

Entrepreneurs

THE PITCH

Company collars technology for smaller firms

Blue dog Network makes the technology used by Fortune 500 companies available to small- and mid-sized firms by sharing the costs among them.

Small and mid-sized businesses spend \$200 billion annually on information technology (IT), yet these firms currently face ineffective and sub-optimal solutions when it comes to IT procurement and management. Many smaller firms have technology requirements comparable to large corporations, but do not benefit from the economies of scale that Fortune 500 companies enjoy, nor do they have the resources in time, money or personnel to implement proper solutions or the knowledge to handle increasingly complex security and compliance issues.

Blue dog Network is reorienting the original premise of centralized computing by offering one affordable, integrated solution that eliminates the headaches, provides "any-time, anywhere" secure access and significantly reduces the costs associated with the implementation, support and maintenance of IT. Blue dog Network's solution delivers enterprise-grade infrastructure to smaller firms for a low, fixed monthly fee, including remote access, applications, collaboration, e-mail, data storage, multiple daily backups and connects users and locations, giving the appearance of a traditional LAN environment.

Blue dog Network is differentiated by its familiar, easy-to-use Microsoft desktop, mitigating any end user learning curve and is backed by a robust



enterprise infrastructure. It is the first to offer SMBs, a turn-key solution that can be purchased as a whole, or à la carte, at an affordable and consistent price.

Blue dog Network is smart, simple and secure.

- Dana Vizneau



blue dog Network

FOUNDER AND CEO: Dana Vizneau

AWARDS: Named "Most Innovative IT Company" by New Jersey Tech News and "Best Management Team" at the 2007 New Jersey Venture Conference

LOOKING TO RAISE: \$5 million

WEB SITE: www.smartsimplesecure.com

Feedback...

Overall, an intriguing business plan with potentially good positioning. This is a detailed and well thought out business plan. It is easy to track how the founder thinks, and she communicates clearly. The company has good qualifications but would do well to add a marketing person and a development person. It is clear what their products do, but the names they chose could be replaced with more market-oriented names.



Addison

The product is timely and well positioned, although not necessarily unique. The competition is likely to be more intense than depicted in the plan. The price points, cost of selling and cost of operations may need to be validated.

This business is not as much a novel technology business as it is a service business addressing critical applications. BDN will be made or broken on marketing and execution. Small businesses have lots of options today for IT, but a seamless ASP infrastructure at the proper price point could be attractive. BDN must be aggressive and successful with marketing and sales, and they must control expense levels as they grow.

- Ed Addison, freelance venture capitalist and high-tech entrepreneur, currently co-founder and CEO of TeraDisc LLC

Overall, I found this to be an excellent business plan - one of the best I've seen in a long time.

There are several strong elements to the plan and the business model. First, Dana and her team have a very good understanding of the needs of their target market. In fact, her last company, an IT consulting firm, provided services to the same market she plans to serve with blue dog Network. Second, there are several key strategic partners they've identified who will help them gain access to prospective customers. In terms of target market, the company is not bound by any geographical restrictions. Services can be provided to companies virtually anywhere. And one of the most notable advantages this business proposal offers is the fact that blue dog Network has had great success in the last year testing the concept with real businesses. This beta test has in fact proven the business concept that blue dog Network is presenting and plans to build on when it obtains the required growth capital.

Blue dog Network's business plan highlights the key strengths of the company: a keen understanding of the needs and challenges of their target market, the ability and experience to serve that market, strategies and tools to educate prospective customers about the benefits of their services, a proven track record in doing so, strategic partnerships and an exit strategy. All of this should serve them well in attracting potential investors.



Langer

- Leslie Langer, regional director of the Small Business & Technology Development Center at the University of North Carolina Wilmington.