



From Aiken, to IPO

20yr Journey of a Serial Entrepreneur

Scot Wingo
Executive Chairman, ChannelAdvisor



Who is this guy?







JULY 21, 1986

\$3.50

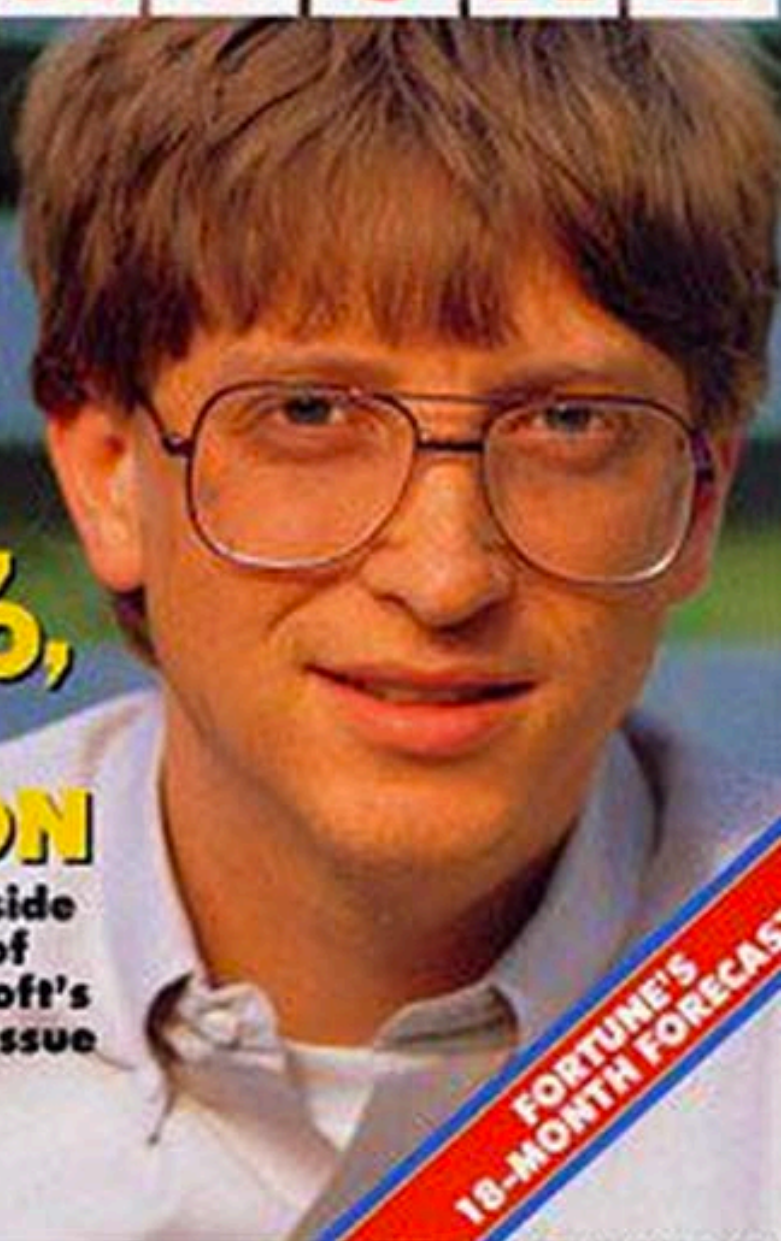
FORTUNE

**THE
DEAL
THAT
MADE
BILL
GATES,
AGE 30,
\$350
MILLION**

**The Inside
Story of
Microsoft's
Stock Issue**

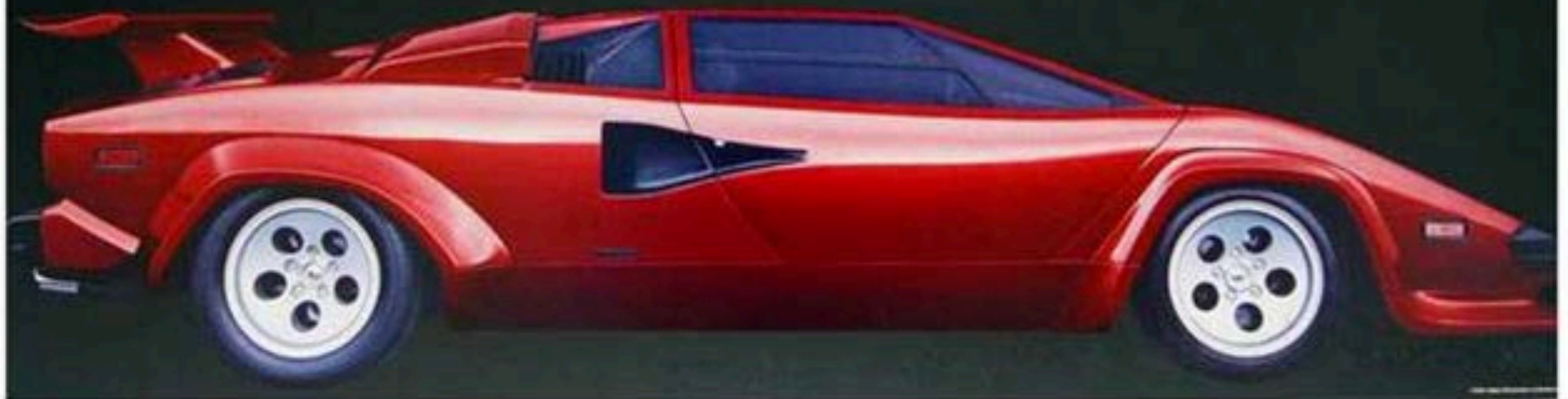


**FORTUNE'S
18-MONTH FORECAST**



Body by Lamborghini. High fidelity by Alpine.

ALPINE
car audio systems





N C R





MOTOROLA

BRISTOL
T•E•C•H•N•O•L•O•G•Y

What I learned at Bristol...

- **1991-1994 – Bristol Technology, Danbury CT.**
- **Family run businesses can be tricky**
- **I loved working for a startup and building software that solved customer's problems**
- **In addition to coding, I learned how to manage a team and talk to customers (and actually didn't hate it!)**
- **I have low tolerance for:**
 - Company culture that lacks transparency
 - Business decisions that make no sense
 - Snow and cold weather
 - Expensive regions of the country
- **After 3yrs we had 70 people, ~\$10m in revs and decided to leave to start...**

Stingray Software



- **1995-1998 – Raleigh, NC**
 - Developer tools for Microsoft Visual C++
 - 50+ people, \$12m revenue run rate
 - Acquired in February of 1998 by RogueWave Software (public)
- **What I learned:**
 - Marketing isn't as hard as it seemed
 - Company culture matters
 - You can only get so far with financial goals and no vision for the future.

AuctionRover.com

- **July 1999 – May 2000**
 - A search engine for online auction sites
 - Raised \$3m from DFJ Atlantic
 - Acquired May 2000 by publicly traded GoTo.com (GOTO)
 - Renamed Overture Services (OVER)
 - OVER was acquired by Yahoo! (Now Yahoo! Search Marketing)



- **What I learned:**

- I found the secret to raising VC!
- Timing can be everything
- When someone gives you a lottery ticket, grab it.
- A compelling vision of the future can get a team to do amazing things you wouldn't imagine possible
- Transparency is huge
- Create a place you would want to work

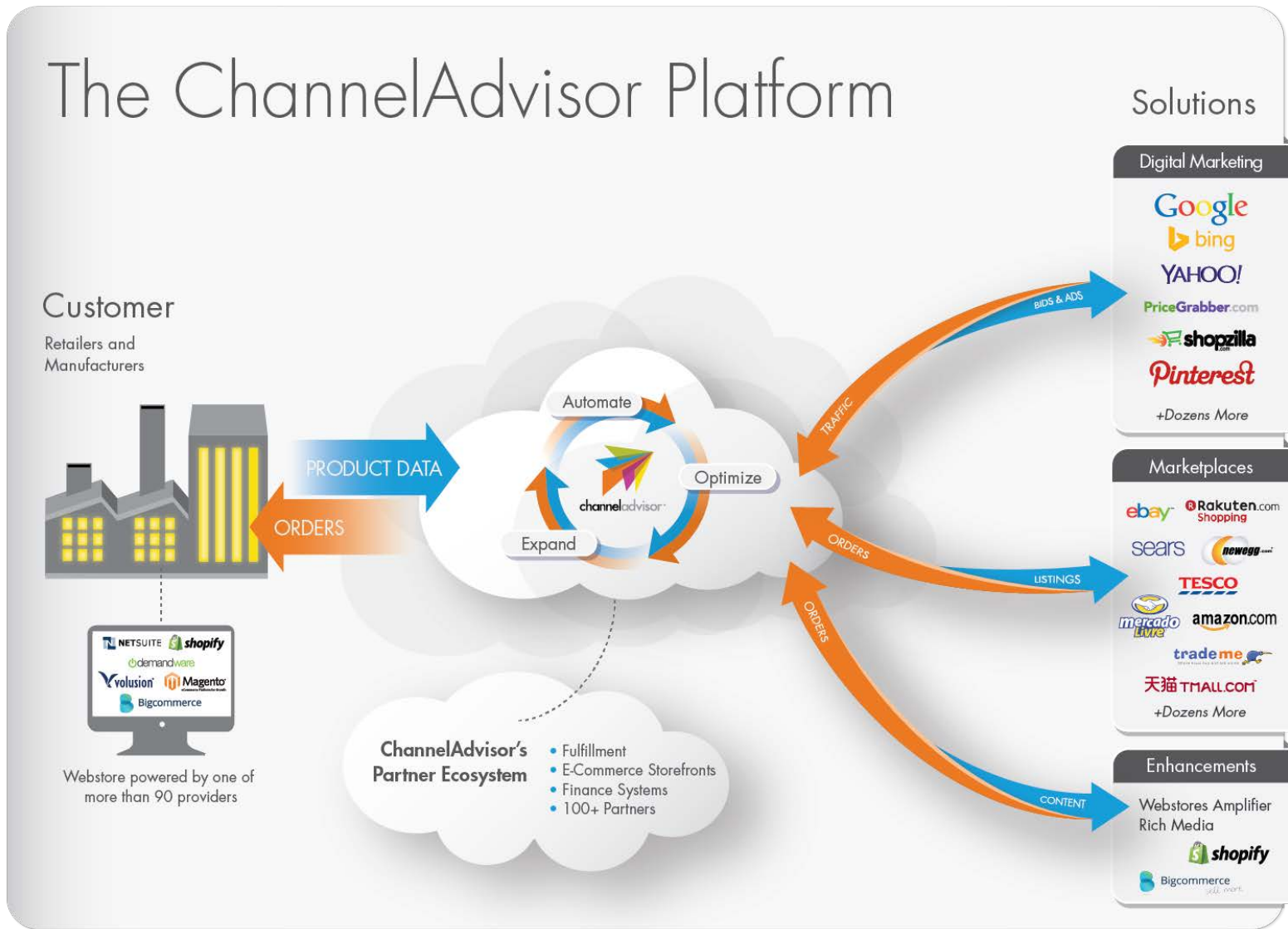






- **The Idea: What if.....**
- **Funding History**
 - 2001- 2003 self-funded
 - 2004- Series A - \$7m, 2005 – Series B - \$18m, 2007 – Series C \$30m
 - 2008 – Series D - \$20m
 - Total Raised - \$75m+
- **What we do**

The ChannelAdvisor Solution



The Result...

27yrs later...



The Results:



The Results:



- **What I learned:**
 - Cloud rules, installed software droolz
 - Agile Software development is superior
 - Agile practices can be applied to the rest of the biz
 - At 50-100, culture doesn't 'matter', at 100+ it matters
 - At 600+, you better have it nailed or you are toast
 - Staying nimble as you scale is hard and requires constant iteration
 - Once you get past 300, there aren't (weren't) any good books for how to scale from that scale
 - When you don't realize what you can't do, you can do some amazing things – but it isn't easy.

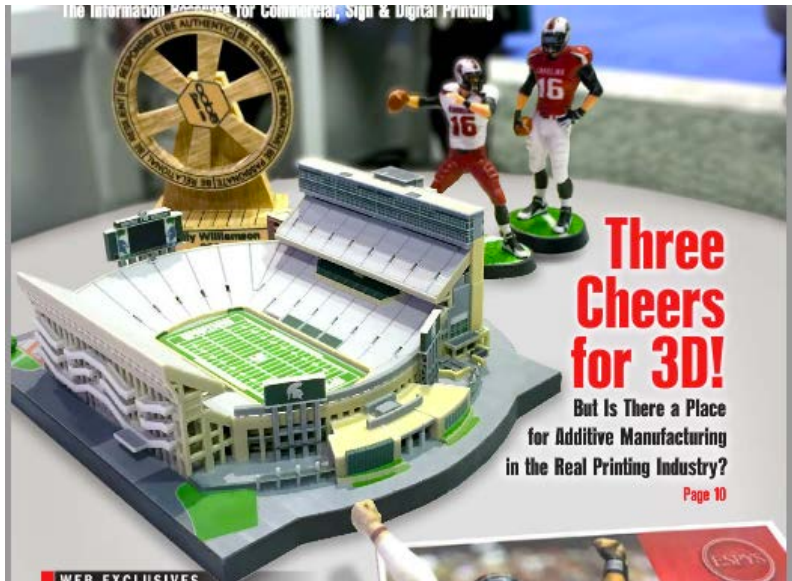
The Results:



What about the Lambo?!



My Next Adventure(s)



My Next Adventure(s)

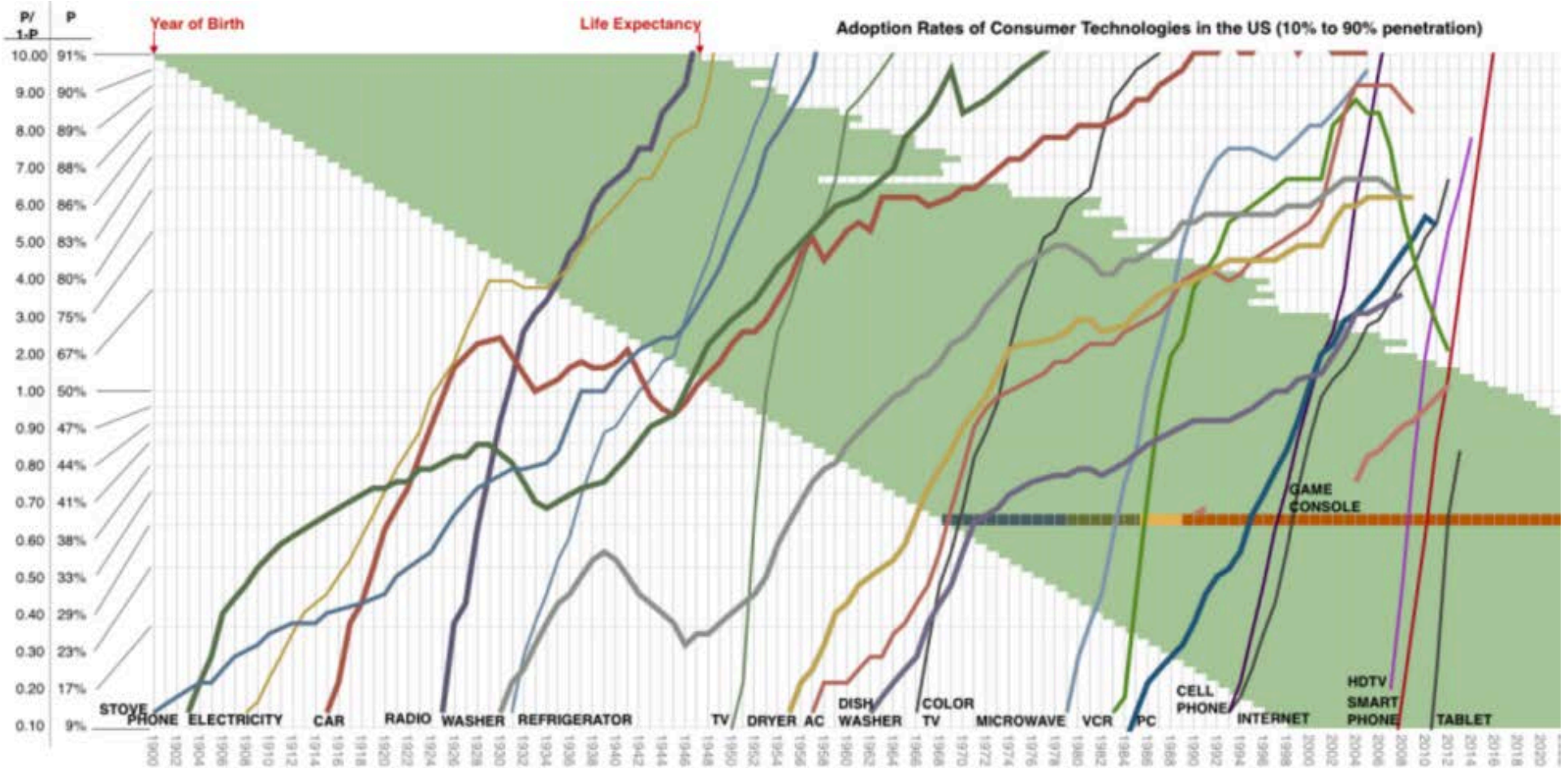


Conclusion...

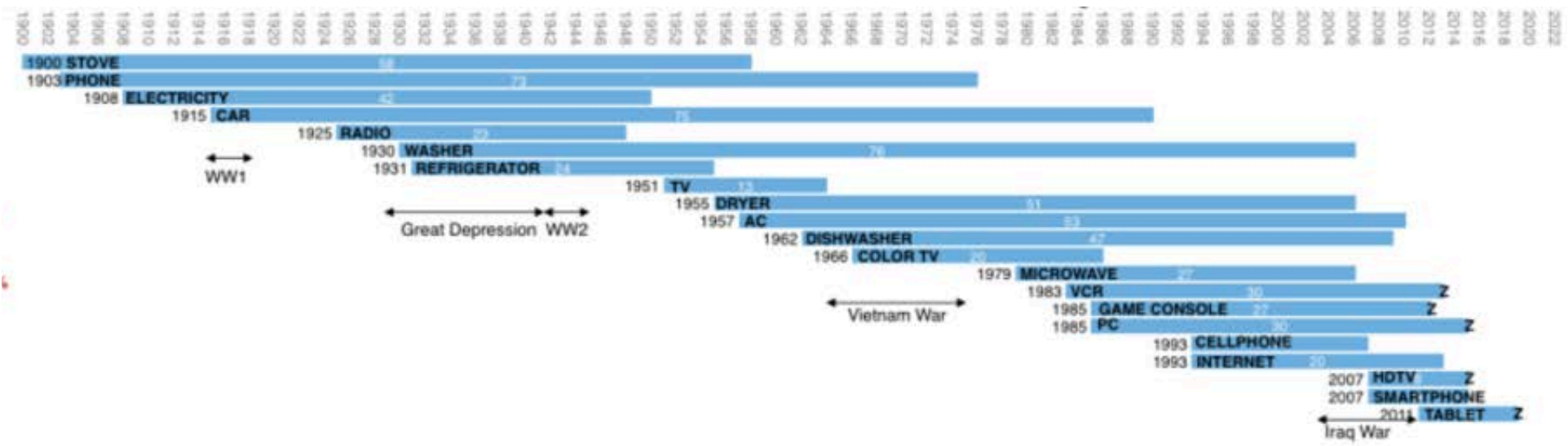
If I can do it, YOU
can do it,
especially since

**Are we at the cusp
of
The Golden Age of
Comper Science
and
Entrepreneurship**

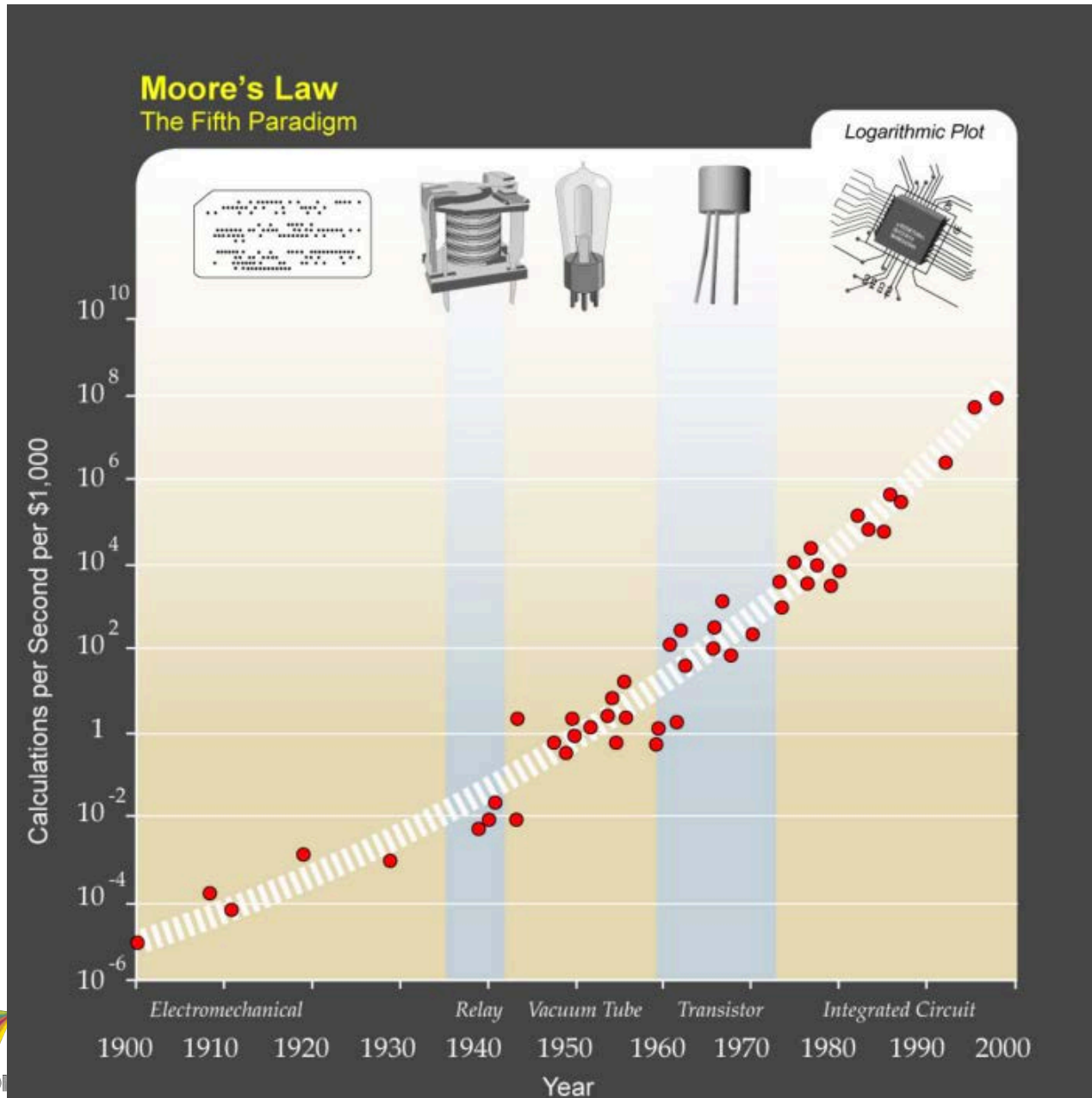
Adoption Rates Accelerating



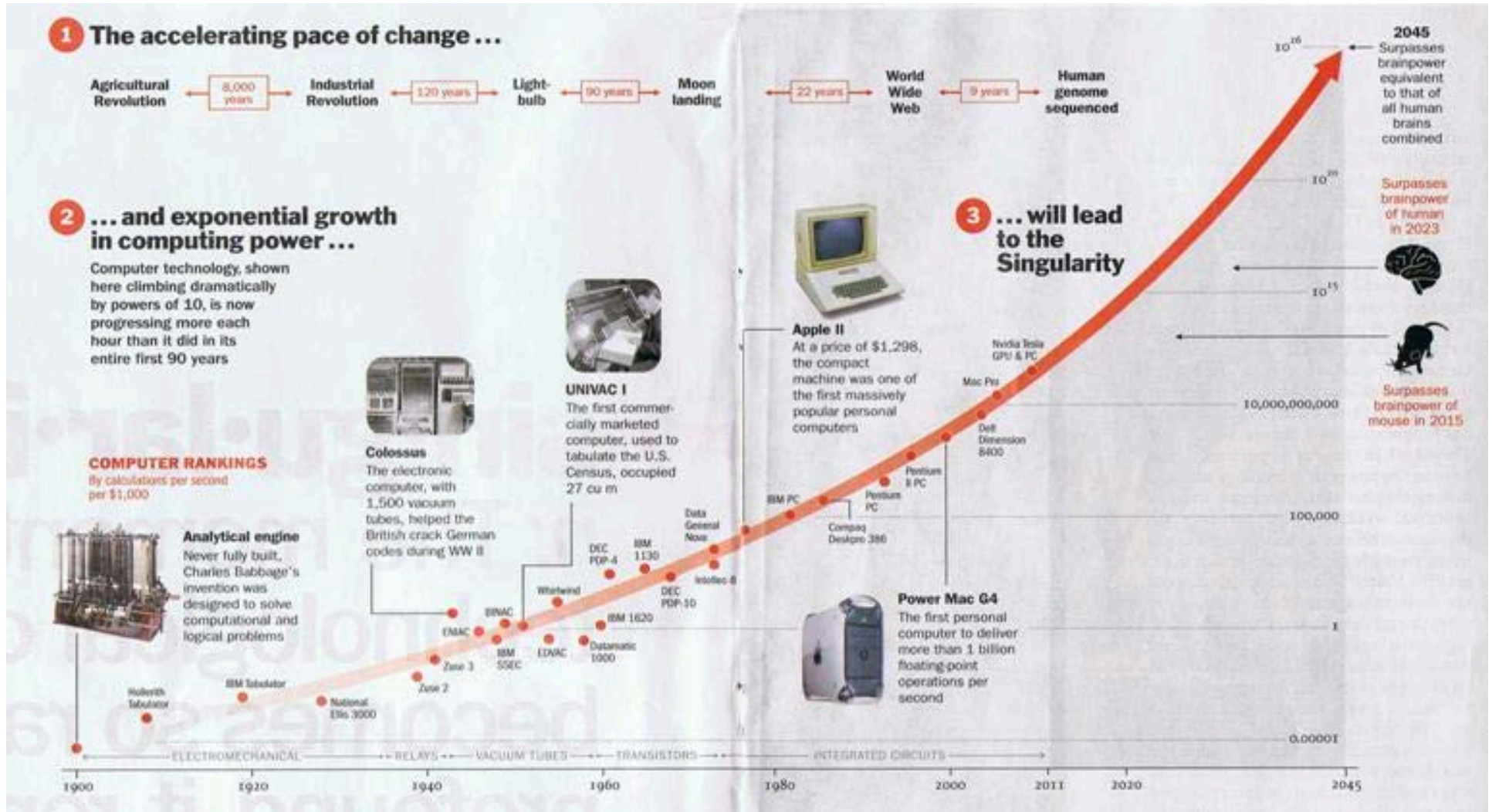
Adoption Rates



Moore's Law



Moore's Law Leads to Singularity



Moore's Law Impacting Everything

Accelerating Technologies

AI
Robotics
Biotech
Nanotech
Medicine
Neuroscience
Energy
Computing

 Singularity University

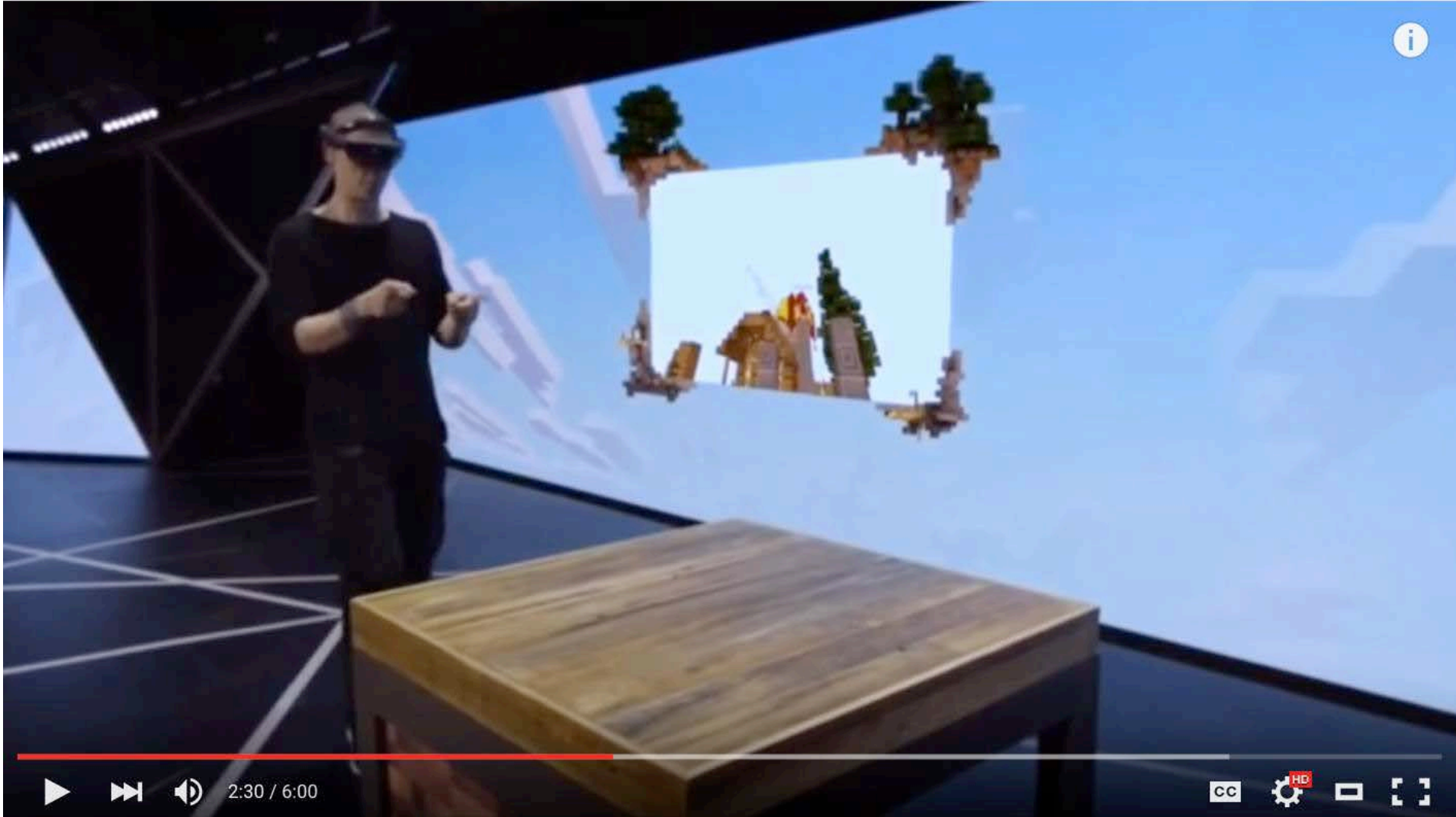
Software is Eating the World



Mark Andreessen
founder of Netscape,
renowned Venture Capitalist

“ Software will eat the world, in all sectors. Companies need to adapt or they will become extinct. In the future every company will become a software company ”







#FutureofEcommerce











The Joy of Tech™

by Nitrozac & Snaggy







amazon

amazon Prime Air

500

VIA 9GAG.COM

INTRODUCING
amazonstrike

LEARN MORE





Project Wing





Questions?

IPO Process

- 6 months+ of planning
- Registration process
- S1 Filing
- SEC Review
- Roadshow
- Offering

Scot's favorite business books/reference materials

- Netflix culture deck, anything Amazon, Zappos

