix, costly downtime

OUR APPROACH



Our **RevITup™ Business Care Series** means our clients enjoy a fixed monthly fee that never fluctuates regardless of how many service calls. We only profit when our customers don't face disasters and technology systems run at top efficiency. Out of necessity, we must go the extra mile to proactively manage, secure and improve your network.



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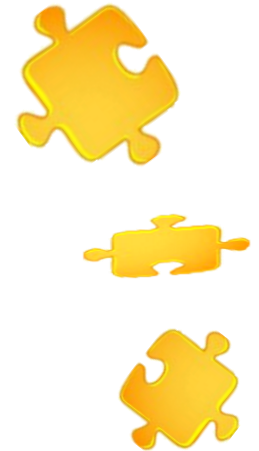
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#1 Knowing Yourself

The Road to Entrepreneurship is Also the Quickest Path to your Shortcomings

1. Knowing What Drives You. What is your Passion?
2. Knowing What the End Game Is
3. Embracing Your Shortcomings
4. Optimizing Your Strengths



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#2 Business is a Partnership

(but stay away from the legal kind)

1. Clients
2. Team Members
3. Vendors
4. Cultivate Lovingly, Prune Mercilessly.



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#3 Know Your Backend

(not the body part)

1. You must understand your back-end operations. Business process is an art.
2. Think about the nuts and bolts. Don't just think of the end.
3. Learn to work on your business, not in it.

~Michael E. Gerber, *E-Myth Mastery*



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#4 You Are Only as Good as the People Around You (your tendency will be to forget this)

1. Business is a team sport. Pass the ball.
2. Business is about people.
3. As you grow, HR will above all be the biggest challenge you face.





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#5 You Are Not the Center of the Universe

(just remember Icarus)

1. Nurture your team. Inspire.
2. Understand their goals and dreams.
3. Don't forget; this is your show and your dream. Share your vision, don't force your will.
4. Micromanaging is a waste of time and energy.



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#6 Have a Plan and Think Big.

(put Icarus out of your mind)

1. Great stories suspend disbelief. Tell a great story.
2. Think outside the box. Know everyone won't love it.
3. Don't forget; this is your show; your dream. Share your vision, don't force your will.



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#7 Take Risks

(that does not mean putting your business in jeopardy)

1. Learn how to make calculated risks.
2. Know when to cut bait.
3. Learn how to say no.





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#8 There is Always Room for Improvement

(...There Must Be a Pony)

1. Success can be seductive. Keep your feet on the ground.
2. Immerse yourself in your world; books, seminars, online resources. Never stop learning.
3. Look for the lesson. Embrace it!



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THANK YOU

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