



Media Kit

I. StartupNation®... *THE* DESTINATION FOR ENTREPRENEURS

If you're looking for expert advice on all aspects of starting and growing a business, and want to have fun along the way, you've come to the right place. StartupNation® is *the* destination for entrepreneurs. StartupNation is a multimedia content company unlike any other. Through original articles and inspirational content, it offers business basics (such as how to patent your idea, build a business plan and increase sales). But StartupNation is also a valuable resource to learn from peers, find mentors and much more. It is a robust community of entrepreneurs and small business owners who are "living the dream" every day.

StartupNation is all about access, and it starts with two of the country's top entrepreneurial experts – Jeff and Rich Sloan. The Sloan brothers are lifelong entrepreneurs and successful inventors who are known for their acumen in transforming ideas into vibrant businesses – making dreams into reality. To share their passion for entrepreneurship and their in-the-trenches wisdom with a worldwide audience, the Sloan brothers created StartupNation in 2002.

Through StartupNation's website, live events, original content, *StartupNation: Open for Business* (their book published by Doubleday in 2005 for aspiring entrepreneurs), and as hosts of the nationally-syndicated StartupNation Radio program, Jeff and Rich inspire action. They empower entrepreneurs to live the life of their dreams - "running their own show."

"StartupNation addresses issues faced by business owners on Main Street," states Jeff. "We provide personal touch points and contact with entrepreneurs that empower people to take their ideas and start a business, as well as drill down to the challenges with growing an existing business."

Jeff and Rich Sloan combine their "in the trenches" wisdom with their genuine passion for entrepreneurship. "Entrepreneurship is a timeless American endeavor," states Rich. "StartupNation highlights this American pastime and makes people believe they too can take control of their own destiny."

Through the support of corporations, associations, and schools of entrepreneurship at colleges and universities, StartupNation is able to provide free content and inspiration to everyone. Through this model, entrepreneurs can get the help and information they need to succeed and connect them with invaluable resources in the process. StartupNation's nationally-syndicated radio program airs 100 times each week in more than 70 markets and is available online or via podcast. Additionally, StartupNation business smarts can be accessed on www.startupnation.com. Here, visitors can access the "10 Steps to Open for Business" and "10 Steps to Grow Your Business" online tutorials, weekly StartupNation e-newsletters, online seminars, and other resources.

Our Audience - Entrepreneurship is Sweeping the Country!

- 1 in 5 Americans already runs his or her own business
- 73% of adults indicate that they dream of starting a business
- The Wall Street Journal estimates there are 19.1 million entrepreneurs in the U.S.
- The SBA estimates there are 23 million U.S. small businesses today and growing by 550,000 per year.
- According to the Kauffman Foundation, over 10 million people attempt to start a new business each year (representing 5.6 million potential new businesses).
- The creation of a new firm is more widespread than marriage or the birth of a baby.
- Entrepreneurship is a pervasive social and economic activity in the U.S.; there is no one group in the U.S. that is not engaged in entrepreneurship.

Start It Up! with StartupNation!



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II. THE SLOAN BROTHERS - Jeff and Rich Sloan, *Founders and Principals*

Jeff and Rich Sloan are company creators, lifelong entrepreneurs and brothers. With the creation of StartupNation, the Sloan brothers continue to prove that there is no obstacle too big to overcome. And as true entrepreneurs, they're having a blast along the way.

Jeff, 45, and Rich, 38, are the perfect role models for budding entrepreneurs. They have an intense passion for entrepreneurship and have faced the many challenges of starting and growing successful businesses. In fact, the Sloan brothers are accomplished inventors in their own right and have obtained patents for products that have been successfully brought to market, including The Battery Buddy® which was licensed and brought to market by a Fortune 500 company.

As teenagers, the Sloans bought and sold HUD houses. As young adults, they started and sold one of the world's leading Arabian horse breeding operations and grew a consumer products import company with best selling products. In the mid-90's, the Sloan brothers created Sloan Ventures. This early-stage venture development and financing firm focuses on creating business plans, recruiting entrepreneurial management and raising startup capital for technology-based businesses. So far, it has infused over \$60 million in financing into fast growing, technology companies.

Through their years of in-the-trenches experience, the Sloan brothers amassed a wealth of business wisdom which they enjoyed sharing with students at some of the nation's leading business schools. Building on this, the Sloans formed StartupNation® in 2002 to offer entrepreneurs the ultimate resource for starting and growing a company. Through StartupNation's broadcast, online, print, and event channels, entrepreneurs can access much needed advice from a variety of experts and peers who've been through it before.

Today, the Sloan brothers are two of the country's top small business experts, speaking frequently at entrepreneurial forums and acting as resources for top media venues nationwide. They co-host the nationally-syndicated StartupNation Radio call-in program, are authors of "*StartupNation: Open for Business*," published by Doubleday, and provide their smarts online at www.startupnation.com. The Sloans have been featured in media such as *The New York Times*, *Wall Street Journal*, *Fortune Small Business*, *Entrepreneur Magazine*, *CNN*, *CNBC*, and *FOX News*.

In addition, Jeff and Rich Sloan have won numerous awards including the 2005 Michigan and Midwest Small Business Journalists of the Year award by the Small Business Administration (SBA). They were also named Detroit's Top 20 2005 Business "Dynamic Duos," by *Crain's Detroit Business*.





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III. THE CONTENT CHANNELS

StartupNation content is delivered through multiple media channels, allowing us to reach our audience when and where it is most effective.

- **Radio – Long Form**

StartupNation's nationally-syndicated radio program airs in more than 50 markets and is available online or via podcast.

- News/Talk/Information Audience

In general, the News/Talk/Information format is tops in morning drive time. It has the largest share of listeners from 6:00-10:00 a.m. And they tune in an average of 10.5 hours per week, according to the *Arbitron Today 2005 Report*. Of the NTI listeners, 43% hold college degrees and two-thirds have household incomes of \$50,000-plus.

- StartupNation Radio Audience

Over 100,000 Americans listen to StartupNation Radio weekly. Over 90% of the StartupNation listening audience is between the ages of 25 and 54, 60% male and 40% female. Of our listeners, 30% have an idea, 40% have started a business and 30% want to grow.

- **Radio - Short Form**

StartupNation also airs short-form daily radio programming across the country

- Small Business Blasts

Small Business Blasts go beyond the traditional offering of advertising. By using a :60 spot, we create a campaign designed around a message that is appealing, personal and targeted. Small Business Blasts separate themselves from the clutter of "traditional" radio commercials because they create a contextually relevant environment for our advertising partners.

- Key Moves

The Key Moves series is one of our Small Business Blast campaigns that uses educational content to inspire entrepreneurs. Real-world business owners share their business advice by demonstrating what techniques they used to take their organization to new heights. Additional opportunities are available to integrate this promotion into multiple channels, including radio show interviews, online content and in-store communications.

- **Online**

The StartupNation website is targeted, fresh and entertaining. The content is original and unique, delivered through:

- Community Forums

The StartupNation Community is an online resource at www.startupnation.com. It serves as a platform for meaningful community interaction for all registered members. It provides value to entrepreneurs looking to network and get answers to their most pressing entrepreneurial questions. Community members can communicate directly with other members and create a personal profile that is searchable by their specific interests, location, industry, etc. Members can also post questions to the broader community in public forums, promote themselves and their businesses, and highlight themselves as subject-matter experts.

- Weekly eNewsletter

Our eNewsletter delivers weekly content to your inbox that is unique and goes in-depth on entrepreneurial topics. Our eNewsletter enlightens and educates entrepreneurs on strategies, resources and opportunities associated with their small business. And it drives readers to new information on the StartupNation website.



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III. THE CONTENT CHANNELS...Continued

- Exclusive Articles
Jeff and Rich Sloan, and various, industry experts, provide their knowledge through original articles on a regular basis. Entrepreneurs can read valuable tips and current information on starting and growing a business.
- Blogs
Entrepreneurial experts provide their insight to running a home-based business, an online business and more. On a daily basis, StartupNation visitors can learn about the latest startup trends and add their blog comments.
- On-Demand Seminars
On-demand seminars are a terrific way for the entrepreneurial community to get direct access to the wisdom of national experts on the issues that matter most about starting and growing a business. Half-hour, online training sessions are made available on demand at StartupNation.com.
- "10 Steps" Tutorials
StartupNation has also developed comprehensive, yet simple, ten-step plans to help aspiring entrepreneurs finally turn their dreams into reality, open and grow their own businesses. "10 Steps to Open for Business" simplifies the startup process and enables entrepreneurs to access free, easy-to-use information on how to start a business in the form of articles, audio clips, on-demand seminars, templates, tools, and resource links. This online resource serves as a companion to the book, "StartupNation: Open for Business." And StartupNation's new, "10 Steps to Growing your Business," gives entrepreneurs all the user-friendly information they need to successfully grow their business.
- Podcasts
StartupNation users can download current, entrepreneurial information and interviews from Jeff and Rich Sloan, small business experts and other startup successes and listen to at their convenience on their own mobile device.
- StartupNation Radio Archives
All of the StartupNation Radio programs are archived on StartupNation.com. This way, users can download shows they may have missed, choose shows with specific themes and listen to the programs at their convenience.
- Sponsored Resources and More!
StartupNation.com is user-friendly and provides links to additional startup resources. Its comprehensive content addresses the lifestyle and business-style of every aspiring entrepreneur and small-business owner.
- **Print**
"StartupNation: Open for Business" (Currency/Doubleday) is on bookshelves across the country. It's the quintessential guide to starting your dream business. This book was written for the two-thirds of Americans that want to change their life and open their dream business. It's an easy-to-follow, step-by-step guide full of success stories, tips and advice on becoming a successful entrepreneur.
- **Events**
Jeff and Rich Sloan speak at entrepreneurial events across the country, including: the Microsoft Small Business Summit, Fortune Small Business Conferences, eBay Live!, the QVC Decade of Discoveries Tour, the U.S. SBA Annual Expo, the Duquesne University SBDC's Entrepreneurs Growth Conference, and many others. They provide their "10 Step" seminar series, online seminars, corporate motivational speeches, and various educational and business seminars nationwide.
- **Television**
Opportunities are currently in development on cable and network television to feature the Sloan brothers' entrepreneurial expertise.



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IV. MARKETING OPPORTUNITIES

StartupNation media properties in radio, online and print offer opportunities for client messaging and brand integration. These include:

- Radio
 - Nationally Syndicated Talk Radio Program
 - :30 Commercial Spot
 - :15 Live Billboard Read
 - Sponsored "Small Business Blasts" Radio Spots

- Online
 - www.startupnation.com
 - Skyscraper Ad (160x600)
 - Contextually-relevant Island Ads (300x250)
 - Podcast sponsorship opportunities
 - Website section sponsorship opportunities (e.g. "10 Steps to Open for Business")
 - Sponsor content integration throughout StartupNation.com
 - eNewsletter
 - Leader Board Ad (400 x 150)
 - Co-branded Online Promotions/Contests

- Print
 - Custom Printing of "StartupNation: Open for Business" Book w/Sponsor Brand

- Events
 - Sloan Brothers Keynote Speeches

StartupNation.com is Growing Exponentially!

StartupNation.com grew significantly in 2005, increasing website visitors by over 1,300% and page views by over 1,000% in one year. In seven months, visitor traffic to StartupNation.com grew by an average of 17.6% monthly. Additionally, the StartupNation audience is well engaged with the brand as over 30% of visitors spend over three minutes on the website, and almost 15% spend over 10 minutes.

StartupNation is focused on both the "aspiring entrepreneur" and the growing small-business owner. We define an aspiring entrepreneur as someone who has always dreamed of owning his or her own business but has yet taken the steps to launch that business. The secondary focus is on the growing small business owner, still tweaking her formula for the perfect combination of savvy operations and effective marketing smarts. She is looking for specific answers to help her address challenges that are hindering the growth or success of her business.

We address our target audience with a distinct approach that includes both a lifestyle and business-style angle. Our goal is to understand and appeal to the lifestyle issues of our audience (e.g. a desire to take control of your life and be your own boss, a desire to balance work and family, etc.), while also providing them with the business "know-how" to be successful.

I.V. THE BUZZ

The New York Times

Detroit Free Press

THE WALL STREET JOURNAL

Chicago Tribune

YAHOO! FINANCE

FOX NEWS channel

CNNmoney
From the editors of CNN and MONEY magazine

FSB
FORTUNE SMALL BUSINESS

HOME BUSINESS
The Home-Based Entrepreneur's Magazine

Entrepreneur

The Amazing Brothers Sloan

MAKING OUR EXPERTS

11TH ANNUAL BUSINESS TRAVEL AWARDS

IS YOUR BUSINESS UNDER ATTACK?

15 Sales Strategies Exploded

PERSONALITY PROFILE

Also in this issue:

- FISHING FOR IDEAS
- THE PRODIGY'S DILEMMA
- DON'T GAZE
- JOURNALISTS AT LARGE
- NEW YEAR'S RESOLUTIONS
- HOME-BASED BUSINESSES
- AND MUCH MORE...

9 Ways to Boost Profits

Armed with drive, creativity and commitment, the co-founders of Capital District are helping transform local entrepreneurs into technological innovators.

"The Sloan brothers are the rock stars of entrepreneurship!"

Named by FAST COMPANY
As one of the top 10 brand storytellers of 2005

"You've had at least one. We all have. THE BIG IDEA, the one that will make you rich. If only you had the money or the moxie to follow your gut, to forsake the safe road and chase that dream. Well, meet the Sloan brothers, Jeff and Rich... Maybe they'll inspire you to chuck that chump job and chase that dream."

- Detroit Free Press

"Over the past few years, more than a few veteran CEOs have wondered about about who the next generation of leaders will be... who will have the drive, creativity, and commitment to take us to the next level over the next 20 or 30 years? Jeff and Rich Sloan aren't waiting to an answer to that question. They're taking the baton - and running with it."

- Detroit Free Magazine

-Michigan Governor Jennifer Granholm



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V. PEOPLE ARE TALKING ABOUT StartupNation...

"The Sloan brothers are the rock stars of entrepreneurship!"

Michigan Governor Jennifer Granholm

"Small businesses don't know what they don't know! That's why we need to go out and inform them, and why your program, StartupNation®, is such an important resource for so many small businesses."

Hector Barreto, Former Administrator, U.S. Small Business Administration

"Though I've written before, wanted to send you guys another 'e-mail hug' about both of your radio shows to which I'm a loyal listener. Keep being the young men you both seem to be, and the way you work together as brothers is deeply heart-warming."

Michael J. Stoltenberg, MD, Physician, Henry Ford Hospital (Michigan)

"Everyone dreams of starting their own business... StartupNation on WBAP helps those dreams become a reality!"

**Alicia Woodhouse, General Manager,
WBAP (Dallas, TX)**

"We think your show is a great resource to educate the public on how to start and run a small business. You make it interesting and intriguing to listen to."

**Kenny Kramm, CEO, FlavorX
(Maryland)**

"I'm a big fan of your program and wholeheartedly support your company's mission. Keep up the good work."

Mark Linnemann, radio listener (Oregon)

"You guys are... spreading the word and helping to educate folks to do the right thing with respect to their innovations, and we appreciate that."

**Nicholas Godici, Patent
Commissioner, USPTO**

"StartupNation has been very well received by Radio America's stations and has shown consistent growth since the program's launch into syndication two years ago. StartupNation differentiates itself from the myriad of syndicated business programs by offering effective, hands-on advice to small business owners and aspiring entrepreneurs. Unlike many cookie-cutter business advice programs, the Sloan brothers offer information that many entrepreneurs would not be able to find or afford."

**Michael Paradiso
COO
The Radio America
Network**