The Company You Keep

Ben Johnson

Founder + CEO

Techneaux Technology Services

INNOVATE south™

powered by: COX BUSINESS

Introduction

Little Bit about Me and Techneaux

Short-Term vs. Perpetual Buisiness Model

Partnerships

Action Items

Q&A

Ben and Techneaux

- Engineering Degree
- Computer Nerd
- Big Data for Oil and Gas
- Always wanted to start a business

- Started in 2010 in a garage as a Technology Company
- Up to 30 team members in 2013 with an office in Denver and downtown Lafayette
- BU's – Enterprise Services, Business Services, Industrial Controls, Industrial Communications, Software Services
- Currently 95 team members in Louisiana, Texas and Colorado

Business Model

Short-Term

- Leverage Debt
- Show Quick Growth
- Hockey Stick EBITDA
- Sell Company to highest bidder

Perpetual Business

- Self funded
- Organic Deliberate Growth
- Slower Sloped EBITDA
- Generate Wealth while owning

Partnerships

- Why are partnerships important
- What are the different types of partnerships
- Is this the right fit for you and your business
- Making the relationship mutually beneficial
- Handling Conflict Resolution

Customer Partnerships

- Important - This partnership helps fund your business!
- Right Fit – Not all customers will be the right fit
- Mutual Benefit – Goods/Services for Cash/Branding
- Conflict Resolution – Being Proactive

Team Member Partnerships

- Important - This partnership is what makes your business!
- Right Fit – Cultural fit is just as important as Technical
- Mutual Benefit – Not just a paycheck
- Conflict Resolution – Feedback Loops

Vendor Partnerships

- Important - This partnership helps run your business!
- Right Fit – Vision and Values Alignment
- Mutual Benefit – Cash/Branding for Goods/Services
- Conflict Resolution – Can’t always be their fault

Action Items

- Take a personality quiz
- Create your mission and vision statement
- Talk to current/potential partners and be transparent and honest
- Join a peer group