

Ted Pendleton

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Ted grew up on Islesboro watching his father, Donnie Pendleton, manage and expand the Guinea (F.S. Pendleton) Store, start a radio station in Camden (WHOM 102.5 FM), and scale up his real estate business, among other ventures. In his high school and college years, Ted worked for Pendleton Yacht Yard, Blue Heron Restaurant, and Antelo Devereaux managing the grounds on 700 Acre Island.

Ted's business experience includes scaling and monetizing early stage and growth companies across the globe spanning financial services, insurance, telecommunications, and horizontal Enterprise technology solutions. His focus on mass distribution and growth through partnerships, as well as regionalization to fit local cultures, results in high-growth revenues and market brand dominance. Ted's expertise enables him to identify emerging trends, pioneer new markets and seize opportunities.

During his first job, he grew a small electronics equipment company from \$400k to \$7m in annual sales, then sold the company to a larger firm. Most recently, Ted works for a software company that he has helped to grow from \$3m to nearly \$100m in annual sales over the last 10 years. He has helped to raise over \$25m in venture capital, sell three companies, and . But his passion remains in helping startup companies grow into stable, successful small businesses.

Ted can assist in a variety of ways, including:

- Preparing for fund raising: Help create business plan, pitch deck (PowerPoint), financial models, and identify the best business model, customers, and areas for potential growth.
- Getting Started: Provide advice on how to set up a small business, including the incorporation process, employees and benefits, accounts, and related items; Create a simple business plan and basic financial model that will not only assist in helping run your business effectively, but also to help you raise capital from the likes of IESC, banks, or venture capital, if needed.
- Sales & Marketing: Growing your business from the first few customers to whatever size you wish, depending on the available market; Doing big deals that will help boost your company to the next level; Explore ways to grow your business through distribution and partnership type channels, and; pricing models.

- Financials: Managing books, sales projections and pricing, cashflow optimization, pursuing grants and other benefits.
- Operations: Optimizing daily operations to free time for core revenue generating activities, including choosing and using solutions to simplify accounting, customer payments, billing, banking, and customer care/support.