

Please join our first  
Technology Executives Roundtable Workshop on

# **NEW SELLING STRATEGIES FOR FAST GROWING TECH COMPANIES,**

featuring Dr. Stephen Timme, President  
and Melody Astley, Chief Revenue Office of  
FinListics Solutions.

**Who should attend** – VP Sales, CRO,  
Director, Sales of fast growing tech companies.

**Workshop via Zoom**  
September 26<sup>th</sup>, 4:30-6:00pm

## QUESTION OF THE DAY

**Is your company working: in the office, fully remote or hybrid and what overall effects has this had on connection, culture, and innovation?**

**TIER**

Technology  
Executives  
Roundtable

August 2022

# Atlanta Technology Executives Roundtable

## Key Trends & Strategies for the Post-Pandemic Workplace

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*Please hold until  
the session begins*

TEER | Technology Executives Roundtable



# David Brinkman

President 2022

Technology Executives Roundtable

Founder & CEO, CAMDA Investments

**Your Forum**

**Candid discussion**

**CEOs, CFOs & Investors**

**Subject Matter Experts**

**Complex leadership issues**

**Share, challenge & test ideas**

# ZOOM Etiquette

- “Pin” the TER video box on your Zoom feed
- Please mute audio/video during presentations.
- Chat if you want to ask a question.
- We are recording for educational purposes; this is not specific legal, accounting or tax advice; consult your advisor

# Thank you to our generous ATL sponsors

**Arketi Group:** Digital marketing for B2B tech companies

**Dualboot Partners:** on-demand product design and software engineering

**CLRE Advisors:** Real estate advisors for high growth companies

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**Morris, Manning & Martin:** Full-service law firm

**Sterling Seacrest Pritchard:** Insurance and risk management services

**Truist:** Full-service corporate/ investment banking

## SPONSORS







**Early Software Growth Equity  
focused on the Southeast.**

Joe Colopy  
*General Partner*

Kevin Mosley  
*General Partner*



# Inspired by Bronto Software experience.

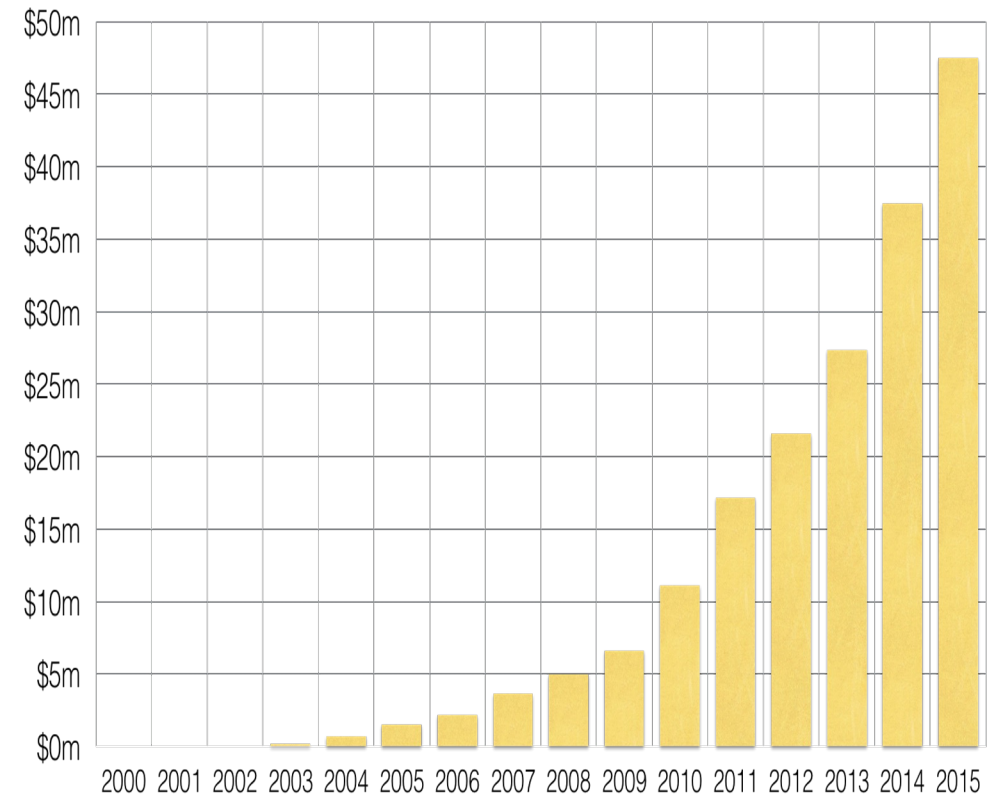


B2B SaaS / Commerce Marketing Automation  
Durham, North Carolina.

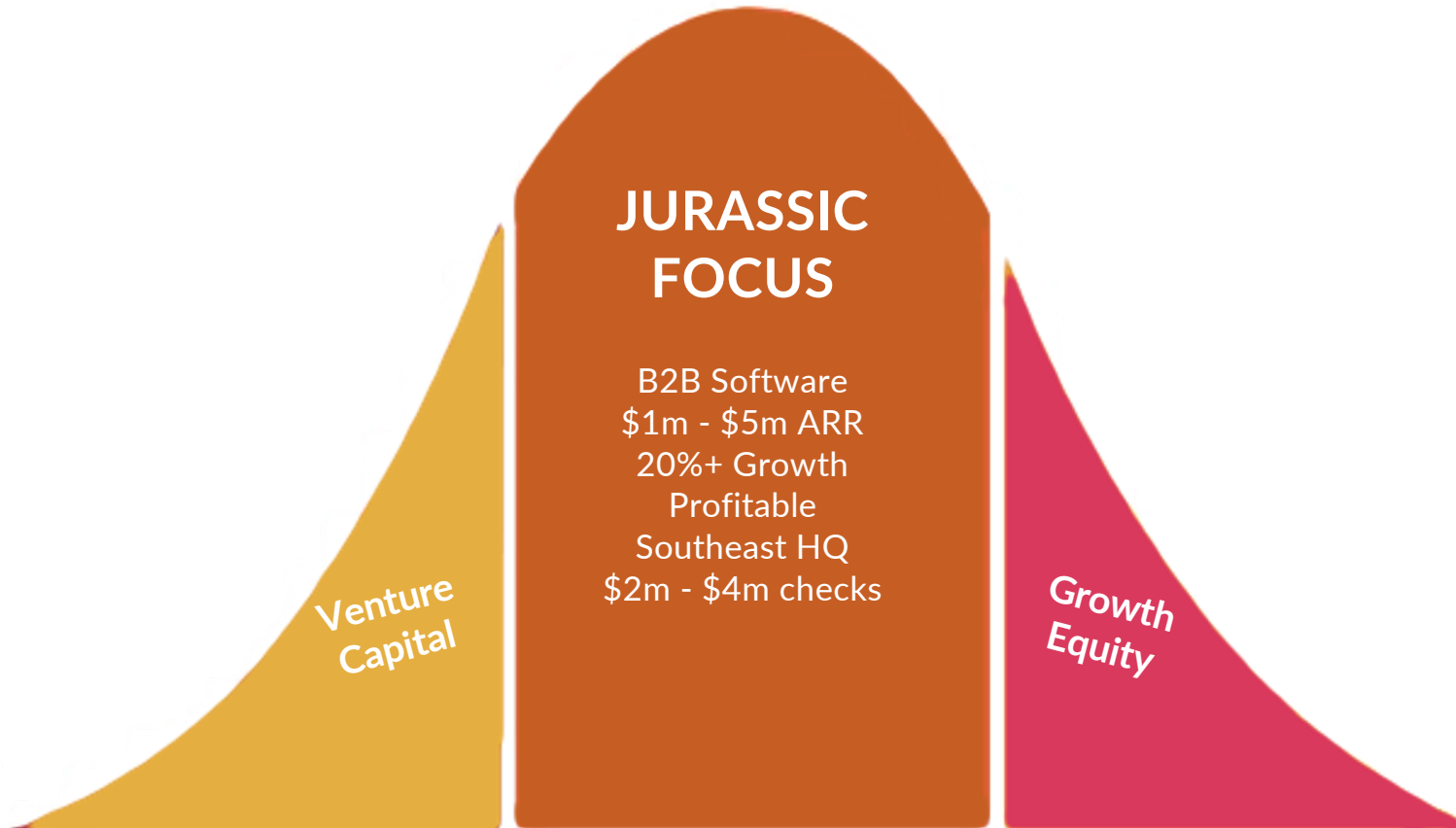
Founded in 2002. Bootstrapped.

Sold in 2015 to NetSuite/Oracle for \$200m  
@ \$40m ARR. 250 people. 5x

*Consistent Profitable Revenue Growth*



# Jurassic invests in a gap.



## Common Personas

*Bootstrapped* but now want expertise and capital to scale

Exit path for **less active co-founders** or early investors

Need **help recruiting leadership team** and advisors for next stage of growth

Preparing for **founder transition** in near/medium-term



# Tested thesis then started fund.

## Current Portfolio



*B2B SaaS ECommerce  
Platform for Manufacturers*



*B2B SaaS Performance  
Management*



*B2B SaaS Continuous  
Test Automation*

## JURASSIC CAPITAL GROWTH FUND I

Initial close in Jan 2022  
Over  $\frac{2}{3}$  to \$30m target  
Founder LP base



**Let's  
connect**

[jurassiccapital.com](http://jurassiccapital.com)

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Joe Colopy  
[joe@jurassiccapital.com](mailto:joe@jurassiccapital.com)

Durham, NC



Great places to work don't just happen



**Automated Interview SaaS Platform to**

Detect, Prevent, & Investigate Counterproductive  
Workplace Behavior



# THE PROBLEM 95% of workplace crimes go unreported

Culture of avoiding legal hits & reputational damage

Current options *don't* provide reliable and accurate information



Background Checks

Most of the information never makes it to the database



Reference Checks

Legal limitations limit information sharing

Candidates only provide trusted/fake references

32.5<sub>M</sub>

Businesses operating in the US, excluding public sector

1.6%

Of workers are investigated for crime/misconduct annually

1000<sub>s</sub>

Of employees are terminated for cause due to crime & misconduct every day

Each of these *employees* was the top candidate



# WE TAKE IT FOR GRANTED...

...but the process is actually pretty insulting



We use services to verify employment, income, & education history.



We send our candidates to take drug tests.



We hire background check companies try to identify criminal history, knowing that the data is unreliable.

Don't we trust our own candidates with the information they disclosed on their application & resume?

Don't we trust our own candidates to stay away from illegal drugs?

Not all candidates are bad apples,  
But *Great* Places to *Work* Don't Just Happen,  
they are created and nurtured through culture.





# OUR SOLUTION

**Online** questionnaires  
powered by rule-based **AI**  
providing **meaningful** insight for:

## 1 ➤ PRE-EMPLOYMENT SCREENING

Avoid hiring candidates with CWB behaviors, habits, and attitudes.

## 2 ➤ ROUTINE EMPLOYEE SCREENING

Compliance and insider threat teams stay responsibly aware of misconduct.

## 3 ➤ INTERNAL WORKPLACE INVESTIGATIONS

Scale investigative interviews; close cases faster with higher confidence.



**VERENSICS™**  
VERIFY. THEN TRUST.

**Contact:**

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August 2022

# Atlanta Technology Executives Roundtable

## Key Trends & Strategies for the Post-Pandemic Workplace

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# Panelists



MODERATOR  
**Ronnie Cannon**  
President  
CLRE Advisors, LLC



**Tom Kloiber**  
CFO  
Soliant



**Adwait Joshi**  
CEO  
DataSeers



**John Wichmann**  
CEO  
Topsail Advisors

# Panelists' Contact Information

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PLEASE  
STAY AFTER FOR  
  
Q&A  
with today's panelists

SPONSORS



Please join our  
September Meeting  
(in-person or virtual)

**Cybersecurity:  
The Cost of Doing Business**

**September 20, 2022**

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Technology  
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