



launchers

eLaunchers.com Culture Guide

“सत्यं वद धर्म चर”

Satyam Vada Dharmam Chara

Speak the Truth and Practice Righteously

- Taittiriya Upanishad

Welcome to eLaunchers.com!

This Is How We Roll

Hello!

We're so happy that you're a part of the eLaunchers family and we can't wait to get to know you as we all grow together.

We hold our beliefs and values in high regard so you'll need to know them intimately. We created this culture guide to help you get started, keep track of our key initiatives and most importantly, to make sure you always know our purpose here.

This website is NOT an employee handbook. This is the eLaunchers culture guide that defines rules of engagement between prospects, customers, JV partners, affiliates, referral partners, vendors, contractors, collaborators, interns, eLaunchers leadership team and employees. Together, we all are part of the eLaunchers ecosystem; and this ecosystem is governed by a set of core beliefs, core values, purpose, mission and a mindset. If you are part of our ecosystem in any capacity, you will learn that **'this is the way we roll'**.

During our journey together as an employee, intern, contractor, vendor, referral partner, affiliate, customer, prospect or a team member of another company brought into our world by a common client. If you find that we have a cultural mismatch and you do not subscribe to our values, our belief system or our ways. That's perfectly OK. We will engineer a graceful way to part ways and still be friends, still cheer for one another. We seek to build an ecosystem of like-minded people who have beliefs and values in an alignment with our core beliefs and values.

We want to celebrate your arrival in our ecosystem. We want your stay to be joyful, comfortable, meaningful, productive & profitable. We want your exit from our ecosystem to be graceful, dignified and on friendly terms.

You should read this culture guide in your first week and keep it handy as an on-going reference. As you grow with our company, you may have ideas on how to improve what's in here; please know that those ideas are always welcome.

So get ready and thanks again for joining eLaunchers Ohana!

Sincerely,

Dipali and Parthiv Shah



PURPOSE

To help small businesses spot relevant opportunities and 'strike to win'

1



The Everest Mission

To become the most preferred trusted marketing implementation team for our chosen tribes

2

VALUES

- We speak the truth, no matter what the consequences
- We show up like no one else
- When we are not making money, we are making friends
- We give first and keep giving forward
- We care about one another and share everything
- We are open to ALL possibilities and collaborations

3



STRENGTHS TO LEVERAGE

1. We Understand Data better than anyone
2. We use THE BEST people in America & India
3. We can grow without sacrificing profitability
4. Standardized and Systematized Deliverables
5. Community support and brand recognition

7



STRENGTHS TO DEVELOP

1. Content at the speed of code
2. Scalability of operation
3. Local brand penetration in MD
4. Attract & Retain Top Talent
5. Process documentation

8



SUMMIT
2018

100 Customers
\$250K Monthly Revenue
25 Tribes



2014 Target

Cost Baseline

Overhead Factor	17%
Mktg & JV Fees	15%
Credit Card Fee	3%
PM/CS Costs	5%
Sales Commission	5%
Production Cap	30%



Sales Time Matrix

- Weekly Conversation Goal: 36 - 64
- Weekly HITs Goal: 5 - 10
- Close 15 NEW accounts every 90 days
- Monthly Revenue/Collection: \$100K+

9

10

Camp 3
2017

60 Customers
\$150K Monthly Revenue
14 Tribes

Camp 2
2016

48 Customers
\$100K Monthly Revenue
10 Tribes

Camp 1
2015

36 Customers
\$75K Monthly Revenue
7 Tribes

of Tribes = 4
of Customers =
\$ Monthly Revenue
\$ YTD Revenue

Base Camp
2014

TARGET MARKET

Dentists, Orthodontists, Attorneys,
Financial Advisors, Insurance Agents,
CPAs, Professional Services Companies
Tribe Leaders: tribe members, colleges,
universities, nonprofits seeking major gifts
Ideal client will have \$500K to
\$2.5M in annual or Milestone revenues

4

POSITIONING

A completely coordinated SINGLE
SOURCE of marketing automation &
business process engineering
implementation.

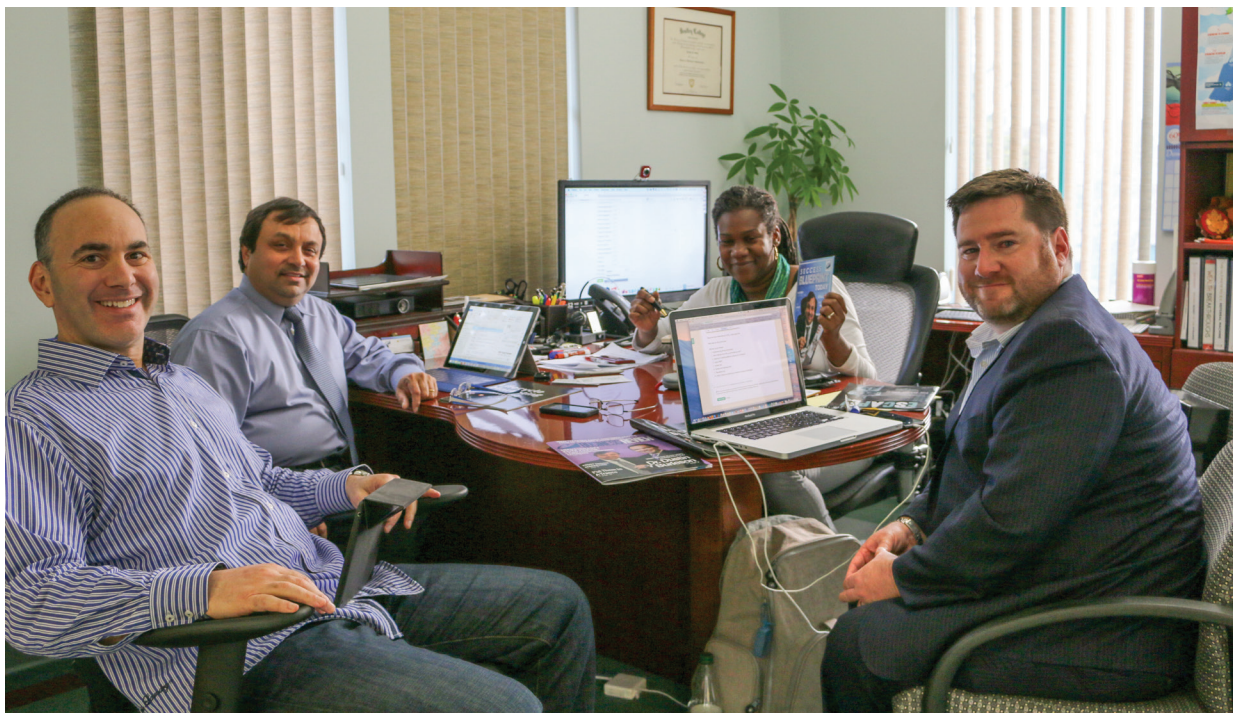
5

BRAND PROMISE

Elaunchers will put you in front of business
opportunities that are in alignment with your
strengths and you will feel great about results

6

2015 Annual Priorities		Evidence of Success		Q1 Priorities		Q2 Priorities		Q3 Priorities		Q4 Priorities		Department Big 3s								
1	Customer Satisfaction, Happiness, Ascension, Retention Testimonials and Referrals	Zero Refund & Zero Lost customer Month		Deadlines & Time line for every task in every project.								Business Administration								
2	Project Punctuation, on time delivery, Scope creep control	Deliver what we promise EACH month		Perfect Team Coordination and communication								Standardize Operations								
3	Nurture & Grow core team Education & Team Training Hire to fit the culture	Everyone fits the culture		Implement ALL aspects of Elite Fourm		Formal Team Education and training plan.		Develop incentive plan for training & education for employees.				Standard Security Procedures								
4	\$1,500,000 Revenue	\$125,000/Month & \$1,500,000/Yr		Standardize & Systemize Print Production Operation		Sales Automation, Lead follow up and long term nurture						Human Resource Management								
Key Metric		Q1				Q2				Q3				Q4				New Product Development		
		Jan	Feb	Mar	Total	Apr	May	Jun	Total	Jul	Aug	Sep	Total	Oct	Nov	Dec	Total			
Revenue																		Document all IP		
Total Revenue																		Tell-A-Friend engine		
Recurring Revenue																		Look for IP Opportunities		
Strike & Project Revenue																		Customer Service		
PVS Consulting Revenue																		On Time & Right 1st Time		
Getting Customers																		Delivery Documentation		
# of Sales Opportunities																		Deploy, Train, Measure		
# of New Customers SOLD																		Marketing		
# of Cancell/Refund																		Annual Marketing Plan		
Net New Customers																		elaunchers Publications		
\$ Sales & JV Commissions																		Quarterly Marketing Budget		
Production Costs																		Sales & Biz Development		
Infusionsoft																		Opportunity Management		
Engineering																		Provide support to Parthiv		
Graphics																		Reactivate OLD clients		
Print Production																		Profitability Management		
Overhead Costs																		Company Profitability Matrix		
Marketing																		Team Profitability Matrix		
Overhead Payroll																		Customer Profitability Matrix		
Company Overhead																		Production & Delivery		
GKDC																		Formal project planning		
My Big 3 in Q3										My Team's Big 3 in Q3								Visualize, Plan, Implement, Close		
1 Pursue ALL opportunities and do not miss anything										1 Standardization, Systematization, Documentation										Quality Assurance & Measuring
2 Deliver everything on time & right the first time.										2 Profitability and accountability matrix										
3 Prospect, pitch, close & collect										3 Project punctuality and scope creep										



OUR MISSION

'To help small businesses spot relevant opportunities and strike to win'

Our Why

- To challenge the status quo in ways, companies make contact and build relationships.
- To use innovation, disruptive technologies and data science to gain unfair competitive advantage and use the edge to good use

We believe this mission is a worthy one.

Too many small businesses are anxious and afraid of the economic environment and poaching competition by larger rivals or other threats to their business. Too many small businesses are unable to pursue all of the opportunities available to them for lack of resources or time. Too many businesses struggle to survive and live in a constant and chaotic flow of information that clouds their vision. They live without a business process where the sales lead generation and marketing & customer relationship management is not standardized, systematized or automated. Too many people do not realize the huge effect of the data-centric business process on the wellness and fiscal fitness of their business. This fiscal pain has reached an epidemic level, robbing people of the joys of living, laughing and loving the life that could be theirs.

We are here to change all that - to make a difference for the people we serve and people we care about.

How do we carry out our mission?

We help success-minded small businesses and professional practice firms build a marketing and sales lead generation system with end to end functionality. This turnkey approach allows you to facilitate sales lead generation, lead nurture, sales conversion, deal ascension, customer retention and customer referrals.

Our Value Propositions

- Spot Opportunities Where Your Strengths Are Relevant
- Use of Disruptive, Cutting Edge and Innovative Technology To Gain Competitive Advantage
- Standardized, Systematized and automated process
- Market segmentation and data intelligence to build a SMALL targeted list of prospects and hit them hard.

The Four “P”s of Today’s Multi-Channel Marketing: Paper, Pixle, Plastic & People. When all four “P”s of your marketing work as one cohesive force in an automated environment, you have the power and ability to take on your competitors head on and compete for the business you deserve.

Our Guiding Goal

Conflicts may arise when you and other members of the eLaunchers ecosystem enter our shared mission with differing viewpoints on how best to pursue the end goal. Also, you won’t always be working on a project that has a perfectly defined or direct correlation with that mission. When this happens you should remember, above all else, to guide your decision making and actions.

We do what is right for the customer

Even though the designated project manager at eLaunchers sits at the command and control center of every project, the rest of our team including client employees and experts from other companies working together with us, need an avenue to express their opinions, concerns, feedback and preferences. The command center has been established to serve as a central point of communication and digital asset management system. We take charge and lead the team of role players at various companies, however, we are not here to rule, we are here to serve. We do what is right for the customer.

If anyone has a philosophical disagreement on how something should be handled or if anyone is concerned about the chronology of events, please send a confidential private email to Parthiv Shah (pshah@elaunchers.com). We will work out our differences, make arrangements to accommodate everyone’s preferences and appear in front of the client as one cohesive workforce dedicated to the mission and goals of the project.

OUR COMPASS

Who we are and what we believe.

Core Values

Our core values define a part of us all and we think the world would be a better place if everyone had them.

We speak the truth, no matter what the consequences

We are 'people-people'; and we are in the service business. We administer business processes, manage campaigns and maintain technologies. Things will not always be perfect and not everything will go as planned all the time.

When 'chips are down' everyone is encouraged to share the emerging threat or information on something going bad. Everyone is expected to speak the truth, no matter what the consequences. Not sharing the information in a timely fashion is also not allowed. Everyone in our ecosystem will participate in the practice of speaking the truth at all times. When all stakeholders have all the information in real time, everyone can come together to pursue an opportunity, respond to a threat or reverse any damage incurred. We will never have a problem that money cannot solve.

Clients are also expected to participate in solving a problem. The client has the right to know everything and while maintaining the responsibility to behave in a rational, civilized and cooperative manner at all times.

When we are not making money, we are making friends; and we need them both

Elaunchers is a company with a big heart and spiritual core. We are at peace and in pursuit of prosperity. The key word in our statement of purpose is 'HELP'. When someone comes to us seeking assistance but does not have the means to adequately compensate us, we will figure out a way to help in the most meaningful way. Even if we cannot do anything for someone, we will give them recommendations and share what we know so they can help themselves. When we meet people who we can learn from, we will reach out to them and find out what it takes to be their friends. We will make overt contributions to our friends favorite charities. Through donations and volunteer activities, we will build a strong support system for our local community. We want to be known as 'good fellows who happen to be successful too.'

We give first and keep giving forward

We have and always will contribute a significant share of our earning to give back to our society that gave us so much. We express gratitude by participating in activities that give back to our community. We show up, we volunteer, we write checks and we leverage our intellectual property to make a difference for various worthy causes. We take between two and six interns per semester and we teach them everything we know so they can use their 'street smartness' to land their first job when they graduate. We serve on boards of multiple charities and non-profits. We make financial contributions to various charities to the best of our ability. We also encourage our interns to find opportunities to give back to the community. We want to build better citizens of society who seek peace and prosperity.

We are open to ALL possibilities and collaborations

Elaunchers.com has a positioning statement of being 'A completely consolidated SINGLE SOURCE of marketing automation and business process engineering implementation'. That means we are THE PLACE to get ALL the marketing done. However, there will be other companies serving our clients. We will welcome ALL service providers in our eco system and help them understand the Elaunchers.com culture, rules of engagement, operational procedures, project management protocol and effectiveness measurement rubric.

Elaunchers.com vows to collaborate, team up and work together with all such role players so the entire marketing eco system for the client works as one cohesive force. Once central Basecamp project is shared among multiple vendors working together for the client. A dedicated project manager and customer service administrator at elaunchers.com will lead the team of all role players across multiple companies. We will give other companies their professional space and time to practice their trade. We will not unnecessarily cut in to other people's profits. We will communicate and collaborate at concepts & strategy level with other service providers hired by the client so the client does not get conflicting recommendations. We will assist a fellow service provider in trouble and make them look good. We will measure effectiveness of everyone's efforts and provide informed opinion to client on what to change, what to eliminate and what to do more.

We Show Up Like No One Else

“Show up like no one else” is a phrase used by Dan Kennedy and Matt Zagula to describe the concept of ‘out-spending your competition.’ Then showing up in front of a prospect with an overwhelming force unlike anything close to what any of your competition is doing. In our business process, you will spend a significantly larger amount of money to persuade a prospect and add pleasure to a relationship compared to any of your competitors. We do this ‘without breaking the bank’ by effective use of data intelligence and knowing where to strike. When you out-spend your competition to persuade a prospect or add pleasure to a relationship, you create a significant impact on the first impression in the minds of those who you want to do business with. You will see this phenomenon at the core of our process as we discuss multi-step direct mail, leads capture by landing page, almost excessive use of print in persuasion & sales closing, effective use of shock and awe, book(s)/video books and tasteful use of print & email sequences to stay in touch with prospects and customers. Showing Up Like No One Else is not just a business strategy or a marketing concept; it is a business process mindset.

We care about one another and share everything

It does not matter who you are... a family member, an employee, a contractor, a vendor, a referral partner, a collaborating company working on the same client or even a competitor. We care about you, your well-being, your priorities and your success. We seek win-win in every situation. We will demonstrate that we care and we expect that you care too. We will share all the information we have and we expect that you share too. We will exercise open architecture and be open to all the possibilities and we expect that you be open to all possibilities too. We will move in and assist when someone needs help, and we expect that you do the same. If you are our client, we will encourage you to be available to our other clients who might need your help, guidance or inspiration. We will ask you for video testimonials, referrals and invite you to spend time at our booth when we are exhibiting at our events. We will introduce you to other clients who might be in a same or similar business so you can brainstorm & mastermind. When we experience a breakthrough, we will share it with the rest of our tribe. When we have a ‘teachable moment’ we will share it with others in our ecosystem and tell everyone what not to do.

Guiding Principles

Our guiding principles codify what we believe and act as our compasses if we get lost. These principles guide our company, our culture & our entire ecosystem.

Make A Difference

Whatever you do must make a difference in someone's life. This means:

- We don't do something for the sake of doing.
- We don't build a piece of technology because we CAN.
- We don't stop working until the job is done.
- We cheerfully start over when we say 'oops.'
- We take steps to measure what difference we will make before we engage. The difference we make will be measurable and impressive.

1

Do Whatever It Takes

We let the mission, goals and our definition of success guide us as to how far we should go. This means:

- We keep working until we are done.
- We don't stop when we run out of money or when the job is no longer profitable.
- We find a way to make it work.
- We will build a bridge if we need to cross the river.
- We will do it if we say we will do it.

2

Seek And Give Guidance

We are not 'know it all's'. We are 'learn it all's', constantly learning from others and evolving. This means:

- We will heavily invest in training, coaching, mastermind and information products.
- We have a formal team training plan.
- We take team training very seriously.
- We will cheerfully share what we know when someone needs to access our knowledge and wisdom.
- We will reach out and ask for help when we need to go to someone for help or guidance.
- We will admire other people's accomplishments and take inspiration from them.

3

Measure And Value Performance

We will measure everything; including output and outcome. We will let our wisdom be our guide and data be our compass. This means:

- We clearly articulate everyone's win-conditions and definition of victory.
- We build performance matrix and ROI spreadsheets.
- We quantify qualitative variables so we can measure and report success.
- We loudly celebrate success.
- We overtly and publicly recognize everyone's contribution and excellence.
- We give negative feedback and settle our differences in private.
- We use data to settle our differences.

4

5

Spirit of Play

We will be in pursuit of Fun, laughter, Mutual Respect and peace while practicing our trade. Prosperity, profitability, fiscal autonomy and "abundance mentality" is something that comes natural to us. We always have abundance of everything. We have abundance of opportunities, abundance of relationships, abundance of resources, abundance of trust, abundance of resources and an ability to tastefully share. We will enjoy our relationship with one another, with our clients, prospects, JV partners and competitors. We will love & respect everyone and we will fear no one. We will tend to those who are angry and upset with a voice of reason and intent to redress their grievances. While we can not please everyone, we will make every attempt to end disagreements tastefully. We will use our legal resources for problem avoidance and loss prevention. We are confident that we can negotiate our way out of any miserable situation, sustain any loss and rebuilt what got damaged. We will enjoy our work and make Elaunchers.com ecosystem the happiest place on the internet. (Happiest place on earth is taken.)

About Us

eLaunchers.com is a locally grown and nationally known data intelligence phenomenon

Origin Story

eLaunchers is a unique industry leading company, unlike any company you've encountered or worked with before. You see, we've managed to create the perfect fusion of marketing and technology to create automated online and offline marketing campaigns.

We specialize in helping businesses to achieve greater profit results through the integration of visually engaging direct marketing campaigns, which are executed on autopilot. Our clients range from well-known, high-profile direct marketers to local dentists and chiropractors.

If you're looking for "just another website" then eLaunchers is not the company for you. However, if you're looking for a high conversion, positive ROI integrated marketing campaign then we are your perfect partner.

Our use of the latest cutting-edge technology we will create for you an in-depth marketing campaign, which drives results for your business. But don't think of us as just marketers, as we also have a technical expertise unmatched in our industry.

Our roots are in direct response marketing and we have a passion for measurable and impressive results. We have mailed over a billion pieces of direct mail, worked on over ten thousand marketing campaigns, built over a thousand websites, landing pages and generated over a million PURLs (Personalized URLs). Our excellence is powered by our experience.

Our Leaders

Parthiv Shah

Founder and President

I came to America a quarter of a century ago. I settled my entire multi-generational family in the suburbs of Boston. I had been in the Indian Air Force, where I became fascinated with computers. One of my core job duties was to type in the “daily orders” and then print them out of a good old fashioned dot matrix printer (without ribbons.) Which I would then duplicate on something called a Cyclostyle Duplicator. This was my first exposure to “mass communications”!!

My first job in the United States was marketing for a Health Club. After generating multiple leads in high foot traffic areas. I would cold-call interested potential members...I learned I was pretty good at this and I ACTUALLY LIKED IT!! Consequently, I was successful at generating many sales. I soon moved on to work for a direct mail marketing firm, J.M. Perrone Company, in Hingham, MA where I introduced a software product, Telemagic, to senior management; that they adopted it for their business. While my coworkers laughed and told me learning the system was a huge time waster, I soon convinced them that the software, along with the computer, was like owning a “Thousand Dollar Rolodex.” The owner of the company was a Professor at Bentley College in Boston. He convinced me to get my MBA in marketing, which I did (from Bentley College) in 1994. I wrote many papers on Direct Marketing, Database Marketing, and Direct

Mail Marketing on the way to my degree. One of the assignments in my New Product Development class was to create a product and a Marketing plan.

I developed a mailing list to the Indian Community in America. This was my first introduction to a CRM concept. Over the next twelve years, I continued to develop and expand my skills in CRM. All the while, my company invested heavily in my continuing education. I took a Dale Carnegie training course, Tony Robbins Seminars, Sandler Institute courses, etc. As I continued to take on more responsibility, I decided I would make it easier on myself to find potential clients by becoming my own resident list expert. I soon realized that I could provide a needed service to our clients, so I began to buy and sell data for all our clients.

I started a dot com company in 1998, but my business failed miserably. Broke and deeply in debt, I went back to my old company and asked for my job back, plus convinced my boss to give me a substantial raise to pay off debt. He gave me a short leash, but I was well rewarded when almost immediately I closed a \$400,000 deal with Children’s Hospital. I was back on track but, like most entrepreneurial people, I got the bug to strike out on my own once again.

In 2002, I opened Listlaunchers, Boston’s premier list brokerage



company assisting the printing industry, direct mail firms and telemarketing companies. From this, I learned a dynamic new way of printing content: Digitizing Offset Printing Jobs, which brought in much higher profits. The jobs that were selling for \$7,500 were now selling for upwards of \$12,000. Our sales tripled in three years.

In 2005, I sold Listlaunchers for a \$1,500,000 and became a part of a larger conglomerate only to have an IPO fail, and once again put myself and my family in debt up to our eyeballs. My business, Listlaunchers, was killed....but I survived!

In 2006, I started eLaunchers.com and once again had to start over again. The difference now is that I know exactly what I am doing. I have taken everything I have learned about Marketing, Technology, List Generation, and success and failure and rolled it into one super dynamic company.

This is my story. It is a classic entrepreneur's story: Start with little or nothing, turn it into something, then back again to nothing and once again turn it into something successful. The difference is that this time, not unlike Donald Trump, I have not only bounced back, but I do not have to – and will not – waiver from my successful formula!

I will show you what I know to make you more successful than ever before. So that provides you with a bit of my business background and the experiences that led me to conceive my “dream”. Today I own a multinational technology firm with offices in three countries and a team of technologists, programmers, system architects, designers, writers, marketers and operations enthusiasts who share my passion for one thing: RESULTS!

Oh, one more thing... I joined the University of Phoenix in 1999 as a faculty member. I have been teaching courses on E-Business, Technology and Marketing to Undergraduate and Graduate students in Massachusetts, and now in Maryland.

I am not the ‘know it all’ but I want to be the ‘learn it all’. I understand the value of continuing education. I spend more money on my continuing education every year than most people spend on their college.

Between 2009 and 2014 I invested in every Dan Kennedy event I was allowed to attend. I acquired every info-product from GKIC I could get my hands on. I belong to multiple mastermind groups and coaching programs including Dan Kennedy's Titanium Mastermind group, Dan's private client group, Dr. Dustin Burleson's private client group, Dr. Burleson's mastermind group, Infusionsoft Elite Forum and of course, GKIC Diamond newsletters. I am always studying. I am the GKIC IBA for Maryland area. I am an Infusionsoft certified consultant.

I want to share my learning with you. By doing so, I will better understand these concepts and become a better marketing concepts implementer for my clients. I am not a miracle worker and I do not have a silver bullet that can solve all problems, but systemization and automation of marketing can deliver measurable and impressive results. I want to share my learning with you. By doing so, I will better understand these concepts and become a better implementer for my clients. I am not a miracle worker and I do not have a silver bullet that can solve all problems, but systemization and automation of marketing can deliver measurable and impressive results.

Dipali Shah

CEO

Our son Rahul always says 'Papa is the fun parent while Mommy is the responsible parent.' At Elaunchers.com I serve the role of being the responsible parent of the company.

I have a masters degree in fine arts and I started my doctorate on the subject of art history. However, I could not finish it because I had to come to America on an immigration visa to join Parthiv and his family. I continued to study in America and became a graphic designer. After starting Listlaunchers.com in February 2002, Parthiv asked me to quit my job at the bank and take over administration and operations of our company in June 2002.

I am the voice of reason at elaunchers.com. Every dollar coming in and going out goes through my desk. I know what is happening in my company and who is doing what. I have trained professionals and subject matter experts helping me manage my business and the company checkbook. Unlike Parthiv, I am not an impulsive buyer.

At elaunchers.com I am ultimately responsible for customer satisfaction, customer amazement and making sure that things get done. If someone in elaunchers.com ecosystem manage to disappoint you, please reach out to me directly on my cell phone at 240 478 7709 or send a private email to me at dshah@elaunchers.com. I promise to look into the matter immediately.



Dr. Hercules Pinkney

Executive Leadership Advisor

Dr. Hercules Pinkney is President Emeritus of Montgomery College. Previously he served as Vice President and Provost of the institution. As Vice President he had overall responsibilities for the administration of the College's Information Technology Instructional Programs, the Center for Teaching and Learning, Service Learning, Student Employment Services, and the Carl D. Perkins Grant Program.

Additionally, as Provost, he served as chief academic and student services administrator of the Germantown Campus. Dr. Pinkney was the College's point person for an innovative project in collaboration with Montgomery County, the State of Maryland, the Federal Government, Holy Cross Hospital, institutions of higher education, business leaders, and others to construct a one million square foot

Life Sciences Park, a County-operated technology incubator, and a 130,000 square foot Bioscience Education

to help create a comprehensive educational and training continuum to foster innovation in biotechnology. This visionary project will help ensure that the local biotechnology and health care industries continue to grow. The College named its Germantown Campus business park the "Hercules Pinkney Life Sciences Park" in his honor.

He was appointed in 2012 to the Board of Trustees of Holy Cross Health and to the Board of Advisors to SonaBank. In 2007, Governor Martin O'Malley appointed Dr. Pinkney to the 15-member Maryland Life Sciences Advisory Board. He has since been reappointed to two additional consecutive two-year terms. Dr. Pinkney also served as the 2005 Chairman of the Board of Directors of the Gaithersburg-Germantown Chamber of Commerce.

He was named 2003 Educator of the Year by the African American Chamber of Commerce. Dr. Pinkney was a charter member of the Board of Directors of the Maryland-India Business Roundtable.

Following nine years of success as Vice President and Provost, Dr. Pinkney retired, but was called back into service only two months later as Interim President of Montgomery College. Because of his stellar leadership of the College during a very turbulent time, he was named (Montgomery County) Leadership Montgomery's "Leader of the Year" in 2010. He served on the Board of Directors of Leadership Montgomery as a member of its Core Recruitment Committee.

Prior to joining the administration of Montgomery College in the summer of 2000, he served for 11 years as Vice President for Continuing Education and Evening Programs at Prince George's



Center on the Germantown Campus. To support the workforce development component of this project he served as Principal Investigator of a three-year \$600,000 grant from the Partnerships for Innovation of the National Science Foundation

Community College. Previously, he was Director of Continuing Education for the former State Board for Community Colleges, determining the eligibility of courses for millions of dollars in State funding to community colleges throughout the state of Maryland. He also has a previous history with Montgomery College, serving from 1979-1983 as Assistant Dean for Programming in the Continuing Education area of the College. When he left in 1983, he had been named Acting Provost for Continuing Education. He has held administrative positions at Northern Virginia Community College in Annandale, VA and the former Federal City College in Washington, DC.

Dr. Pinkney also has teaching experience in two public school systems and two 4-year colleges. He earned his BS degree in Biology from Claflin College, where he graduated Cum Laude, and his Masters degree in Education from South Carolina State College, both in Orangeburg, SC. He also holds a Doctor of Education degree (EdD) in Educational Administration from Virginia Polytechnic Institute and State University (Virginia Tech) in Blacksburg, VA.

Dr. Pinkney and his wife Patricia live in Silver Spring, Maryland and are the parents of three adult children and five grandchildren.

Matt Perrone

Director, Print Productions

Talking about myself is something I almost never do, but my career-long friendship with Parthiv has traveled full circle and deserves to be told. When Parthiv came to work for me many years ago, I could barely understand what he was asking me to do. I often asked my team what did I just agree to?!

However, he had an enthusiasm level that was so contagious that I said yes and from that moment on I never regretted the decision. I could see even then, there was an untapped potential that bordered on genius.

He struck a cord in me that rang instantly to my cultural upbringing. My father came to this country to seek a new beginning and a better life for his entire family. He was a hard worker and knew he had to be different and work harder than everyone around him. He was and Parthiv was right out of Maslow's Hierarchy of Needs, food, shelter and clothing for his family!!



In the early years he composed a program that were years, ahead of the so called leading industry experts. The problem was he didn't know how to direct them. That's where I came in, I took his thoughts and ideas and turned them into marketing realty.!

Together in a very short time, we drove that little company from 2 million in sales, to over 10 million in a very short span of time.

We opened territories outside of the borders of New England at the national level. That feat was unheard of by competitors before the Internet. It was like breaking sticks; he came up with the concept and I choreographed it into a winning program.

I mentioned in the beginning that it went full circle and it did.

I joined Elaunchers because it was the opportunity to reunite of the super team, but this time he was in charge. The roles hadn't changed I was still the director and he was still the author and idea man. Once again, I get to produce the impossible things he develops and that's what I am good at.

A History of elaunchers.com

05/15/1986

Parthiv Arrives in America

While the family arrived in America few years back, I came to USA on immigration visa in 1989. I came to USA with THREE dreams.

1. I want to be a marketing consultant.
2. I want to practice in pre-packaged software marketing.
3. I want an MBA in marketing.

Funny things about dreams... not all of them come true, but everything that is real today was a dream someday.

04/15/1994

Getting my MBA

Graduated from Bentley College in Waltham MA with Masters in Business Administration with Marketing major.

04/20/1989

Joining J M Perrone Company

1989 to 2002: The BEST 14 years of my life. Matt Perrone and I took J M Perrone Company from 10 employees \$600K revenues to \$20MM and 300 employees. I started out as a tele-marketer. I left the company (twice) as the Director of New Business Development.

07/28/1995

Dipali comes to America

We got married in 1991. It took her almost 4 and a half years to get her visa to come to America. I kept going back to India to visit the family.

02/12/1998

Internet Startup Sunvalet.com

You know how health insurance works right? You pay the employer, the employer pays the insurance company and insurance company has a NETWORK of physicians. You get sick, you go to a physician in the network, the physician bills the insurance company, and the insurance company pays the physician.

At the DNA level, the insurance company is a central billing and marketing computer keeping track of ailment data, treatment data and marketing data. In spirit, the insurance company makes the rules about how the whole health 'care' system works. Right?

Parthiv created a data intelligence system modeled after this principles so dry cleaning can be offered as an employee benefit.

The ambitious plan was to build a national network of independent dry cleaners who would clean the garments, a national network of independent seamstresses who would provide pick up, delivery and free minor alterations services and a central database of 'who is wearing what' that can be used to market and cross promote garments. While the business concept was a good idea, we lost a lot of money and eventually closed it down. From technology standpoint, this was the first application Parthiv developed in the cloud, using a software called 'netledger' which eventually became what we know now as a Net Suite.

03/29/2002

Listlaunchers.com is born

06/05/2005

Listlaunchers.com is SOLD

02/10/2006

eLaunchers.com is born

08/25/2008

eLaunchers.com is accepted in Montgomery County Innovation Center (Incubator)

04/15/2015

Graduate from incubator. Buy our own office space.

General Information

How we do things around here.

Web Hosting and Access To Server

Please sit down with the webmaster and CISO (Chief Information Security Officer) in charge of your project to discuss the rules of engagement.

Infusionsoft Campaigns

Please sit down with Parthiv or Loren to discuss the rules of engagement.

Digital Asset Management

Please sit down with the webmaster and CISO (Chief Information Security Officer) in charge of your project to discuss the rules of engagement.

Project Management and Communication

Please sit down with the webmaster and CISO (Chief Information Security Officer) in charge of your project to discuss the rules of engagement.

Project Huddles and Progress Reports

Please sit down with the webmaster and CISO (Chief Information Security Officer) in charge of your project to discuss the rules of engagement.

Our Time Together

Work/Life Balance

As technology blurs the line between our lives at work and our lives at home, formal rules make less and less sense. What really matters is output and results. So we leave it up to you to figure out your own balance. Decide your own working hours. Choose where you want to work from. Take vacation when you need it. As long as you're delivering awesome results, it's up to you.

This sentiment comes with a few caveats:

- You must put your team first. Your team's ability to deliver results trumps your personal desire to work a different schedule or in a different location, even if you can still deliver personal results.
- If you are crushing it with a part-time effort, we'd prefer to give you more responsibility (with more compensation) unless previously arranged.
- If you're sick, stay home.

All of these caveats have one important requirement: communication. You must communicate early and often. If you are unsure about something, talk to someone.

In practice, our current team works core hours of 9-5 ET, with some starting earlier and some ending later, depending on your time zone.

Naturally, if you are a contractor, vendor, client or a team member from another company brought to us by our client, our 'work hours' rules do not apply to you. This information is shared with you in our culture guide to inform you how we work, how we play and what can you expect in terms of communications.

Here's how we communicate. When a prospect becomes a client and a payment is received, your primary point of contact will schedule a kickoff call with ALL team members and go over rules of engagement. For collaboration of tasks, sharing of files and open forum discussion of project we use BASECAMP. We have a very specific workflow process designed to shorten the feedback loop. We have standing 'team appointments' where all teams working on a project come together at predetermined time for information exchange and feedback. This reduces our need to depend on

voice mail, email and text messages. However, your designated point of contact is always available to you via conventional communications means. If your primary contact person is traveling, busy or unavailable to check or respond to email within a reasonable time, a designated assistant will field the calls and emails.

If you feel that you are owed answers and things are not moving fast enough or if you feel that you are being ignored or if someone is about to drop a ball, send an email to our CEO Dipali Shah (dshah@elaunchers.com) with subject line: DISTRESS: _____. You can reach her on her mobile via phone or text message at 240 478 7709.

We prefer to communicate by telephone or gotomeeting. To avoid playing phone tag we can schedule to telephone call or a gotomeeting at mutually convenient time. As a general rule we do not use email to communicate mission critical information.

To share large files we use Dropbox and Box.com. For project journals we use Microsoft One Note.

If you have multiple websites on our servers, we can arrange to give your team a WHM access if appropriate.

From time to time our clients will bring in other firms to collaborate with us. We cheerfully welcome everyone to team up with us and work as one cohesive force to serve the client. Everyone (including client and client's staff) report to one project dashboard and one project schedule. The designated point of contact at Elaunchers will always be at the project control dashboard.

We do periodic status meetings with division heads and effectively communicate to keep everyone on same page.

Holidays

This holiday guide does not over-ride the paid holiday policy in the official employee handbook. The holiday guide in this document is to communicate our off-duty communications process between team members.

We are a small business and almost all of us are working almost all of the time. It is highly unlikely that you will find yourself 'alone' looking for information or waiting for a response. Parthiv's email is checked on eight different devices and by three people. Voicemail on Parthiv's cell phone and office phone are transcribed and sent to Parthiv's email. It is highly unlikely that a message sent to Parthiv gets unnoticed. However, we are all human, and sometimes we forget to act on something that comes in an email.

If you sent an email and you did not receive a response, please FORWARD the original message from your sent item again, with a subject line: 2ND REQUEST: _____.

As a general rule, if you call and leave a message on someone's voicemail (office or mobile) we will return your call by the next BUSINESS day. If you need a response sooner, please send a text message to your point of contact.

Parthiv does not check his email or voice mail from Saturday Sunset to Monday Sunrise. Parthiv does not accept phone calls before 9AM Eastern and after 10PM Eastern unless it is an emergency. Similar time block rules are defined for all our team members and as you work with them you will understand how we work.

We are very accommodating to your scheduling needs. Our clients are busy entrepreneurs and they need access to us when it is convenient to both parties. In almost all situations we will be able to accommodate your meeting request.

If our team members are busy in a family activity or a religious activity, they are expected to focus on what they are doing without worrying about what is going on at work. Some of our team members who collaborate with other vendors (programmers, developers, project managers) might not be available

You can always send a text message to Parthiv at 301.873.5791 or Dipali at 240.478.7709.

Elaunchers celebrates the following American holidays as official days off:

- New Year's Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving Weekend
- Christmas Eve
- Christmas
- New Year's Eve

In addition to these holidays, our off-shore team might be observing holidays that are local to India.

Team Training

We spend about \$65,000 in books, tapes, CDs, DVDs, binders and other online training material. We encourage all team members to go through your short term and long term goals and work with Parthiv to put together your training and career advancement plan.



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