The evolution of software as a service — What's in the cloud?

By Janet Justmann, Suzan Lehmann and Andrea Mealey

In the last decade, software companies have increasingly turned to providing their software solutions over the Internet. This Internet based software delivery method is commonly called Software as a Service ("SaaS"), and it continues to gain momentum in the information technology ("IT") industry as a cost effective and scalable alternative to traditional on-premise software installations.

In the early years of computing, businesses were required to buy, build and maintain their technology infrastructures. These infrastructures were costly and posed high risks, requiring investment in extensive hardware, software and IT staff to keep the infrastructure running.

Enter SaaS. Rather than offering software installed on businesses' individual servers, SaaS providers host and maintain servers and create the code and databases needed to provide users with scalable and on demand software applications over a network. SaaS providers are typically responsible for the infrastructure in its entirety, therefore, businesses utilizing SaaS no longer need to incur the costly hardware and software purchasing and maintenance costs associated with traditional user operated model.

Further, SaaS is subscription-based—businesses typically pay a monthly fee and have the option to terminate their subscription, for instance, if their business needs change or a better product is available. This subscription model, if properly negotiated, provides self-sufficiency and flexibility to businesses. In addition, because SaaS is cloud-based, users are not tied to a single server. Instead, SaaS applications are available from any technology device, generally user friendly and designed to accommodate a workforce familiar with using the Internet and web-applications. This leads to ease of use and a shorter user learning curve than found with many traditional software applications. Additionally, SaaS providers are usually responsible for upgrades, enhancements and new versions or product releases. As a result, businesses have easy and continuous access to the newest version of the software application and are not burdened with having to obtain these upgrades themselves.

Summer is Here!

A short while ago, Governor Hassan announced the founding of the Live Free and Start Council, the beginning of a new initiative to cater to the growing demand for a more nurturing environment for the thriving tech ecosystem

Paul Mailhot,
Council Chair

within the Granite State. I have the honor of serving on the council with several of my colleagues and after having completed our first official meeting, I am anxious to start our work to encourage startups to move to or launch in New Hampshire. This added legislative channel will help enhance the network and support already available to entrepreneurs within the state and give rise to more startups and opportunities for New Hampshire.

The names and offices are many, but there are already numerous ways to seek advice and find the resources needed to establish a new startup in New Hampshire. A quick tour of Manchester will show you a fraction of technology companies that have chosen to call New Hampshire home. Businesses like Alexander Technologies, SilverTech, Autodesk, and Dyn, to name a few. There are accelerators like our partner Alpha Loft that will help drive early-stage startups into the commercial phase through training and support. Additionally, there are venture capitalists that have chosen to invest in New Hampshire's future, much like our friends at Borealis Ventures through their Granite Fund.

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As with most technologies, SaaS is not without risk. The SaaS model presents operational risks to businesses that depend on SaaS for data protection and service availability. This risk can stem from a need to protect or secure data, to prevent commingling of data, or to recover data in the event of system failure or the demise of the SaaS provider.

As a result, businesses must remain cognizant that their software and data are stored and managed by off-site, unrelated, third parties. Data security and privacy breaches are some of the many risks associated with potential unauthorized access and dissemination of data by authorized groups, people or devices. SaaS providers should have adequate policies and procedures in place that are vigorously implemented. Businesses, in turn, should ensure that their SaaS provider has a reliable, proven information security plan, backed with risk analysis and multiple levels of security solutions and a well-formed IT security team.

System failure or the demise of the SaaS vendor can halt business operations due to the unavailability of essential software. Further, a SaaS provider with a single data center puts the availability of the software application at risk. Therefore, it is important that businesses educate themselves on the SaaS provider's data center redundancy, and any single point of failure. Businesses should also obtain historical data regarding the SaaS provider's downtime, and carefully scrutinize the provider's service level agreement, including assessing if the provider will compensate the business if there is any software or system failure or if target availability metrics are not met. If such provisions are not included, businesses should request that they be added.

In sum, SaaS as a software delivery model is here to stay and will only gain in popularity due to its lower cost, scalability and ease of user access. As SaaS proliferates and becomes more sophisticated, businesses must be diligent in understanding not only its benefits but also, its limitations. Businesses must thoroughly assess and aggressively negotiate their SaaS agreements and service contracts not only to confirm that they get the software services that they need, but to ensure that the user's data security and access to that data are not compromised. ∎

About the Authors: Suzan Lehmann is a member of the firm's corporate and business practice group and located in the firm's Concord, New Hampshire office. Andrea Mealey is a partner and Janet Justmann is an associate in the intellectual property practice group of Hinckley Allen.

The thought leaders at the helms of these organizations are all members or affiliates of the New Hampshire High Tech Council. The Council, which serves to promote the tech ecosystem within the state, hosts multiple events for like-minded leaders to network and share ideas. One key opportunity is at our Entrepreneur Forums. Here, companies present their business challenges to a panel of industry experts and receive board-level and executive advice on how best to address their challenges. The next Entrepreneur Forum is Oct. 15—please join us to witness first-hand the valuable information and ideas from the panels and audience alike.

TechOut, another key opportunity, is an annual startup competition organized through the Council and Alpha Loft that identifies talented, hungry tech entrepreneurs and funds them through investment capital awards of $100,000 a year. TechOut will be held Oct. 2 and is a great place to network and meet other inspired innovators, entrepreneurs and investors, even if you aren't competing. And you can help select the third-place winner!

New Hampshire's penchant for innovation and long history with technological advancement continue to make it a great state for those with a technological and entrepreneurial spirit. This newly formed Live Free and Start Council will seek to develop proposals on modernizing regulations and support startup financing and investment in the Granite State's future in tech—a great boost to the continued efforts of the NH High Tech Council. ∎

The Gaming Advantage

By Jeff Amaro

I believe it is fair to say that video games have come a long way. Many of us can remember playing a classic Pac-Man or Space Invaders game as a kid thinking, "Wow, these graphics are cool!" Fast-forward to today where mobile devices have become prolific, placing fun, graphically rich games and slick apps into the hands of almost everyone. Just about anyone now, from age two to 52, can quickly become comfortable with new game-oriented devices or software-based interfaces. However, it has only been in recent years that video gaming concepts have extended beyond dedicated entertainment platforms. As noted professor and keynote speaker Karl Kapp states, "Gamification is using game-based mechanics, aesthetics and game thinking to engage people, motivate action, promote learning, and solve problems." [1]

The simple, inherent ease of use and fun factor associated with video games has helped convince a diversity of organizations to integrate gamification into critical processes and software applications to achieve key objectives. Many of which include, but are not limited to, improvements in user engagement, employee and/or student motivation, increases in customer loyalty, creation of competition among teams and generating excitement for a product or service in the marketplace. The fact that gamification is both industry and device agnostic provides exciting application opportunities as well as challenges for the software development community, educational institutions and businesses alike.

Gartner research indicates that by next year, 50 percent of organizations that manage innovation processes will gamify those processes in some manner [2]. Further, they identified four principal means of driving engagement using gamification:

1) **Accelerated feedback cycles.** In the real world, feedback loops are slow (e.g., annual performance appraisals) with long periods between milestones. Gamification increases the velocity of feedback loops to maintain engagement.

2) **Clear goals and rules of play.** In the real world, where goals are fuzzy and rules selectively applied, gamification provides clear goals and well-defined rules of play to ensure players feel empowered to achieve goals.

3) **A compelling narrative.** While real-world activities are rarely compelling, gamification builds a narrative that engages players to participate and achieve the goals of the activity.

4) **Tasks that are challenging but achievable.** While there is no shortage of challenges in the real world, they tend to be large and long-term. Gamification provides many short-term, achievable goals to maintain engagement.

Although most areas of software development are or will incorporate game-based elements in some form or another in the coming years, doing it well and achieving the desired results is not easy. As Brian Burke, research vice president at Gartner points out, "The challenge facing project managers and sponsors responsible for gamification initiatives is the lack of game design talent to apply to gamification projects. Poor game design is one of the key failings of many gamified applications today."[3]

So how do you improve the design, development and application processes? Gamify your development and employee engagement processes of course! For example, business consulting and IT outsourcing company Virtusa Corporation states it leverages gamification to improve these processes via "individual websites, internal social networks and daily leader boards highlighting top performing teams, to drive employee engagement and collaboration." Stated results include "a 97 percent reduction in defects, a 45 percent reduction in customer order creation time and a 14 percent increase in cost savings." [4]

In sum, gamification should be recognized as a great opportunity for the New Hampshire high tech community at large. As it continues to be integrated across diverse industries and institutions, best practices in software development and applications will continue to be created and improved upon. Advancements in integrated systems and software applications created here in NH will not only improve our competitiveness and marketability, but will contribute to a strong demand for highly skilled software developers and related resources. At this point, organizations should seek to evaluate and/or leverage the application of gamification where they can as a positive, motivating force and competitive differentiator to achieve strong results. ❚

Footnotes:

[1] www.karlkapp.com

[2] http://www.gartner.com/newsroom/id/1629214

[3] http://www.gartner.com/newsroom/id/2251015

[4] http://www.marketwatch.com/story/virtusas-adm-productivity-solution-and-gamification-platform-cited-in-new-everest-group-report-2014-07-10

The Newly Enacted New Hampshire Benefit Corporation Act

by Suzan M. Lehmann

On July 11, 2014, Governor Maggie Hassan signed into law Senate Bill 215, the New Hampshire Benefit Corporation Act (the "Benefit Corporation Act"), thus joining about 20 other states, including Connecticut, Massachusetts, and Rhode Island, in authorizing the incorporation of a new form of business corporation in New Hampshire: the benefit corporation. Benefit corporations are for-profit corporations that, unlike traditional corporations where directors must focus on maximizing profits and shareholder value, have a corporate purpose to create a material positive impact on society and the environment in addition to any profit-making purpose. The Benefit Corporation Act is codified at N.H. RSA 293-C and takes effect January 1, 2015. Below is a brief discussion of key features of the Benefit Corporation Act.

Socially Minded Corporate Purpose

A benefit corporation is required to have a purpose of creating a "general public benefit," in addition to any profit-making purposes. "General public benefit" is defined in the Benefit Corporation Act to mean "a material positive effect on society and the environment, taken as a whole, assessed against a third-party standard, from the business and operations of a benefit corporation." A benefit corporation may also pursue a "specific public benefit," such as those that benefit low-income or underserved individuals or communities, the environment, health, arts, sciences, or the economy, in addition to the pursuit of a general public benefit. The socially minded focus of a benefit corporation is woven into its DNA through the inclusion of its general public benefit purpose and any specific public benefit purpose in its articles of incorporation.

Accountability

The Benefit Corporation Act redefines directors' fiduciary duties. Directors of a benefit corporation must consider the general public benefit and any specific public benefit identified in the benefit corporation's articles of incorporation, in addition to any profit-making purposes. In discharging their duties, directors must consider the effects of their decisions on a broad array of stakeholders that include shareholders, employees, subsidiaries, suppliers, customers, the community, and the environment. Directors must also consider the short-term and long-term interests of the benefit corporation and may consider factors or interests of other groups that they deem appropriate.

Directors and officers of a benefit corporation are afforded certain protections under the Benefit Corporation Act. First, directors' and officers' consideration of non-financial interests and factors does not constitute a violation of general standards of conduct for directors and officers, which require the exercise of good faith, care of a prudent person, and consideration of the best interests of the benefit corporation. Second, directors and officers are excluded from personal liability for monetary damages for any action or inaction in the course of performing their duties, or for failure of the benefit corporation to pursue or create a general public benefit or specific public benefit, unless otherwise provided in the corporation's articles of incorporation or bylaws. Third, directors and officers do not have a duty to any beneficiaries of the benefit corporation's general public benefit purpose or specific public benefit purpose.

The Benefit Corporation Act allows a "benefit enforcement proceeding" to be brought against the benefit corporation, its directors, or its officers for failure to pursue or create a general public benefit or a specific public benefit, or for violation of any obligation, duty, or standard of conduct required under the Benefit Corporation Act. However, such a proceeding may be brought only by the benefit corporation, shareholders, directors, investors (owning at least 2 percent of shares of a corporation or at least 5 percent of shares of the entity of which the benefit corporation is a subsidiary), or other persons specified in the articles of incorporation or bylaws.

Transparency

A benefit corporation must prepare an annual benefit report for distribution to its shareholders, for filing with the New Hampshire Secretary of State, for posting on its public website, and for distribution to the public upon request if the benefit corporation does not have a public website. The report must describe the manner in which the benefit corporation pursued its general public benefit and any specific public benefit during the year, the extent to which the general and any specific public benefit was created, and any circumstances that hindered the creation of the general or specific public benefit. It must also include an assessment of the social and environmental performance of the benefit corporation against a third-party standard adopted by the benefit corporation.

Conclusion

The Benefit Corporation Act is designed to address market place demand for a corporate entity form that satisfies socially and environmentally conscious businesses, consumers, entrepreneurs, and investors. A company wishing to become a benefit corporation may elect to do so at the time of filing its articles of incorporation or by amending its existing articles to elect benefit corporation status.

If you have any questions or would like additional information, please contact Suzan M. Lehmann at slehmann@hinckleyallen.com or (603) 545-6144. ■

Do You Have a Sticky Workplace?

By Laura R. Aronson

It's the hottest time of the year, and I hope your air conditioning is running well. But my question gets at a deeper issue.

Sticky apps, sticky websites: we all want folks to stick around. Hiring and retaining talented staff is probably the biggest and most expensive challenge that tech companies face. What are you doing to get your staff to stick around or to get talented people to interview with you?

Some tech firms take a fraternity-style approach with foosball and beanbag sofas in the lounge, and a dress code of t-shirts and jeans. That may be fun for extroverted guys just out of college, but it doesn't address the greater issues of making an outstanding workplace. Here is some of my own personal experience that may guide you as you consider what your business approach will be toward bringing in people to stick around.

A Declaration of Passion

I was revising my stiff, old resume recently when I learned about a fresh approach that I used to make my resume reflect the real me. As a result, at the top of my resume, I wrote my answers to the most important things a hiring manager wants to know:

- My passion: Uncover business needs and apply technical solutions to resolve them.
- My goal: Sales to senior decision makers and C-level business customers.
- My motivation: Professional, personal, and financial growth.

When a sales manager interviewed me, she said she loved my passion statement. And I got the job! That approach is called The Human Voiced Resume, as described in *Forbes.* Look for individuals interested in sharing their human voice.

Ground Down

I used to be a tech writer and course developer. When I started with Digital Equipment Corporation in 1988, things were great and the folks at DEC were riding high. But just eight years later, the company went toxic with layoffs and frightened employees. As a single mother going through a rough divorce, I held onto my work as long as I could. I went through a slump but worked hard to improve my performance. I was anticipating good feedback when I walked into a conference room to meet my manager and get my annual review, but she shocked me with the news that I was being laid off instead.

This dreadful experience kept recurring as companies shed their technical writers and training departments. I signed on with a high-flying startup with great expectations, only to be dumped months later when the owner broke his promises and sold out. My last writing job was a one week contract; when I arrived on the first day, the employer said I wasn't needed.

Be careful that your business' actions don't wear down good employees

My Quest for a Human Workplace

HR consultant Liz Ryan and her company, The Human Workplace not only help candidates write "human voiced" resumes, she also works with HR departments and employers. Liz conceived the idea of "bringing humanity back into the workplace, loosening the left brain's stranglehold on business and reinventing work for people."

This is a topic of compelling interest to me. When I started my job search in May, a month before I learned about Liz Ryan, I created a visual chart called "My Dream Job," and posted it next to my desk. It lists the values I want in an employer:

- Morality and transparency
- Trust and fairness
- Happy teams
- Communication and good marketing material
- Empowerment and growth
- Creativity and excitement
- Generosity

Clearly this is much more profound than foosball and a frat-style lounge. Try to figure out what employees or potential employees value in a company - it could really pay off. ▮

Laura R. Aronson is the sales and marketing principal of MLANS, an IT consulting firm based in Londonderry. She can be reached at 603-432-1603 or laura@laurararonson.com.

11 Startup Myths Demystified For Newbies

Originally posted by Mohul Ghosh on Trak.in

Startup is a wonderful entity – It is a symbol of hope, enthusiasm and passion. Every big technological and web company you can name today was a startup sometime. Startup is nothing but an idea, materialized into an organization/company by endless zeal and passion; relentless persuasion and self-motivation.

But a word of caution: Not every startup is a success. For every Twitter success, there are hundreds (probably thousands) of social media portals which failed. For every Apple, there are thousands of hardware companies which ran out of fuel and are closed today.

Though I can't reveal the ultimate success mantra for a startup (because I am not aware of such silver bullet!), but being into the Online Marketing industry for some years and having listened and read some of the top notch entrepreneurs and venture capitalists from all over India, I have observed few patterns of questions and doubts which plague every new startup founder.

Here are the 11 myths, demystified for you:

Venture Capital?

No, you don't need that; at least now.

I was fortunate enough to attend a recent meet-up of Entrepreneurs in Mumbai: The Rodinhood Openhouse, where Sumant Mandal, a prominent VC from Clearstone Ventures was present. He shared some amazing insights from the mind of a VC; and he said that you don't need VC fund unless absolutely necessary. He shared that out of 10 VC funded companies, 9 fail.

This means that more than 90% of VC funded companies shouldn't have been funded at all.

Ask money from your mom, dad, wife, brother or sister or take a loan. But never ask VC for his money.

The amazing thing is that, once your startup is expanding and growing, VCs will themselves contact you and fund you. Funding is necessary when a successful startup needs scale.

Should I Get A Cofounder?

Yes. Individuals rarely build a great organization. You need a team behind you. Having a perfect co-founder is not easy, but it is very essential for the future of your startup. Venture capitalists always look out for great team which can be funded. Build a team, and your idea will automatically flourish.

Marketing?

Yes, definitely. Marketing should begin even before you have launched your product. Although your product is your marketing; but it is still required to create a traction. Great marketing is all about spreading stories about your brand. Marketing techniques such as SEO, Social media and PPC works great if you apply the right formula. If you are regular reader of Trak.in, then expect some great marketing advice and strategies in coming days.

Client Rejected Me (B2B Business)

Don't lose hope. Maybe his expectations and your service didn't match. But always remember, this can change. Keep in touch in your client and mail him atleast once a month. Keep him updated about your plans and vision for the future.

I have lots of ideas!

Pick one idea and work on it. Bring it to a stage wherein you can afford to outsource/delegate tasks and then pick another idea. I have observed that the right idea picks you; it's not the other way around. Experiment, test, filter and repeat.

When should I hire full time employees?

Not until your startup starts generating revenues. If there are no revenues being generated, then hiring full time employees is a sin.

When should I fire employees?

When you observe that your employees are not adding value to your startup. When you see that they are gossiping and asking for a raise because their salary is below the 'market standard'. This signifies that they are not passionate about your idea; your startup! And firing should be quick. Not only it would be beneficial for your business, but it will also be good for your employee. Let him find out the work which is good for him and in which he excels. Never be sentimental about firing: It is your business and everything should be done to make it big – Bigger than yourself, your employee and your stakeholders.

I want to buy an existing business

A very noble idea, but the failure rate is higher when you purchase an existing business. Always remember that only those businesses should be bought which are underperforming as of now and you believe that you can make the things right. You should never buy a business on future hopes but based on past mistakes of that business.

Outsource Copy Writing or Do it yourself?

If you are not good in writing, then do yourself a favor and hire a professional copy writer/content writer who know his business. And content is one of the most important ingredients of your startup. The content will show to the world, what are you aiming for and what your goals are. Content will make the first impression of your startup in front of a total stranger. Never compromise on content.

Blog?

A big yes! Every CEO should have a blog; every entrepreneur should blog his heart out. There are several advantages of a CEO's blog and the most important one is it brings transparency. Not only the employees and founders but also potential customers and clients would understand what is the core purpose of your business; the vision; the mission and the future plans. Blogging can be an excellent branding tool as well.

I hope this post provides a glimpse of the startup world and take you to the right direction.

Above all these pointers, one rule conquers all: There are no rules!

Find out what works best for your business and modify your belief system accordingly.

Council Night at the Fisher Cats

We celebrated our second Council Night at the Fisher Cats on June 19. The weather was perfect and despite a loss by the home team, the event was a win for all who attended. If you haven't joined us for our annual baseball outing, please make a note to join us next year!

Member Social

On July 31, members of the Council gathered at the Manchester Country Club for our annual Member Social. A big thank you to all who attended and made this event a success. Every year we hear that networking opportunities are important to our members. We particularly enjoy providing this annual casual event for members to get to know one another and enjoy a nice evening out with good food, good drinks and great conversation.

Thank you to Hinckley Allen for underwriting the event!

Register Now!

Join us for the The Rising Stars Awards on Monday, October 6th!

The Rising Stars Awards are for the **Young Entrepreneur of the Year Award**! This award honors a young entrepreneur in NH who has "looked outside the box," is helping shape the future of our state through their entrepreneurial venture, and is between the ages of 18 and 40. The Young Entrepreneur of the Year Award is presented in partnership with AlphaLoft and the NH High Tech Council.

The Rising Stars Awards are an initiative of Stay Work Play, in partnership with NH Public Radio, to celebrate and recognize New Hampshire's remarkable young professionals and college students, initiatives to keep them here, and the businesses and programs that go the extra mile to recruit and retain them.

Go to stayworkplay.org/risingstarsawards to register and find out more!

5 Tips for Finding Friends When You're a Startup Newbie

By Geoff McQueen, CEO of AffinityLive

Originally published on Entrepreneur.com, July 31, 2014

Entrepreneurship is a paradox. On one hand, being an entrepreneur is incredibly lonely. Not many of us are crazy enough to start a company and, inside the business, you can't share everything with your team or you'll scare them off.

On the other hand, after moving to Silicon Valley three years ago, I can also confidently say that being a successful entrepreneur is all about networks. You need networks to do deals with partners, networks to make key hires and networks to raise capital and get critical advice at critical times.

Creating these networks isn't easy. To pursue my entrepreneurial vision, I moved not just to a new city but to a new country. But even if you're starting from square one, without any network, you can build a really valuable network to help your startup succeed sooner.

1. Join an accelerator. Accelerators work by giving you advice, mentorship, some investment and, most importantly, an instant network, in return for some equity in your startup.

Accelerators come in lots of shapes and sizes. There's something out there for everyone. Accelerators have equity in your company, so they are literally invested in your success. Quality accelerators will bring in A-list mentors to advise and train growing company personnel.

Still, there's always going to be more companies and challenges than there are mentors and time for meeting with them. To get the most out of it, make the effort to connect with mentors and build networks through them. Their ongoing mentorship and initial capital will be a vital component of your company's growth.

Beyond mentorship, you will also gain privileged access to investors who trust accelerators to accept only the top talent. Because they believe in the program, investors are willing to hear as many ideas as possible on the pitching day that concludes the program.

2. Go to events and talk to other attendees. Silicon Valley and other tech hubs consistently offer networking events. Meetup and Eventbrite are great ways to discover new gatherings in your area of interest. To broaden your connections, go to a mix of general and hyper-specialized gatherings.

Just going to the event, however, is not enough. Be prepared before arrival. Look through the guest list and do some background research. When you recognize a guest at the event, you will more confidently introduce yourself. Simply saying, "I'm glad to meet you because I loved what you did at Company X," can be a tremendous icebreaker.

The next day, follow-up with any new contacts via a friendly email. No one uses business cards anymore.

3. Seek out people who've trodden your path before. When you've moved to a new place and need to build a network, look for people with whom you share some history.

When I moved to Silicon Valley, connecting with other Australian entrepreneurs was really helpful. When you cold-request an intro via LinkedIn or email, sharing a common history makes it more likely they'll read your email and, perhaps, give you a hand. Your request for a coffee or some help will remind them of when they were starting out in a new, unfamiliar place, trying to build a network themselves.

This isn't just something patriotic. It works just as well with someone from your hometown or who went to your college. It isn't going to guarantee a positive response from everyone you ask, but your hit-rate is going to be a lot higher.

4. Comment on influential articles and blogs. Internet trolls have made reading online comments a dangerous practice for many writers but the recent trend toward non-anonymous commenting on posts, via Facebook, for example, has made readers more accountable and writers more responsive.

Do not be afraid to engage in intelligent, opinionated discussion on credible online forums. Connecting with a writer is what led to me and my co-founder staying on the TechCrunch couch when we first arrived in San Francisco. We remain friends with TechCrunch founder, Michael Arrington, to this day.

Getting your ideas into print will solidify your voice and begin the slow process of establishing yourself as a thought leader in your field. These comments are great practice for future pitching opportunities. You will establish your voice and grow more aware of other important opinions in your business sphere.

Inspiration and future collaborators, as well as competition, are found everywhere when you pay attention.

5. Just. Say. Yes. This could be the most important one. While I'm not advocating you say "yes" to everything that comes across your path, since that's a sure way to lose focus and fail, first ask "why not" when an opportunity presents itself

When I'd just moved to the US, I was asked through mutual friends to MC the TechCrunch hackathon. They were in a bind, and while I didn't have any direct experience, I asked the "why not" question and quickly agreed.

That experience helped me connect with journalists, investors and other people who are now my friends. It is just one example. If an opportunity presents itself, make sure you're biased to say "yes," even if it is outside your comfort zone or you can't see an immediate benefit. Building a network is about building relationships. You'll never get anywhere saying "no" by default.

Connections are always helpful in business, even more so when you're building a startup. Creating a quality product is important but understanding your audience, competition and allies will solidify your startup's presence in a new location. ∎

Welcome–Our New Members

AlignRevenue
Ric Pratte, CEO
c/o Alpha Loft
844 Elm Street, Manchester, NH 03101
(603) 566-4117, ric.pratte@alignrevenue.com
www.alignrevenue.com

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AtticGem
Terry Anderton, CEO
51 Depot Road, Hampton Falls, NH 03844
(603) 969-0685, terry@atticgem.com
www.atticgem.com

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Ernst & Young LLP
Michael Comeau, Manager, Assurance Services
200 Clarendon Street, Boston, MA 02166
(603) 714-8406, mike.comeau@ey.com

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HALO Maritime Defense Systems
Paul Jensen, CEO
5 Puzzle Lane, Newton, NH 03858
(603) 259-4400, pjensen@halodefense.com
www.halodefense.com

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IT Secure Services
Joerg Laves
27 Lowell Street, Suite 502, Manchester, NH 03101
(603) 668-7733, jlaves@itsecureservices.com
www.itsecureservices.com

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Skillsoft
Pam Boiros, Vice President, Corporate Marketing
Skillsoft Corporate US Headquarters
107 Northeastern Blvd., Nashua, NH 03062
(781) 440-9355, pam_boiros@skillsoft.com
www.skillsoft.com

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Jon Strimling, CEO
One Broadway, 14th Floor, Cambridge, MA 02142
1-877-705-9362, Jon.strimling@smtp.com
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Peter Terwilliger, Director
67 Mohawk Lane, Brentwood, NH 03833
(603) 540-0914, pterwilliger@yahoo.com

Current Director of AEC Industry Solution Experience at Dassault Systèmes, which industrializes the construction process to reduce waste and lower costs by over 25%. Formerly with PowerAdvocate as the Director of the Energy Intelligence and Infrastructure Group, and ten years at Autodesk.

Member News

Hypertherm was recently featured on NHPR: "There are signs that after years of decline, manufacturing is making a comeback in the United States. One global company based in the Upper Valley has been adding so many workers so fast that it's had to create its own on-site academy." Read the story here.

Nathan Wechsler & Co., PA, certified public accountants, is pleased to announce that **Rusty Mosca, CPA**, has been elected managing principal by the shareholders of the firm effective July 1, 2014. Mosca has been a member of the firm since 1987 and was admitted as a principal in 1994. He is currently the director of the Auditing and Accounting Practice, specializing in construction and nonprofit industries.

Additionally, **Kirk B. Leoni**, principal of Nathan Wechsler & Company, PA, has once again been reelected treasurer of the Canterbury Shaker Village Board of Trustees. Leoni was reelected after a vote at the last annual board meeting, marking his third year on the board and his third consecutive appointment as treasurer.

Red River hosted its 8th annual charity golf classic at The Quechee Club on July 10. The yearly tournament is the primary fundraiser for the Red River Technology Foundation (RRTF), Red River's non profit 501 (c)(3) charitable organization. RRTF promotes and encourages students to continue their studies in the fields of science and technology as well as supporting U.S. military veterans transitioning to civilian life. Red River's scholarship recipients and their families were honored guests at the golf event. These deserving students received monetary awards from RRTF and also new laptops and printers that were generously donated by Dell.

Sunrise Labs of Auburn, NH, has been recognized as a Supplier to a Medical Design Excellence Awards 2014 Winner. Sunrise supported Gamma Medica's LumaGEM Molecular Breast Imaging System, an effective and exciting new imaging technology that has great promise for more accurate and earlier breast cancer diagnosis. Sunrise worked with Gamma Medica to create the development plan for software architecture and the requirement of the software to be aligned with ISO-62304. Acting in a project management role, Sunrise coordinated, documented and implemented the Quality Management System in line with US FDA, ISO-13485 and EU directives, including various international, state and federal requirements, and drove documentation and testing for IEC 60601, 3rd Edition certification of the LumaGEM.

Looking for a highly motivated business intern to help your company this fall?

Starting Tuesday, September 2nd, the Peter T. Paul College of Business and Economics at the **University of New Hampshire** will be offering an Entrepreneurship Internship course. The course, now in its 15th year, will place business students from Paul College in entrepreneurial ventures at various stages of business development and with firms that service the entrepreneurial sector. The students are all entrepreneurship majors in their senior year with an interest in working with startup and high growth ventures. They are interested in gaining experience in a variety of areas, including real estate, marketing, sales, finance, human resources, and management. The students have significant business education and look forward to the exposure and experience of working with interesting and exciting companies and the close contact with business professionals at these organizations.

Red River CEO Rick Bolduc with the scholarship winners. From left: Hannah Merrow, Sonja Hansson, Rick Bolduc, Cassondra Dale, Kai Kleyensteuber, Zachary Bunnell

Upcoming Events

Workforce Seminar "Hiring Outside the Hub"
Thursday, August 28   8:00 am
Dyn, 150 Dow St., Manchester, NH

Bio/Medical Forum
Thursday, September 11   6:00 pm
Wentworth by the Sea
60 Wentworth Rd., Rye,NH 03870

TechOut
Thursday, October 2   5:30 pm
Dyn, 150 Dow St., Manchester, NH

Entrepreneur Forum
Wednesday, October 15   5:20 pm
FIRST, 200 Bedford St., Manchester, NH

Product of the Year   5:30 pm
Thursday, November 13
Manchester Country Club, Bedford, NH

Sponsorships Available!

Guest Writers Wanted!

Do you or your company have insight regarding a timely or relevant subject? Ever want to place a guest column in our newsletter? Now is your chance! The Council is always looking for fresh subject matter that our readers and members would find helpful and informative.

One advantage to having a wide-ranging pool of membership is our ability to spread the word on the latest and greatest topics — trends and opportunities, new innovations, trade secrets, marketing, regulatory issues, human resources, and breaking data are just a few examples.

If you are interested in submitting a guest column, please email info@nhhtc.org. We'd love to take a look and help get your information out!

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info@nhhtc.org

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"The NH High Tech Council serves our membership by creating a vibrant ecosystem for technology companies that want to launch, grow or relocate in New Hampshire. We are committed to expanding the tech-driven economy by building partnerships, enhancing workforce skills and knowledge, and shaping public policy."

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NHHTC, 36 Lowell Street, Suite 202, Manchester, NH 03101
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