



f u z e

Undisputed a Campeones.

Information and concepts provided for presentation purposes. Rebroadcast or other commercial use is prohibited.

©2006-2007 - FUZE, LLC - Don't steal from your friends...we're watching you. ©

www.ifuze.com



Reno Tahoe Young Professionals Leadership Summit 2007

FUZE

Sparks, Nevada, USA

Bryan Landaburu
President

bryan@ifuze.com

775.626.4577

877.TRY.FUZE

thinkfuze.com

This Information is for RTYPN internal use only, not for distribution in any manner except with the express written permission of Fuze, LLC. Contents of this presentation should be considered confidential. You are permitted to make additional copies of this Presentation solely for internal distribution.

I think. I am.

- My Book Learnin'
I've been a Turtle > a Knight > a Raider > a Wolf

- My Career Path
Pizza maker > deli clerk > landscaper > construction laborer > golf course valet > assistant to golf pro > **indoor golf clerk (fired)** > **video store clerk (fired)** > warehouse worker > sales rep > sales manager > regional sales manager > national sales manager > **director of eCommerce [life path change]** > 1st business > **hustler** > contract director of interactive media (agency) | operations manager > director of partner operations, web strategy > **director of worldwide partner operations, web strategy & infrastructure systems** > 2nd business (failure) [life path change] > 3rd business Fuze...
...and the rest is history.

We think. We are.

- Strategic Creative & Technology Services Firm
 - We are small. We think big.
- We spend a LOT of time and resources on what's next.
 - Our clients are everywhere.
 - We design to promote interaction.
 - for everyone, anywhere, anytime, in any place, and in every form
 - We own suits. We prefer not to wear them.
 - We occasionally act like children.
 - We make our clients \$\$\$\$\$.

FUZE Overview

- Founded 2003
- Ownership: Private
- Company Type: Limited Liability Corporation (LLC)
- 100% growth year over year
4 yrs straight
 - Staff: 10 + 1 principal
 - Members of:
EDAWN, Reno-Sparks Chamber of Commerce, Sparks Chamber of Commerce, Advertising Association of Northern Nevada, American Marketing Association - Reno/Tahoe, SEMA (Specialty Equipment Manufacturers Association), Silicon Valley Web Guild, Associated General Contractors, By Designers For Designers, Coroflot Sourcebook, The One Club, Core77, LogoLounge.com
- Services
 - Strategic planning & best practice consulting
 - Interactive design/communications
 - Identity & branding packages
 - Business process design & automation
 - Search strategy & online marketing
 - Website Testing & Analytics
 - Product/Company Launch Strategy
 - Program/Event Registration Systems
 - E-mail marketing campaigns
 - Corporate presentations
 - Website hosting
 - Motorsports marketing & management
- Partnerships
 - ClickTracks Agency Partner, WebExOne, eBay, Yahoo Search Marketing Ambassador, Google Advertising Professional, BlueHornet Networks, Nimblefish, Microsoft, Macromedia, BEA Systems, Verisign, Miva, PayPal, RegOnline, Roving, MySQL

2007 Review

- 3 new FTE (10ish total)
 - (creative director, user experience director, agency coordinator)
- Regional & national industry shows & speaking
 - SES New York, AdTech, M2, FOOA, SES San Jose, SEMA
- Added 4 new primary clients
 - (Boyd Gaming, Entrust Group, Spartan Staffing, Lennar Homes)
- Added new agency partnerships
 - ClickTracks Analytics, Widemile multivariate testing
- Other Notable Milestones
 - BEA Systems (San Jose)
 - Dickson Realty (regional)
 - IDWholesaler (Minnesota)
 - BioParkPass (Atlanta)
 - Plasco (Miami)
 - SAP AG (Waldorf Germany, New York)

Current Clients

Over 100 clients worldwide including:

IDWholesaler.com, Plasco Inc., SAP, BEA Systems, Dickson Realty,
The Entrust Group, Boyd Gaming, Lennar Homes, University Health System,
Hopkins Distribution, CLP Resources Inc.

101InMotion.com (Santa Barbara, CA)
American Document Destruction (Sparks, NV)
A.Paris Cafe (Sparks, NV)
Artown** (pro-bono) (Reno, NV)
CarGuy Art (Henderson, NV)
Baldini's Sports Casino (Sparks, NV)
BEA Systems (San Jose/San Francisco, CA)
BVH Motorsports (Reno, NV)
CalTrans (Los Angeles, CA)
CarGuy Art (Henderson, NV)
CLM Design (Reno, NV)
The Community Foundation of Western Nevada** (Reno, NV)
Consensus Planning Group (Los Angeles/Irvine, CA)
DealerNet (Matthews, NC)
Ding Communications (Reno, NV)
DP Partners (Reno, NV)
RV Classifieds (Minneapolis, MN)
EDAWN (The Economic Development Authority of Western Nevada) (Reno, NV)
Ghost Cycles, Inc. (Antioch, CA)
Great Basin Brewing Co. (Sparks, NV)
Grope International (San Diego, CA)
Gutter Bros. (Reno, NV)
Harrah's (Lake Tahoe, NV)
Indian Motorcycles (Sarasota, FL)
Industrial Properties Group (Wormleysburg, PA)
Innerwest Advertising (Reno, NV)
John Ascuaga's Nugget (Sparks, NV)
JBR Environmental Consultants (Reno, NV)
JLH Mail (Sparks, NV)
Keen Music (Reno, NV)
King King Hollywood (Hollywood, CA)
KPS3 (Reno, NV)
Laps4LoveCo.com (Denver, CO)
LivFast (Reno, NV)
McKernan Packaging (Reno, NV)
Nevada Commission for National and Community Service (Fallon, NV)
Octane Studios (Reno, NV)
PennyPackaging.com (Reno, NV)
Phoenix Consulting Group (Gilroy, CA)
PhotoID Systems & Supplies, Inc. (Cincinnati, OH)
The Pilates Place (Reno/Las Vegas, NV)
Pimp Biker Clothing (Osaka/Kobe, Japan)
PlascoID (Miami, FL)
Polaroid (Waltham, MA)
Professional Sports Representation, Inc. (Reno, NV)
Rain Tribute (Reno, NV)
Registered Ink Printing Co. (Reno, NV)
RenoMotocross.com (pro-bono) (Mustang, NV)
Reno/Tahoe American Marketing Association (pro-bono)
The Reno Tahoe Open (PGA Tour Event) (Reno, NV)
Riviera Schools (Coral Gables, FL)
The RJ Memorial Foundation (pro-bono) (Reno, NV)
Sigurdson & Associates, Law Firm (Reno, NV)
SlickEtch** (Virginia City, NV)
Sparks Chamber of Commerce (pro-bono) (Sparks, NV)
TechTV (San Francisco, CA)
The S.A.F.E. Group (Reno/Las Vegas, NV)
The Sign Chicks (Sparks, NV)
Thrust Racing Graphix (Fernley, NV)
United Way (pro-bono) (Reno, NV)
University of Nevada, Reno (Reno, NV)
University Health System (Las Vegas/Reno, NV)
Washoe County Sheriff Dept** (Reno, NV)
Watt Communities** (Santa Monica, CA)
Wells Fargo (Reno/Las Vegas, NV)
Western Graphix (Torrance, CA)
Western Nevada Supply Co. (Sparks/Reno/Carson City, NV)
You Name It Events (Las Vegas, NV)
YouthVolunteersNV.org (pro-bono) (Fallon, NV)

Fuze Mighty Goals

- DO GOOD WORK!
 - Look the part
 - Grow but in a controlled fashion
- Hire good people – and retain them
 - Don't take on debt
 - Invest in technology
 - Think national/global vs. local
- Learn learn, learn. Innovate, innovate, innovate
 - Stay true to our persona – we are not for everyone
 - Say no to bad jobs[clients]
 - Hustle always
 - HAVE FUN!

How to launch a business...

- Get business license
 - Pick clever name
- Order fancy business cards & build a “coming soon” website
 - Learn to golf
- Buy rolex & sports car
 - Become a good drinker - network via partying
- Travel to exciting cities
- Wait for phone to ring
- Watch the cash roll in
 - Easy street

How to launch a business...

- Get business license
 - Pick clever name
- Order fancy business cards & build a “coming soon” website
 - Learn to golf
- Buy rolex & sports car
 - Become a good drinker - network via partying
- Travel to exciting cities
- Wait for phone to ring
- Watch the cash roll in
 - Easy street

Isn't that what everyone does??

Why Fuze Has Been Successful

- Never give up
- Infant, adolescence, maturity
- Evangelizing & Positioning
- Tactical Investments & Sponsorships
 - Community involvement
 - Strong internal team
- WE STILL DO REALLY GOOD WORK!

Failures & Pitfalls

- Believing what others think of you
 - Choosing the wrong partners/investors
 - Sacrifices

My horse-cents of advice (business & personal)

- choose a direction (high level)
- finance it yourself (if feasible)
- **develop a persona for you and your business (always be bigger than you are)**
- devote yourself to your direction – never stop innovating
- be willing to do it all
- be willing trust others with your baby – know when to hire
 - network globally
 - listen, adapt, respond (boxer)
 - maintain balance & discipline
- never assume you know everything – you will learn something every day. Never get lazy

Books, Blogs, Research

- Blogs
tons of informative, business blogs out there.

- Books
anything by Seth Godin and
Bo Burlingham's *Small Giants*
(Companies that chose to be great instead of Big).

- Hunt & peck
surf that ol' world-wide-web



Contact Info:

Bryan Landaburu

President /Evangelist

FUZE

[blog] fuze.typepad.com

[e] bryan@ifuze.com

[phone] 775.626.4577

COME WIN AN IPOD TOUCH!