

A green dinosaur figurine is positioned in the foreground on the left, looking towards the right. In the background, a white silhouette of a dinosaur is visible against a blurred green and yellow background. A red rectangular box with a black border is overlaid on the right side of the image, containing white text.

# **From Code to Company**

Joe Colopy

CEO of Bronto





Marketing  
Automation  
for  
**Commerce**

**1,000+**  
Organizations

**9 Years**  
in Business

Software  
-as-a-  
**Service**

**125+**  
Employees

**American  
Tobacco  
Based**





In Principio...



# Lesson 1





Lesson 2



Developer Zone

Lists Home

FAQ

List:	<a href="#">MySQL and Perl</a>	<a href="#">« Previous Message</a>	
From:	Joseph Colopy	Date:	April 6 2001 7:00pm
Subject:	Help installing Msql-Mysql-modules		

Hello All -

Help Help Help! I am having problems installing Msql-Mysql-modules-1.2215.tar.gz and have been struggling with this for a few days. Arghh! I am running Red Hat Linux 7.0, Perl 5.6.0, and MySQL 3.23.32. I read about an issue similar to mine in

Lesson 3

[ipotent.net/mysql/200012/msg00122.html](http://ipotent.net/mysql/200012/msg00122.html) but the solution

There's the problem:

Joeism Web Services'

**databaseapp**

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and Applications  
for Your Website**

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Create web databases through databaseapp.com. Let others add to and search your database with easy-to-create forms.

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*"Great tool for collecting contact information for my organization. Very easy to setup and manage. I highly recommend Joeism's services to any group looking to extend their web site."*

- Jeff Reid

Executive Director of the CETV  
Kern Community College  
North Carolina

Education

## Enjoy Features like These

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- Brand with your own "Look & Feel"
- Manage from Microsoft Access
- Share databases with a group
- Implement Quickly and Easily
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- Search membership lists
- Collect reservations
- Send personalized bulk emails
- Survey customers
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Lesson 4

BrontoMail - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://brantomail.net/home/index.php>



Welcome BrontoMail! [Sign Out](#)

Home Add View Send Help

### Welcome to BrontoMail

Account	
Username:	BrontoMail
Email Address:	<a href="mailto:brantomail@joeism.com">brantomail@joeism.com</a>
Password:	<a href="#">Change</a>
Created:	8 Mar 02
Plan:	Complimentary
Emails Sent:	140 (since inception) 140 (this month) 10000 (monthly limit)

Subscriber Lists		
Name	Subscribers	
<a href="#">BrontoMail Feature Update</a>	4 (active) 0 (disabled)	<a href="#">Customize</a>
<a href="#">BrontoMail NEWS!</a>	289 (active) 0 (disabled)	<a href="#">Customize</a>
<a href="#">Create List</a>		

Email Campaigns			
Date	Subject	Subscriber List	Status
25 Mar 02	<a href="#">Release of BrontoMail v1.35!</a>	BrontoMail Feature Update	s e n t
17 Mar 02	<a href="#">Release of BrontoMail v1.30!</a>	BrontoMail Feature Update	s e n t
<a href="#">See All</a>			

[help](#) [How to Get Started](#)

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Internet

# Lesson 5





Lesson 6

# Pepto-Bismol

Bismuth subsalicylate  
262.5mg/tablet



Chewable Peppermint Tablets

*Fast relief of:*

- ▼ Heartburn
- ▼ Indigestion
- ▼ Nausea
- ▼ Upset Stomach

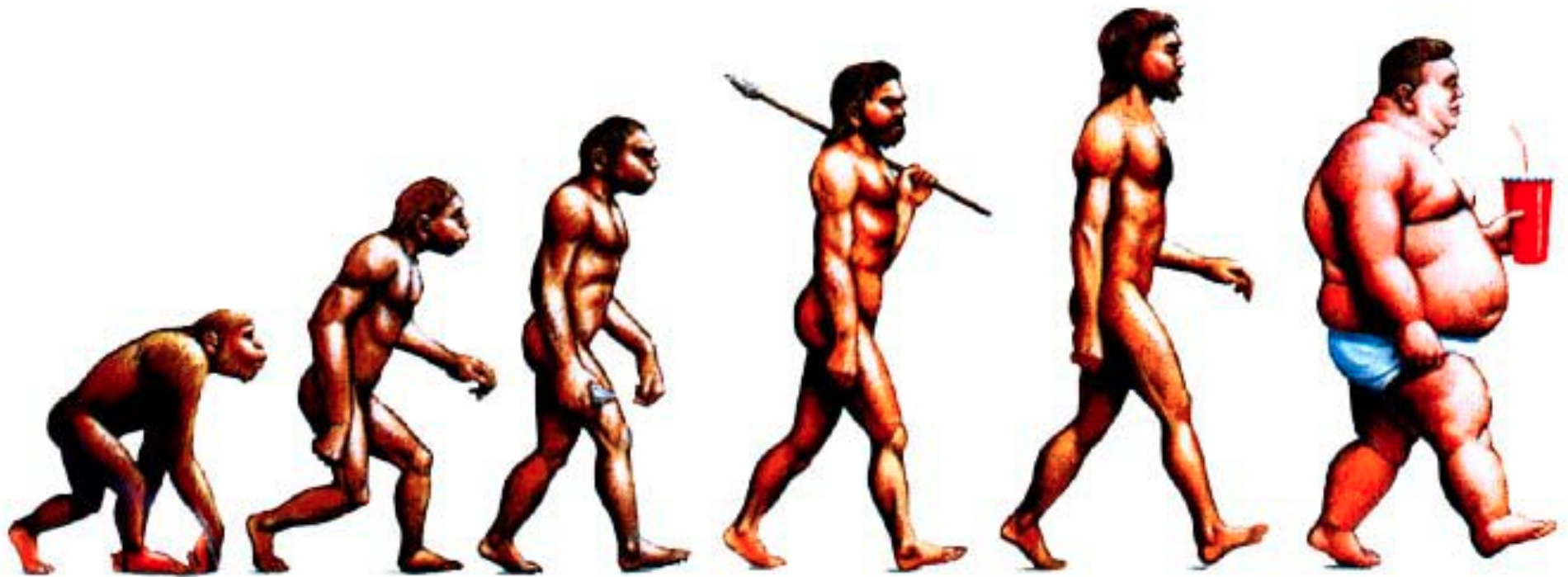
*Controls:*

- ▼ Diarrhoea

**PROTECTIVE COATING ACTION**

Lesson 7





## Lesson 8



Lesson 9





Lesson 10

# Ten Lessons

1. “Karate Kid” Experiences
2. Cut Your Burn Rate
3. Get Technical or Go Home
4. Be Ready to Change.
5. Embarrass Yourself ... but Launch!
6. Prajna!
7. Indigestion is Worse than Starvation
8. Different Games for Different Times
9. Rhyming Experiences
10. Know What You Are Building





**Thank You!**  
*Questions?*