




# Answers your members provided

## October - Vancouver Web-Based Entrepreneurs Lunch – October 15, 2009

Member	Responses	RSVPed	Date Answered
 Jay	<p><b>Which topics are you interested in most (max 2):</b> 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development</p> <p>"Raising Capital and Fundraising "</p> <p><b>To help others get to know you better, what do you or your company do?</b></p> <p>"Business Development and Affiliate Marketer"</p> <p><b>As a web-based entrepreneur what is your biggest challenge right now?</b></p> <p>"Raising Capital and Fundraising for a Not For Profit "</p> <p><b>What book has helped you out the most with your business?</b></p> <p>"Grown Up Digital: How the Net Generation is Changing Your World HC by Don Tapscott "</p>	Yes	Oct 6, 2009 3:50 PM
 Annalea Krebs	<p><b>Which topics are you interested in most (max 2):</b> 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development</p> <p>"Product Development Internet Marketing "</p> <p><b>To help others get to know you better, what do you or your company do?</b></p> <p>"Developing a web based solution that connects people with regional sustainability initiatives and opportunities "</p> <p><b>As a web-based entrepreneur what is your biggest challenge right now?</b></p> <p>"Finding an equity based partner that can lead the technology development (back-end) and strategy "</p> <p><b>What book has helped you out the most with your business?</b></p> <p>"The Art of the Start by Guy Kawasaki"</p>	Yes	Oct 1, 2009 3:49 PM
 James	<p><b>Which topics are you interested in most (max 2):</b> 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development</p> <p>"2. Raising Capital 3. Product Development"</p> <p><b>To help others get to know you better, what do you or your company do?</b></p>	Yes	Oct 1, 2009 3:31 PM

"I'm a former M&A lawyer and software producer who has is starting up a semantic web company. "

**As a web-based entrepreneur what is your biggest challenge right now?**

"Hiring. "

**What book has helped you out the most with your business?**

"Wikipedia"



Kevin Southern

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

"3 and 4"

Yes

Oct 1, 2009  
3:09 PM

**To help others get to know you better, what do you or your company do?**

"We build and market websites exclusively for local small business"

**As a web-based entrepreneur what is your biggest challenge right now?**

"Staying on top of the constant changes in web technology"



Constantin-  
makeupinvancover.com

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

"Monetization and business models. Internet Marketing."

Yes

Oct 1, 2009  
1:30 PM

**To help others get to know you better, what do you or your company do?**

"I do SEO, Web Analytics and Conversion.  
www.makeupinvancover.com provides information about makeup and beauty products."

**As a web-based entrepreneur what is your biggest challenge right now?**

"Conversion rate."



Darren Nicholls

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

"1 and 3"

Yes

Oct 1, 2009  
11:47 AM

**To help others get to know you better, what do you or your company do?**

"In Calendar MArketing"

**What book has helped you out the most with your**

**business?**

"good to great. "



**Cecilia Lu**

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

**Yes**

Oct 1, 2009  
10:32 AM

"3. Internet marketing (SEO, SEM, Twitter, email marketing)"

**To help others get to know you better, what do you or your company do?**

"Kiwano Marketing provides green marketing services to small businesses. Based in Vancouver, we offer affordable web & print marketing services with high return on investment, generating more sales for your business while serving your local community."

**What book has helped you out the most with your business?**

"currently reading the Green Marketing Manifesto"



**Scott Patten**

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

**Yes**

Oct 1, 2009  
8:08 AM

"3. Internet Marketing and 4. Product Development"

**To help others get to know you better, what do you or your company do?**

"Ruboss is bootstrapping the development of a website called Leanpub, focused on changing the writing & selling of ebooks. We're funding ourselves by doing Flex and Rails consulting and development, typically using the RestfulX framework."

**As a web-based entrepreneur what is your biggest challenge right now?**

"Finding the time to build products while bootstrapping by consulting and keeping our clients happy."

**What book has helped you out the most with your business?**

"The Four Steps to the Epiphany -- Steve Blank"



**Derek Oelmann**

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

**Yes**

Oct 1, 2009  
12:25 AM

"1, 3"



**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital**

**Yes**

Sep 29, 2009  
9:04 PM



Michael Zipursky

**and fundraising 3. Internet marketing ( 4. Product Development**

"#1 and 4"

**To help others get to know you better, what do you or your company do?**

"I'm an international marketing consultant specializing in lead-generation. Working on a new web based business - my first (web based biz that is and 4th biz)."

**As a web-based entrepreneur what is your biggest challenge right now?**

"Looking to find a good ruby on rails programmer to work with."

**What book has helped you out the most with your business?**

"Reading Trust Agents right now. Too many books to list though."



Angel

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

"1 and 3"

**To help others get to know you better, what do you or your company do?**

"We provide relevant results for brides and help connect brides with vendors, making the shopping process as efficient and pain-free as possible."

**As a web-based entrepreneur what is your biggest challenge right now?**

"Being short on resources, I feel like we have to be really smart with our strategy and choose a direction and plan that really create the biggest impact and results, biggest challenge right now is deciding that direction and plan."

**What book has helped you out the most with your business?**

"Uh.. The one I got for my birthday? :P"

Yes

Sep 29, 2009  
12:02 PM



Stewart Marshall

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

"1 and 2"

**To help others get to know you better, what do you or your company do?**

"I deliver services to enable early stage companies to tell their financial story, greatly improve their prospects of raising finance and help them manage, grow and thrive"

Yes

Sep 28, 2009  
2:17 PM

**As a web-based entrepreneur what is your biggest challenge right now?**

“Visibility”

**What book has helped you out the most with your business?**

“Chris Brogan - Trust Agents”



**Ken Huang**

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

**Yes**

Sep 28, 2009  
1:38 PM

“raising capital and funding. and VC connections.”

**To help others get to know you better, what do you or your company do?**

“We specialize digital publishing, we turn publications into digital format.”

**As a web-based entrepreneur what is your biggest challenge right now?**

“we need more funding!!”

**What book has helped you out the most with your business?**

“what would google do”



**Natalie Sisson**

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

**Yes**

Sep 28, 2009  
10:03 AM

“1 & 2”

**To help others get to know you better, what do you or your company do?**

“ConnectionPoint Systems - changing the face of fundraising and payments in social networks with our Facebook application - FundRazr”

**As a web-based entrepreneur what is your biggest challenge right now?**

“Managing all aspects of launch, media and promotion with customer service.”

**What book has helped you out the most with your business?**

“Reality Check - Guy Kawasaki”



**Lou Kawakami**

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

**Yes**

Sep 27, 2009  
10:12 PM

LOU KAWAKAMI

"i. Monetisation ii. Raising capital"

**To help others get to know you better, what do you or your company do?**

"Owner of Sea Forever, a website dedicated to promoting greener lifestyles."

**As a web-based entrepreneur what is your biggest challenge right now?**

"Funding and finding reputable and reliable affiliate programmes."



**Brendon Wilson**

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

**Yes**

Sep 27, 2009  
6:33 PM

"Product Development, Internet marketing"

**As a web-based entrepreneur what is your biggest challenge right now?**

"Finding something \*meaningful\* to work on. Plenty of entrepreneurs are working on stuff that, in the grand scheme of things, just don't matter. Am I the only one concerned about this?"

**What book has helped you out the most with your business?**

"The Monk and the Riddle", "Leaving Microsoft to Change the World"



**Mark Kaufmann**

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

**Yes**

Sep 25, 2009  
3:53 PM

"3 and 4"

**To help others get to know you better, what do you or your company do?**

"Online language learning system and community"

**As a web-based entrepreneur what is your biggest challenge right now?**

"Getting to people to understand what to do, and why to do it so they like the system and upgrade."

**What book has helped you out the most with your business?**

"Getting Real"



**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

**Yes**

Sep 25, 2009  
2:49 PM

No photo yet

**Katalina**

"monetization and business models"

**To help others get to know you better, what do you or your company do?**

"I am starting a online store "



**Stephan Wiedner**

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

**Yes**

Sep 25, 2009  
11:18 AM

"1. and 3."

**To help others get to know you better, what do you or your company do?**

"Online life coaching web app."

**As a web-based entrepreneur what is your biggest challenge right now?**

"Managing the marketing for two different products we offer: 1) SAAS client management service for coaches, 2) corporate coaching software."

**What book has helped you out the most with your business?**

"Don't make me think."



**juhani siira**

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

**Yes**

Sep 25, 2009  
9:52 AM

"1,2"

**As a web-based entrepreneur what is your biggest challenge right now?**

"working through the revenue model"



**Ruchika**

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

**Yes**

Sep 24, 2009  
8:14 PM

"internet marketing, sales, marketing, NPO's"

**To help others get to know you better, what do you or your company do?**

"Budding Beethovens conducts classes for children and adults."



**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

**Maybe**

Sep 24, 2009  
7:45 PM

"Internet Marketing"

**Regis Byrne**

Internet Marketing

**To help others get to know you better, what do you or your company do?**

"Among other things, I am a graphic designer and published author (with experience in many genres/media)."

**As a web-based entrepreneur what is your biggest challenge right now?**

"Breaking through the noise of the all-pervasive hype ..."

**What book has helped you out the most with your business?**

"Quite a few books have catalysed a quantum leap forward, each in its own way (thinking out of the box, moving beyond the concept of competitors, tapping into the emotion of the potential market, understanding "value", etc. "



**Craig Hennessey**

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

**Yes**

Sep 24, 2009  
7:32 PM

"Monetization and Product Development"

**To help others get to know you better, what do you or your company do?**

"Develop eye-gaze tracking systems for advertising analysis, web usability, and assistive devices for the disabled."

**As a web-based entrepreneur what is your biggest challenge right now?**

"Limited time / resource management for all aspects of the business"

**What book has helped you out the most with your business?**

"Founders at Work"



**AA**

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

**Yes**

Sep 24, 2009  
7:20 PM

"1. Monetization and business models 2. Raising capital and fundraising "

**To help others get to know you better, what do you or your company do?**

"I'm co-founder of Juump (www.juump.com). Juump makes it easy to meet people and play more."

**As a web-based entrepreneur what is your biggest challenge right now?**

"Structuring for efficient operational scalability (not software scalability)."

**What book has helped you out the most with your business?**

"Theory of Fun by Raph Koster."



**Peter Armstrong**

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

**Yes**

Sep 24, 2009  
4:58 PM

"Most intereted: Raising capital and fundraising Second-most: Internet marketing"

**To help others get to know you better, what do you or your company do?**

"Ruboss. We are bootstrapping the development of a website focused on changing the writing & selling of PDF-only books. We're funding ourselves by doing Flex and Rails consulting and development, typically using the RestfulX framework."

**As a web-based entrepreneur what is your biggest challenge right now?**

"Finding enough time to do both client work and product work."

**What book has helped you out the most with your business?**

"The Four Steps to the Epiphany"



**Kristine**

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

**Yes**

Sep 24, 2009  
4:36 PM

"#1!"

**To help others get to know you better, what do you or your company do?**

"Budgeting software for marketers."

**As a web-based entrepreneur what is your biggest challenge right now?**

"Launching a new version of our software & finding ongoing development resources..."



**Christian**

**Which topics are you interested in most (max 2): 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development**

**Maybe**

Sep 24, 2009  
4:30 PM

"Product Development, Monetization and business models"

**To help others get to know you better, what do you or your company do?**

"Internet marketing (SEO, pay-per-click, web analytics, etc.)"



Simon

**Which topics are you interested in most (max 2):** 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development

"1 & 3"

Yes

Sep 24, 2009  
4:28 PM



Matthew

**Which topics are you interested in most (max 2):** 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development

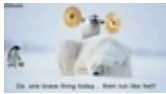
"Raising Capital, Product Development"

Yes

Sep 24, 2009  
4:28 PM

**To help others get to know you better, what do you or your company do?**

"iPhone shopping app"



Viral DL

**Which topics are you interested in most (max 2):** 1. Monetization and business models 2. Raising capital and fundraising 3. Internet marketing ( 4. Product Development

"1 & 3"

Yes

Sep 24, 2009  
4:21 PM

**To help others get to know you better, what do you or your company do?**

"building a single website directory for social entrepreneurs"

**As a web-based entrepreneur what is your biggest challenge right now?**

"Finding the time to do all the things i want to... outsourcing to competent people"

**What book has helped you out the most with your business?**

"Reading Donnie Deutch's book on business... it's a great read so far...Ayn Rand's books"