



**COURAGENT**  
 PATENTED SOLUTIONS, DESIGNED FOR SIMPLICITY

Support and suggestions for HB 132-1253  
 from a person with "feet on the street"  
 representative Pete Lee

Gordon Nuttall. Founder, CEO. Couragent, Inc.

#### The "story"

- Colorado native. CU-Boulder BSEE. 31 years with Hewlett-Packard
- Work Force Reduction ("woofered") in Oct 2009. 11 months from retirement benefits
- Colorado C-corp January 2010. Offices in Fort Collins.
- Founded company based on values. Couragent, Integrity, Collaboration, Innovation, Care
- Member of OEDIT Strategic Council Electronics KIN
- Money Magazine Nov 2011: *"Second Act - Turning a Layoff into a Payoff"*
- EDN Oct 2011: *"Turning layoff lemons into startup-up lemonade"*
- NCBR April 2010: *"Today scrapbooks, tomorrow the world"*
- Denver Post Oct 2012 *"Companies pair to gain potential crowdfunders"*

#### First Product

- Flip-Pal mobile scanner and accessories
- \$4.25M revenue, 11 employees in Northern Colorado (Boulder to Fort Collins)
- Resellers in US, Canada, UK, NZ, AU
- Online orders in EU and the Americas

#### Growth company. Past startup. Second stage - growth (aka forgotten middle)

- 2012 Colorado Companies to Watch
- Have raised \$380k using Private Placements. aka Friends and Family
- First in the nation to do Investment crowd funding (equity rather than reward). \$350k, 8% SCOR intra-state offering. 5 states. Openly solicit to unaccredited investors  
 Precursor to the 2012 JumpStart Our Businesses Act (JOBS) title 2 that is now under SEC review
  - kudos to Colorado DORA for being business friendly
- Angels virtually disappeared since 2008. Now restarting.
- Not a good fit for VCs. Not interested in an IPO. Intend to stay a privately held company because we intend to retain our values.
  - Built to Last. Grow, and keep jobs, in Colorado. Not an exit strategy.
- Limitations / disconnect of institutional debt financing.
  - Low tangible assets. IP, JIT, 60% B2C
  - Dispersed equity structure doesn't fit personal guarantor requirements for SBC
- Projections are for \$24.4M and \$7.8M EBITDA in 2015. 20 employees.

#### Growth limited by access to capital

- International expansion to Europe. Fact finding with OEDIT trade mission in May
- Made in USA. Buildout of fulfillment center in Aurora.
- inventory
- New products
- Constant innovation.

Agree wholeheartedly with the objectives of Part 4

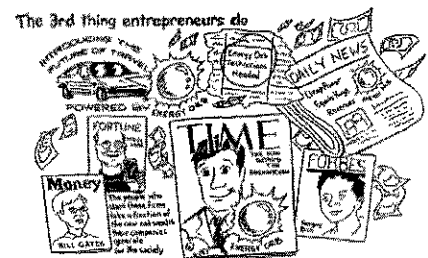
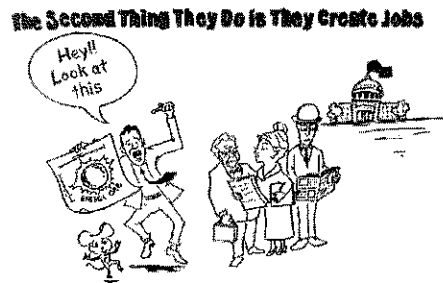
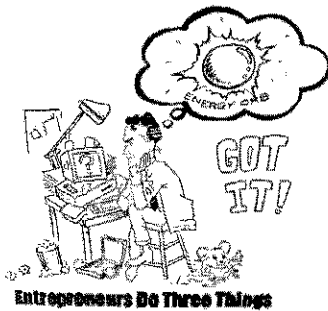
- education is an important role of government
- in order to set policy and avoid unanticipated provisions that defeat the purpose

Suggestions. Focus. KIS. The rule of 80/20. Split into two parts

- rapidly changing. Policy makers must have access to relevant and timely information
- produce initial report on "Growth firms" by Sept 2013.
  - birth the new
  - create new jobs. Not just efficiency / productivity. 3M jobs per year. Kaufman Foundation
  - create net-new wealth for society, not just moving from one place to another. Makes all of us richer. Entrepreneurs take less than 1% of net-new wealth.
- change from collecting information to collaborating and integrating existing research
  - CU - Silicon Flatirons. CSU.
  - CTA
  - incubators/accelerators. Innosphere, TechStars, RVC, Business Catapult
  - OEDIT KINs
- Support messaging of "Colorado: Business Friendly through Collaboration"
- Clearly identify the value add / expected outcomes, and customer
  - Policy makers
  - Gaps in current financing models
  - Pitfall provisions
  - plain non-practitioner's language. 15 minute presentation with 15 minute update quarterly updates
  - stay current

Resources:

- Company: <http://couragent.com>
- Product: <http://flip-pal.com>
- Investor: <http://courinvestor.com>



Kaufman Foundation Sketchbook  
[http://www.youtube.com/watch?feature=player\\_embedded&v=M7VZlbeUrSU](http://www.youtube.com/watch?feature=player_embedded&v=M7VZlbeUrSU)