

CoupSmart™
Marketing. Evolved.



BACKGROUND

Cincinnati Native

BA in Finance

Audit, Kroger

CFO, DotLoop

CoupSmart, Founded 2009

BACKGROUND

What about you?

PRINCIPLES

Find Experts

Advisors &
Employees

Conserve Cash

Cloud & Boot
Strapping

Fail Fast

Figure Out
What Works

FIND EXPERTS

Initial Lack of Knowledge

Networking

No-Nonsense Advisors

Early Believers

CONSERVE CASH

CEO = Cash Extraction Officer

Act Like It's The Last You'll Get

Free / Cheap Tools

“Good Enough”

FAIL FAST

Experimenting Entire Life

5,000 Ways That Won't Work

Rapid Prototyping

Everything Has Changed

LESSONS LEARNED

More Sales Experience

More Speaking Experience

Deal More With Consumers

Increased Beta Customers

FOOD FOR THOUGHT

How to Stimulate:

Intellectual Curiosity

Critical Thinking

THANKS!

Questions?

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