

COMBA Update Client Profile

Company Name: eExperience Inc.

Principal(s): Matthew Leitz, Angela Povse, Josh McCann

Address: Online

City/State/Zip: Columbus, OH

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Email: matthew@roachclip.com

Website: Roachclip.com

Type of Business: e-commerce

Years in Business: 1

Scope of Services: The largest collection of cool tshirts known to man (or woman).

Service Radius: The entire world

Number of Employees: 3

Major Projects or Clients:

Why did you go into business?

Why is your business a success? It was cash flow positive in the second month, and at this point it takes absolutely no time.

Company Goals: To create the ultimate internet experience: social networking, shopping, information and entertainment.

What's your position or main responsibility to the company? At this point I do everything except program computers.

What's the best aspect about your position? If it works I am a hero.

What's the worst aspect about your position? If it fails I am a zero.

The best business advice you received? Keep it simple (and I am still trying to follow that advice)

The biggest business mistake you made? Hard to nail down just one, but I would say depending too much on one person. We brought on a director of technology that is the Sr. Web Developer for the large healthcare company here in Columbus. He had the contact info for all of our programming recruits, the architecture plan for our website, and our server in his basement. Once he got cancer we never heard from him again, and we were left high and dry.

What MCBAP services do you take advantage of? As many as we can. We have taken (are taking) courses in contracts, finance and human resources. It has been a tremendous help for our business.

How has the MCBAP office helped your business? The programs we have attended have been worthwhile, and they even sent the notes to the presentations we could not attend.

Tips for persons wanting to open a business: Find a group of people who have done it before, and do whatever it takes to get them to mentor you.

What would you like people to know about your company? What it feels like to buy something from the website.

Favorite book: The Magic of Thinking Big

Favorite musician: Bob Marley

Best place for a business meal: Spain Restaurant

Favorite food: Steak

Hobbies: Business and mentoring kids