



Successful Venture Investing in Transportation Technologies

Hopewell Ventures and SageQuest, Inc.



Thomas E. Parkinson
CCITT Technology Commercialization Speaker Series
September 22, 2010

Quality companies are worth money

- Even in a tough economy, management that is focused on delivering a quality product with a high return on investment for the customer can create a company that is valued in the industry.
- In tough times, it's critical to be focused on the bottom line – you need to minimize if not eliminate your cash burn.
- Recurring revenue is a wonderful thing. Once you've reached critical mass, it takes a very severe downturn for the company to drop back into the red.
- SageQuest was focused on delivering value to the customer, not on developing proprietary technology. Our competitive advantage was in having the best core product and customer interface, not the most features. We built barriers to entry by integrating with major workforce management products in our target verticals.
- Successful exits through acquisition come from having a quality company that is desired by multiple bidders – preferably bidders who are in competition with each other.