From Aiken, to IPO
20yr Journey of a Serial Entrepreneur

Scot Wingo
Executive Chairman, ChannelAdvisor
Who is this guy?
THE DEAL THAT MADE BILL GATES, AGE 30, $350 MILLION
The Inside Story of Microsoft's Stock Issue
Body by Lamborghini. High fidelity by Alpine.
What I learned at Bristol...

- 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...
• **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 ChannelAdvisor Platform

Customer
Retailers and Manufacturers

Product Data
Orders

ChannelAdvisor's Partner Ecosystem
- Fulfillment
- E-Commerce Storefronts
- Finance Systems
- 100+ Partners

Solutions
Digital Marketing
- Google
- Bing
- Yahoo!
- PriceGrabber
- Shopzilla
- Pinterest
- +Dozens More

Marketplaces
- eBay
- Rakuten
- Sears
- Tesco
- Amazon
- Trade Me
- 100+ More

Enhancements
- Webstores
- Amplifier
- Rich Media

Webstore powered by one of more than 90 providers

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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)

spiffy

THE APP THAT TURNS ANY PARKING SPOT INTO A CAR WASH!

spiffy CAR WASH AND DETAILING
Conclusion…

If I can do it, YOU can do it, especially since
Are we at the cusp of The Golden Age of Computer Science and Entrepreneurship
Adoption Rates Accelerating
Adoption Rates
Moore’s Law

Moore’s Law
The Fifth Paradigm

Calculations per Second per $1,000

Electromechanical 1900 1910 1920 1930 1940 Relay Vacuum Tube Transistor Integrated Circuit Year

10^-6 10^-4 10^-2 10^0 10^2 10^4 10^6 10^8 10^10

Logarithmic Plot
Moore’s Law Leads to Singularity

1. The accelerating pace of change...
   - Agricultural Revolution: 8,000 years
   - Industrial Revolution: 120 years
   - Light bulb: 90 years
   - Moon landing: 22 years
   - World Wide Web: 9 years
   - Human genome sequenced: 3 years

2. ...and exponential growth in computing power...
   - Computer technology, shown here climbing dramatically by powers of 10, is now progressing more each hour than it did in its entire first 90 years
   - Calculations per second:
     - 1900: 0
     - 1920: 0
     - 1940: 0
     - 1960: 0
     - 1980: 0
     - 2000: 0
     - 2020: 0
     - 2045: 0

3. ...will lead to the Singularity
   - Apple II: At a price of $1,298, the compact machine was one of the first massively popular personal computers
   - Power Mac G4: The first personal computer to deliver more than 1 billion floating-point operations per second

Surpasses brainpower of human in 2023
Surpasses brainpower of mouse in 2015
Moore’s Law Impacting Everything
“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”

Mark Andreessen
founder of Netscape, renowned Venture Capitalist
My Favorite Three New Platforms
• microso
  hololens
  video
#FutureofEcommerce

channeladvisor
Amazon drones
HEY! WATCH OUT! YOU JUST CAN'T RESIST MUSCLING IN ON EVERYONE ELSE'S BUSINESSES, CAN YOU?
INTRODUCING
amazon strike

LEARN MORE
Amazon drones
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