

INTRODUCTION

i2E is a new venture development and investment firm focused on wealth creation by growing the entrepreneurial economy in Oklahoma. i2E provides start-up and development advisory services to emerging, high-growth, technology companies. To better serve their clients, i2E engaged Initial Call in July of 2010 as a services partner to function as the company's Sales Executive-in-Residence (SEIR).

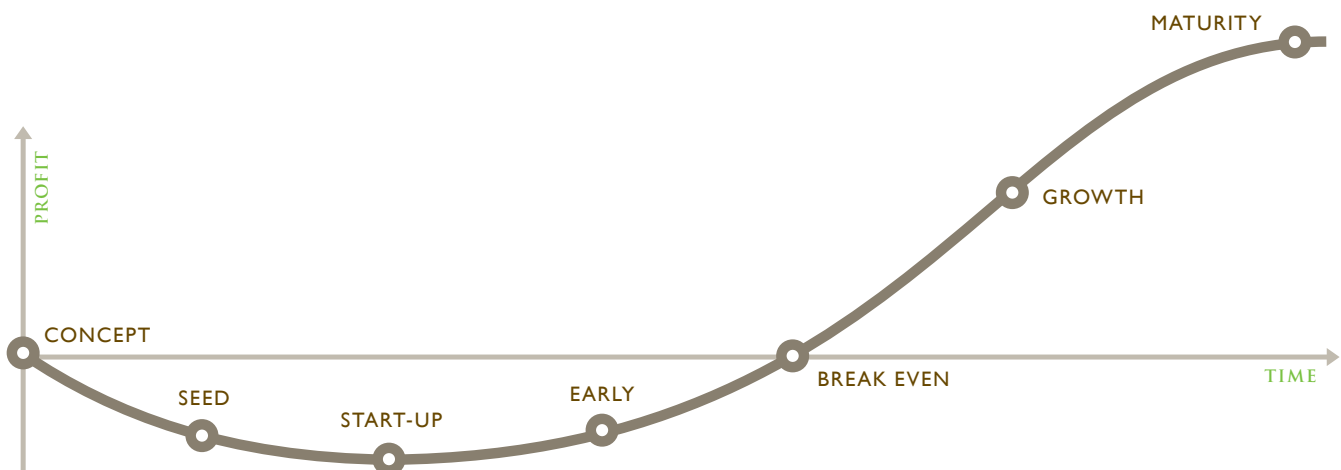
Initial Call serves as a resource for i2E clients in two ways. First, Initial Call can evaluate a young company's market approach from a veteran sales perspective. The firm draws on over nine years' experience working with companies who have a complex sales model and specializes in refining and focusing sales messaging. When an oil field product company struggled to summarize their offering succinctly, Initial Call helped them develop a one-sentence elevator pitch that is now the company's catchphrase. When a physical therapy software company outlined their customer delivery plan, Initial Call foresaw a possible sales roadblock and made recommendations in time for the company to adjust their sales plans. "Our clients are thrilled to have access to Initial Call's opinion of their preliminary to-market plans," notes Tom Walker, President and CEO of i2E.

Second, Initial Call has high-level sales teams able to perform both due diligence research as well as trial-selling pilots. Many i2E clients are pursuing equity funding and looking to strengthen their investor presentations. Initial Call's phone work enables i2E clients to bolster their case with real market metrics rather than mere hopeful projections. Wayne Embree, VP of Entrepreneur Services for i2E, explains the value, "The trial-selling projects provide us with insight into actual market receptivity that either verifies or challenges the client's underlying business assumptions and sales strategy."

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OUTCOMES

In the first year of work with i2E, Initial Call provided 485 hours of consulting services to more than 40 companies. "Initial Call understands company lifecycles and the unique needs of our early stage clients," notes Walker. "And they have the talent pool to deploy sales teams."



APPLICATIONS

DERMA MEDICS professional

DermaMedics is a pharmaceutical skin care company specializing in

the development of novel topical therapeutics for the dermatology market. Initial Call performed 180 hours of sales calling and in that time contacted 455 prospects and scheduled 54 appointments which resulted in 5 immediate sales for DermaMedics, with many follow up activities and subsequent sales. During the nine-week project, Initial Call helped DermaMedics adjust their approach to prospects. Initial Call's work helped verify the competency of DermaMedics's field sales team and enabled the company to expand their sales territory. "Initial Call helped me evaluate my field sales team and test a new way of prospecting into physician offices," stated Bryan Fuller, M.D., President of DermaMedics.



Innovative Equine offers a cryotherapy device to treat acute laminitis in horses. Initial Call performed 180 hours of sales calling and in that time contacted 303 prospects and scheduled

43 appointments which resulted in 5 immediate sales for Innovative Equine. During the nine-week project, Initial Call refined sales messaging and accommodated Innovative Equine's desire to expand their sales territory. Innovative Equine's conversations with prospects arranged by Initial Call caused them to develop a new revenue-sharing pricing model. "As a serial entrepreneur, I foresee retaining Initial Call again," says Mark Williams, CEO of Innovative Equine Technologies. "Every member of their team exhibited superior knowledge and professionalism."



Visi-Health Software company offers Home Healthcare Assistant, a web-based solution to manage contract therapy services. Initial Call performed 45 hours of sales calling and

in that time contacted 139 prospects and scheduled 21 appointments which resulted in 3 immediate sales for Visi-Health. During the three-week project, Initial Call tested two prospect pools and confirmed Visi-Health's belief that contract therapists are more receptive than home health management agencies. While both audiences are valid, home health agencies will require more nurturing to close business. "We plan to use Initial Call again once we secure funding," says Bill Towler, President of Visi-Health. "Initial Call is integral to our plans."



LifeCheck Laboratory sells employee wellness programs. Initial Call performed 40 hours of sales calling and in that time scheduled two sales

appointments which resulted in one sales opportunity for LifeCheck. During the two-week project, Initial Call implemented Salesforce.com CRM (a Customer Relationship Management database) for Lifecheck and gained key information on competitors in the market. Says CEO Karl Nigg, "Without Initial Call, I doubt we would have been one of the two vendors in the running to win a \$125k opportunity." This prospect commented to LifeCheck on Initial Call's efforts. Thinking the Initial Call Sales Manager was part of the LifeCheck team, the prospect praised her, "I liked your development person's approach. She was very professional and did a good job of getting her foot in the door."