

MAKE MILLIONS & MAKE CHANGE!

SECRETS TO BUSINESS AND
PERSONAL SUCCESS



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book at
MakeMillions.com

BY **MIKE MANN**

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"Smart Branding, Passion, and Charity."

- DomainSuccess.com on Mike Mann

Dear Reviewer/Producer,

Finally, there's a business book about making money *and* giving back. It's a guidebook for starting a business, making that business a success, and then using that success as a foundation to better serve society. And it's written by someone who has proven that his business and charity models actually work. It's targeted to people who secretly know they need to quit their jobs and fulfill their dreams as entrepreneurs; people who believe there's something more important than just being "successful" in the ordinary sense. This book is about making money in small business so we can give back in a big way.

In ***Make Millions and Make Change!*** (self-published; paperback), serial entrepreneur and social activist, Mike Mann, states that building your brand into a sustainable business is an immense challenge, especially in a down economy. But that's no excuse. In fact, a down economy should inspire one to take risks, perform better, increase productivity, beat out competitors, be rewarded accordingly, and then do something meaningful for society in return.

According to Mann, "Now is the perfect time for building a new business and for expanding your existing one. It's not just about superficial material gains; it's about achieving a position that allows one to make large-scale, positive

changes in the lives of the poor and needy."

This straightforward guide documents Mann's proven high growth theory for small businesses and focuses on the importance of giving to charity.

When Ron Jackson, editor and publisher of DNJournal, said, **"He made a fortune when he sold BuyDomains[.com] - now Michael Mann wants to change the world,"** he was absolutely right.

In a practical, down-to-earth style, Mann lays out the vital moves for starting a successful small business.

Backed by real life business experience and a track record of excellence, *Make Millions and Make Change!* is an accessible and authoritative guide to starting a business, making that business a success, and then using that as a foundation to better serve society.

Mike Mann is the founder and chairman of Grassroots.org, a 501c3 nonprofit, and a global network providing free services to non-profits and promoting social action. He also founded and manages Make Change! Trust, a charitable fund that supports select 501c3 organizations.



"Contains a wealth of knowledge."

-Steve Morales,
CEO

Mann is also the founder of active for profit corporations including Phone.com, SEO.com, Skateboards.com, DomainMarket.com, Yield Software, BrowserMedia, WebWave, and others. Mann is available for interviews to discuss his new book and to share his business insights into the latest trends in technology and business.

We look forward to speaking with you about a review or interview opportunity. Please do not hesitate to contact us if you'd like more information.

Best regards,
Brooke Hall
Brooke Hall Creative
410-929-3357
contact [at] makemillions [dot] com

1. How to know when to quit your job or expand your business
2. Secret Internet marketing tips and tricks
3. How to build a winning business plan and get funding

4. How to build an unstoppable sales team
5. High growth theory
6. Secret negotiating tactics used by the masters

7. Determining the most profitable exit strategy
8. Inspiration and motivation

**8 Hot
Talking
Points**

Business Author Predicts Major Entrepreneurship Trend During Recession

Internet Entrepreneur Reveals High Growth Theory and Business Secrets

Washington, DC – *Make Millions and Make Change!* is a must read for business owners, would-be entrepreneurs and people interested in charitable works. In his new book, author and serial entrepreneur Mike Mann says the current recession is the perfect time to quit your job, build a business or expand a business. Mann predicts that more people will become entrepreneurs in this economic downturn because it's the perfect time to build companies that are more efficient and provide better services for less money compared to long-standing competitors whose structures are built on failing models. Winners will turn a down economy into a strategic advantage.

Mike Mann, author of *Make Millions and Make Change!* says, "When times are tough, people turn their attention to the important things. I truly believe that a life with family and charity as the core is better than a life focused on business. My goal is to teach you how to get the best out of both."

Readers can download the free eBook or download the free MP3 audio book at <http://MakeMillions.com/> as well as purchase the paperback at Amazon.com or Kindle. The book reveals the best-kept secrets of millionaires and provides a step-by-step guide to building a successful brand. Mann's book will empower, educate, and motivate anyone to step into his or her industry of choice, make millions, and give back to society in a meaningful way.

There is no better time for the release of Mann's book. People need to create new inventive methods in orders to support themselves during the recession. So many hardworking individuals are looking for guidance and this book is it. Mann predicts that many people will opt to give a little extra money to charity and offer more time to volunteer in these tough economic times.

"It is important that successful entrepreneurs learn to appreciate their ability to help the helpless by choosing a charity or cause that can make a real difference in the world," says Mike Mann, who was once referred to as a super-entrepreneur who made millions so he could give to others. "Once you get passed the thrill of attaining material possessions, give away as much as you can safely afford to your favorite nonprofits or put it in a charitable trust, a donor-advised fund, or foundation."

Author Mike Mann is a social activist and serial entrepreneur, most famously known as the founder of BuyDomains.com, Phone.com, SEO.com, and DomainMarket.com. Mann is chairman and founder of Grassroots.org, a global network that provides free services to nonprofits and promotes social action and founder of Make Change! Trust, a fund serving many innovative charitable works.

At <http://MakeMillions.com/> readers can download the eBook and audio book for free. The book is also available on [Amazon](#), [Kindle](#) and [iTunes](#).

Contact Brooke Hall at +1-410-929-3357 or contact [at] makemillions [dot] com to arrange an interview with Mike Mann.

Q&A with Mike Mann, author of *Make Millions and Make Change!*

Q. Why start a business in a recession? Isn't that the worst time to launch a company?

In a bad economy, educated consumers must switch to vendors that are less expensive and more efficient in order to adapt to their budgetary changes. If you build a company that is more efficient and less expensive than your competitors, then your business will actually benefit from a bad economy.

Keep in mind, it is more difficult to secure financing in a recession, so it's a necessary strategy to create a company that takes advantage of a depressed economy by finding ways to be more efficient and less costly.

Some people become paralyzed with fear during a time of recession and have a hard time moving forward aggressively. If you approach your opportunities with good information and know the approximate level of risk involved with each possible decision, then with that level of confidence, you need not hesitate. Remember, a recession creates opportunity.

[See Chapter 4](#)

Q. How does a person know when the time is right to quit their job and start a business?

Quit your job as soon as you have enough self-confidence. Keep in mind, achieving a necessary level of self-confidence may require certain elements, such as sufficient financing or the support of your spouse.

Be realistic when considering your next move.

It is essential to truly believe in your mission. Merely acting as though you are a believer is not enough. Don't start a business unless you can put in the required effort, happily and willingly, to make your dream a reality. If you lack enthusiasm and confidence, then you cannot display those attributes to your potential investors, staff, customers, or the community at large. Your competitors will intuitively sense your apathy and take advantage of any weaknesses you reveal before you get the opportunity to control your fair share of the market.

[See Chapter 2](#)

Q. What is the best way for the average worker or would-be entrepreneur to raise capital for their first company?

When attempting to raise capital for your first company, start by asking your friends and family. If that doesn't work, try angel capital groups in your community. When going this route, you must have a professional business plan that is conceptually profitable for investors.

[See Chapter 5](#)

Q. In your opinion, are certain people more predisposed to entrepreneurship than others? And if so, how does one determine if they fit into the "successful entrepreneur" category or if they have the "risk-taker" gene?

Yes. Individuals who have entrepreneurs in their family are more likely to succeed in independent business ventures. This may be due partly to genetic characteristics, but like everything else, it's a combination of nature and nurture. Families focused on entrepreneurship tend to raise children

with an entrepreneurial worldview, ensure their children are better educated, and teach their children about starting a business from a young age.

Very few people who start a business from scratch and succeed can attribute their success to luck. Of course, a small portion of society is born into a family business or is undeservedly promoted in a big company. Overall, successful people are those who are focused on proactively performing clear goals, at the highest level, for the most hours, over the longest duration.

The good news is if you want to be wealthy, you should take to heart that all the other rich people who surround you have 99.9% of the same DNA as you. The difference is not all in their genes or in their luck; they just chose to succeed in business and proceeded accordingly.

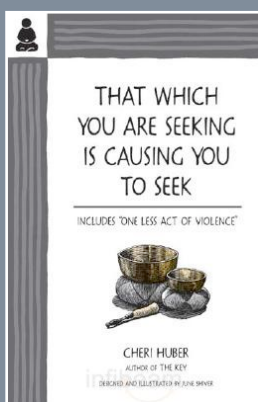
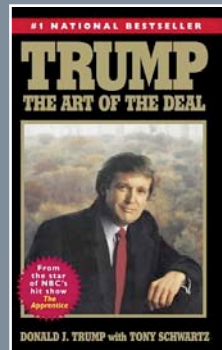
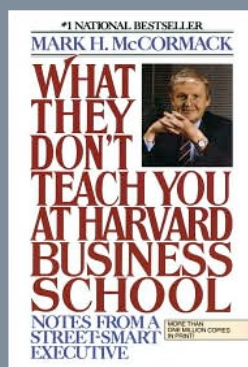
[See Chapter 1](#)

Q. Do you really need a detailed business plan before you start a business?

You only need a detailed business plan if you want investors. But either way, you definitely need a business model, which includes an economic model that makes sense.

There are standard boilerplate forms for business plans available online, which are acceptable for simple plans and small investors; however, larger investors will prefer a thorough and clearly worded original document with detailed justifications for your assumptions, something that summarizes specific research that you have done in your industry.

MIKE'S RECOMMENDED READING FOR ANY ENTREPRENEUR



Q&A with Mike Mann

Part 2

Investors may want to review and approve the proposed staff, the marketplace, the math, and other select items mentioned in

your plans before they agree to invest. Among other things, your business plan should document the expected startup costs and the costs to operate the business until it hits a “break-even” point. This will help reveal the level of financing that you require.

[See Chapter 2](#)

Q. What if you fail at your first new business attempt?

Failure comes in multiple flavors. It depends on how much money you lost and if it was your fault. Your attitude is a major factor: If you don't believe you can succeed, then you won't.

But remember, it is important to realize that failure and rejection are required for success. You have to dare to fail every day. Keeping too safe isn't really a safe long-term strategy. Granted, it will spare you some loss and embarrassment (i.e., going one-step back), but it will be at the expense of the compounding growth you require (two steps forward). Tempered risk along with good decision making is the path to big rewards.

After three or four big failures, skip the self-confidence speech and get a job.

Q. Why is it important to share your wealth by giving to charity?

Life is not just about superficial material gains; it's about achieving a position that

allows one to make large-scale, positive changes in the lives of the poor and needy.

I truly believe that a life with family and charity as the core is better than a life focused on business. My goal is to teach you how to get the best out of both. I want you and as many other people, companies, and organizations as possible to produce as much as possible, so more spare money and time is created to help other people and causes.

[See Chapter 1](#)

Q. If you could reveal one of your most valuable secrets to building a successful business, what would it be?

1. High Growth Theory states that the number of sales calls made directly impacts the number of deals made. For example, if you start with a 0% closing rate and make zero sales calls per day, and then the next day you make one call at 1% rate and the next month you make five calls at a 3% closing rate, you'll eventually be wealthy. The idea is to increase sales call every day, and simultaneously increase your closing rate. If you can incrementally improve both of those numbers every day then you will definitely succeed.

People & Community

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Sources Revealed

People on the Move 26

Good Works 27



Sources Revealed | Michael Mann

“A SUPER-ENTREPRENEUR WHO MADE MILLIONS SO HE COULD GIVE TO OTHERS.....

Ever heard of a fellow called the SuperMann or the Man of Steal? Michael Mann got both monikers while he was chief of BuyDomains.com.”

– Gooruze

Watch the Video

CNNfn
the financial network



“It is guys like you, that want to give back, that make this world a better place.”

– Skip Hoagland / President/CEO, DomainsNewMedia.Com LLC

Mike Mann, social activist and serial entrepreneur, is the author of *Make Millions and Make Change!*, a business book focused on making money in small business in order to better serve society.

Aside from being a self-made millionaire, he is the founder and chairman of Grassroots.org (a 501c3 nonprofit), a global network providing free services to nonprofits and promoting social action. He also founded and manages Make Change! Trust, a charitable fund that supports select 501c3 organizations.

Mann is the founder of excellent, active for profit corporations including Phone.com, SEO.com, Skateboards.com, DomainMarket.com, Yield Software, BrowserMedia, WebWave, and

others. In many cases, his companies exchange resources, talent, and technologies in their never-ending quest to deliver innovative, profitable digital products and services.

In 1994, Mann founded Internet Interstate which he sold to Verio Inc. in 1997. In 1998, he founded BuyDomains.com (now NameMedia), the world's largest secondary market for domain names and he sold the majority interest to Highland Capital and Summit Partners in 2005, along with the “Seeq.com” search engine portal. Between 1998 and 2001, he served as the founding chairman of the nonprofit ByteBack.org, a pioneering organization that operates free computer and job training centers that serve inner-city communities in DC.

“Mike Mann is a driven visionary.”

CHARITIES	PHONE.COM	SEO.COM	BROWSERMEDIA	BUYDOMAINS.COM
See the Grassroots.org Annual Report	Phone.com	SEO.com	BrowserMedia	BuyDomains.com
 Grassroots.org	 Phone.com The New Phone.Company	 SEO.com Search Engine Optimists	 BrowserMedia	 BuyDomains.com Business Starts Here
 MAKE CHANGE! TRUST		Watch Video		

***Make Millions and Make Change!* is your essential guide for business and personal success.**

Backed by real life business experience and a track record of excellence, *Make Millions and Make Change!* is an accessible and authoritative guide to starting a business, making that business a success, and then creating a foundation to better serve society.

The methods revealed in this book get real people rich in the real world, even during the most difficult economic times.

Building your brand into a sustainable business is an immense challenge, especially in a down economy. In this straightforward guide, author Mike

Mann has documented his high growth theory for small businesses and the importance of giving to charity.

Make Millions and Make Change! is a living text that includes business best practices and methodologies intended to empower, educate, and motivate you to step into your industry of choice, make your own millions, and then give back to society in a meaningful way. Mann explains in clear language how to proactively thrive in a competitive market and build your brand into a winning business.

With an emphasis on modern marketing and technology, this guide offers many excellent ideas for success in business and life.



HIGHLIGHTS OF THE BOOK

How your attitude can make or break you

When to quit your job

Why giving to charity is crucial

How to build a winning business plan

Step-by-step guide for starting a new business

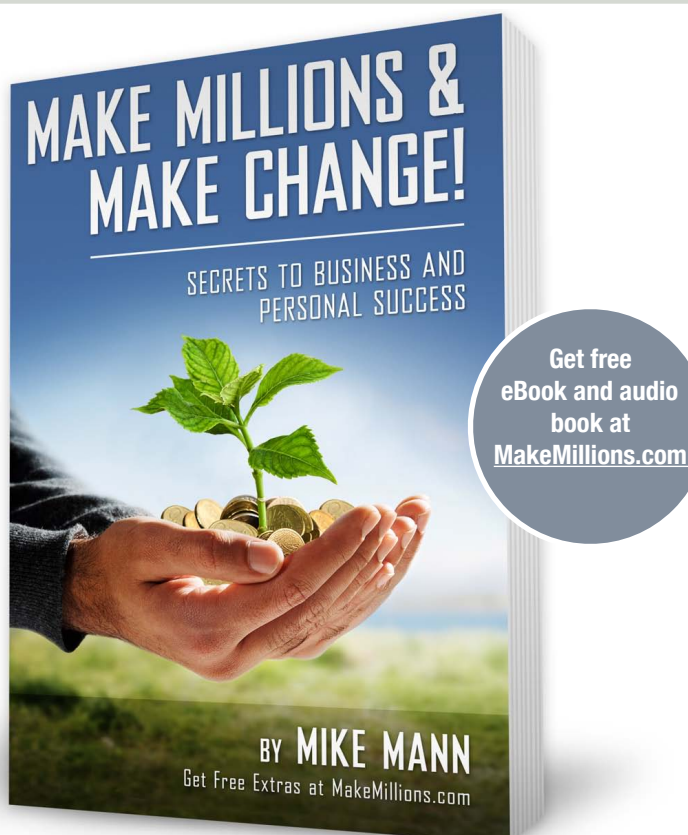
Negotiating secrets of the masters

Embracing natural selection

Introduction to High Growth Theory

Building an unstoppable sales team

How to formulate an exit strategy



“MMM is sort of a best friend, mentor, internet marketing guru, business template and marketing treasure chest--rolled into an easy to absorb package. From SEO to cautionary tales--complete and clear.”

-Rena Reese, Founder, Soul Salon International

“I have found the book to be full of practical ways to think about business. Even for a seasoned entrepreneur, I've found myself stopping at key points and reminding myself that some of the business challenges I face are because I'm ignoring the foundation.”

-George Pickering, CEO of localexperts.com

“Good book, practical guide to starting a business.”

-Richie Hecker, Entrepreneur, Bookstrapper.com

“I found your thoughts spot on. It shows real world experience vs. the standard business textbook theory that is all too common.”

-Clint Page, dotser.com

“Thanks for the gift... Great info.”

Bruce Tedeschi, Biosite.com

“I'll place it far right on my bookshelf to where it will be reserved for three books only. The bible, *The Lone Survivor* by Marcus Luttrell, and more than a great possibility, this.”

Robert Evans, Developer, Vanister webMedia

“Make Millions & Make Change! is a great primer for how to run a business. So many people have the idea, but success lies in execution. The clear and candid advice clearly comes from

doing and Mike makes it easy to imagine yourself in his shoes. I got a lot out of this book and look forward to implementing his ideas into my businesses.”

Chris Schultz,
voodooventures.com

“Mike's book is wonderful. It easily illustrates everything I had to do to start my business. The book hits a chord with people out there who have hopes and dreams: the hopes and dreams of starting a business, of being independent, and under their own control. There are more people out there who want to start a business then there are people in business. This hopeful dreamer, the untouched entrepreneur, is one of the prime audiences for Mike's book.”

-Steve Harris, CEO, knowledgepublications.com

“He has written an outstanding book called, *'Make Millions and Make Change!'* I started reading it last night and have not been able to stop. It has energized my business thought process and reinforced social conduct. The book contains a wealth of knowledge and is easy to read. It is a must-read for all domainers and established business owners, old and new. This book challenges you to think outside of the box and delivers content that can assist you in



“MMM is a sort of best friend... Invaluable.”

-Rena Reese

becoming successful if it is applied in your everyday business affairs.

“Knowledge leads to success in everything in life. How many times have you ever heard of someone becoming a huge success with no knowledge? It almost never happens, and when books like this come along, they open new doors as you apply what they have to offer. Professional growth is essential if you want to reach or sustain success.

“There are 5 human needs in life. What is not growing is surely dying. The most successful people in the world are consistently educating themselves to conquer their competition. I recommend this book to all newcomers and established business professionals.”

-Steve Morales, Founder and CEO of the SimplyGeo.com LLC Network

“I know your message is one that will help a lot of people... definite words of wisdom in there....your intentions are honest and noble.”

Ishita Gupta, Publisher of Fear.less Magazine

“Love the book. Great Insight!!”

Michael Politz, Editor in Chief, fb101.com

“An outstanding book.”

Steve Morales, CEO of the SimplyGeo.com

“I've admired your work and contributions for ages.”

Ira Zoot, Owner, Ticketstub.com

“Mann's book is a very interesting read.”

Ron Jackson, Editor and Publisher of DN Journal

"This is an informative, thoughtful, well-organized book. Truly this title will prove invaluable for anyone looking to create, grow, market and manage a business. Regardless of where the reader is in his/her professional time-line, *Make Millions and Make Change!* has something for them. That 'something' will most certainly help to build a business on a firm foundation, market effectively, hone their mission, surround themselves with the most talented people and avoid financial black holes. And all of this while fostering the ability to create positive change on the planet.

"MM & MC is sort of a best friend, mentor, internet marketing guru, business template and marketing treasure chest--rolled into an easy to absorb package. From SEO to cautionary tales--complete and clear.

"If you are just starting your business (online or brick and mortar), have already launched your business or been in business for many years, there are golden nuggets to be learned in *MM & MC*. Mike Mann explains the ins-and-outs of terms that seem hard to grasp for some (like what is SEO and why it matters) and further itemizes the importance of lesser known concepts which will cumulatively affect a business owner's ability to reach people and be wildly profitable."

-Rena M. Reese
Founder, Soul Salon International

"It is difficult for anyone to miss how talented and hard working Mike is. A class act to follow and a great individual. It has been a privilege to know him."

-Roland Buck, Chief Editor, DomainNews.com

"Michael is the most confident, self-assured, and driven business executive and serial entrepreneur I know. His success at BuyDomains was the result of assembling a great team, maintaining their focus, and working long, working hard, and working smartly from the day the company was founded until it was sold."

-Mark Gross, Director, BuyDomains.com

"Mike is prolific. The companies he envisions are groundbreaking and he leads them to brilliant execution. His grand plans to save the world are even more stunning."

-Miles Fawcett, Owner, Urban Alarm

"Mike is a driven visionary. He had a unique ability to lead people through the clutter to obtain goals many believed were unobtainable. I strongly recommend that people listen carefully to his vision for the future."

-Ted Rose, MBA, CPA, President, Rose Financial Services

"He's a highly successful entrepreneur, a driven venture capitalist and a motivated philanthropist the likes of which I have never met before."

-Daniel Vivarelli, President & Co-founder, Graphics.net

"Mike has both intense focus and broad vision. His efforts with grassroots.org are the model of 'giving back.'"

-John Kosciusko, Officer, Aon Consulting

"I have the highest regard and respect for the charitable work that Michael endorses and initiates. There are a lot of people blowing smoke out there, but Michael puts his money where his mouth is, and he has helped countless people along the path he has chosen. Also, he is a brilliant businessman, and no one can out-negotiate the MANN! I strongly recommend reading his book

"Make Millions and Make Change!" - it's a fantastic business model for setting the world on fire and giving back some of what you get."

-Juli Silver Green, Staff Writer, Modern Domainer Magazine

"Mike Mann is the most dangerous person you will ever encounter in business! Luckily, he's focused on doing good, and every time he wins in business, it means a win for charity. I'm proud to be on the Board of Mike's charity, Grassroots.org. It uses all of his best practices and leverages technology in order to bring about a better future for everyone."

-Mike "Zappy" Zapolin, Co-Founder, InternetRealEstate.com

"A first-class, hard-charger, guerrilla marketer, dealmaker, who has boundless energy and a constant pursuit of perfection."

-Adam Steinback, Senior eBusiness Consultant

**"Prolific...
Brilliant
execution"**

-Miles Fawcett,
Owner

Mike Mann's For-Profit Companies

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X30
BRING IT ON!

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Business Starts Here

Press

for Mike Mann



The Boston Globe

BusinessWeek



The Examiner

theguardian

MODERN
DOMAINER

PC WORLD



TechCrunch



WASHINGTON
BUSINESS
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WIRED

Press for Mike Mann

**He Made a Fortune When He Sold
BuyDomains.com - Now Michael Mann Wants
to Change the World**

"The thing that's different about Mann, who has already made tens of millions of dollars, is that his primary reason for chasing greenbacks is to give them away. He's been doing it for years through the well-known Grassroots.org foundation he started and he will step up his efforts with Make Change! Trust."

"Yes, it's Super Mann...wildly successful domainer who must be from another planet... and who, disguised as Michael Mann, mild-mannered president of a major metropolitan web firm, fights a never ending battle for....well....for reasons we're about to reveal. Reasons that may surprise you."



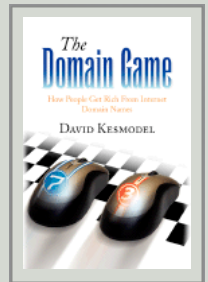
—Ron Jackson,
Editor and Publisher
of DN Journal

"Barely in his thirties, Mann already had built and sold several successful businesses, including a courier service and an Internet service provider, and had banked several million dollars. The son of a labor lawyer and small businesswoman, he excelled in business despite little formal education.

"Mann and his team became fierce and formidable players in the drop game in the late 1990s and early 2000s.

"BuyDomains amasses one of the largest portfolios of domains in the world, totaling about 500,000 monikers by 2005. It enjoyed high profit margins because it exploited discrepancies between the cost of acquiring the names in the drop and the price at which it sold them to business and investors."

—David Kesmodel, in his book The Domain Game: How People Get Rich from Internet Domain Names



Bloomberg Businessweek

Home Finance Technology Innovation Management

SMART ANSWERS August 15, 2007, 7:42AM EST

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Keiretsu for Small Biz?

Big firms have found that cooperative business relationships can have big benefits. Small businesses can do the same

by Karen E. Klein



I've heard some encouraging things about the Japanese concept of *keiretsu*. Is it an idea that would be practical in a small-business context?

—D.L., Lexington, Ky.

Keiretsu describes a mutually supportive business relationship, typically between a group of corporations with broad power and reach or between manufacturers, suppliers, and investors. The term was used extensively in Japan after World War II, when strong banks invested in specific companies and encouraged them to supply discounted products and services to each other to promote mutual success.

Some U.S. firms, such as venture capital group [Kleiner, Perkins, Caufield & Byers](#), and auto manufacturers including Chrysler (DCX), operate loosely on the *keiretsu* model. [Michael Mann](#), chairman and founder of WashingtonVC, an investment fund that incubates early-stage companies, says

SMALL BUSINESS

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[BoFA to Spend \\$10 Billion on Small, Diverse Firms Over 5 Years](#)

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[Entrepreneurs with 35,000 Ideas for BP](#)

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Going for six?

D.C.'s only five-star hotel is bound for more renovations.

The **Four Seasons Hotel Washington, D.C.**, is in the throes of planning upgrades, according to General Manager **Christopher Hunsberger**. "Somewhere in the latter part of 2008, we'll start another round of renovations," he says.

The hotel just completed a \$25 million makeover in 2005, and soon after received its coveted fifth star from Mobil Travel Guide. It's one of 37 in the nation with such a rating; The **Inn at Little Washington** in Washington, Va., also carries the honor.

Hunsberger was mum on details of what the next face-lift will entail, except to say that it could reach around \$35 million and include the use of nearby empty retail spaces. As happened the last time, the hotel won't close during the process.

Why another renovation so soon?

"There's always more to be done," he says. "We like to think we'll always be staying out in front of other luxury hotels in town."

[GILLIAN GAYNAIR]

... In a logistical and strategic slam dunk, the **Washington Mystics** are moving into the Verizon Center and out of the **Washington Capitals'** ice rink in Arlington.

With a new chief operating officer in tow, the women's professional basketball team is also beefing up its sales staff as it prepares to take over

See **INNER LOOP**, Page 4

WASHINGTON BUSINESS JOURNAL

November 23-29, 2007 washington.bizjournals.com \$2.25

D.C.'s biggest benefits firms

See who tops the list of the largest administrators of employee benefits. **Page 37.**
Top unions, Pages 38, 39



D.C. Council to weigh licensing pharma reps

City would be first in nation to regulate drug marketers

The D.C. Council on Dec. 11 will consider legislation by Councilman David Catania that aims to curb the influence of pharmaceutical industry sales representatives who visit physicians in clinics and hospitals.

The pharmaceutical industry complains that the measure would unduly burden drug companies. **Page 4**

Return of the trolley



Streetcars may roll again across region

City trolley systems fell out of favor four decades ago, pushed aside by an auto-obsessed culture. But four municipalities in the region are plotting the return of the streetcar, as an environmentally kinder way to boost tourism and commerce — and take the streets back from the automobile. **Page 12**

TOP STORIES



ECONOMIC DEVELOPMENT

No vacancies

The D.C. Council is poised to get tough on owners of vacant properties — including hiking their taxes. **Page 5**

SPORTS BUSINESS

PNC scores seats

PNC Bank inks a seven-year contract with the Nationals for naming rights to premium seats and suites. **Page 6**



NONPROFITS

For the kids

Hillcrest center spins off a new grant-giving charity called the Washington Children's Foundation. **Page 7**

ECONOMIC DEVELOPMENT

Riding high

South Riding's boom continues as Toll Bros. plans 387,000 sq. ft. of retail across from Market Square. **Page 8**

RETAIL

Bethesda, grow

A gourmet wine shop and a Le Creuset cookware store are two of the retailers coming to Bethesda Row. **Page 10**

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BUSINESS SMARTS

If you snooze, you lose

Managers say speed is essential to finding talent, and to firing underperforming workers. **Page 28**

PEOPLE & COMMUNITY

He can't beat private equity

When he's not drumming, Michael Mann is hearing tech-company pitches. **Page 24**



PERIODICALS — NEWSPAPER HANDLING — TIME DATED MATERIAL

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November 23-29, 2007



JOE BRON

Sources Revealed | Michael Mann

Drumming up capital

Michael Mann, chairman and founder of WashingtonVC, a private equity firm, has helped launch about 20 Internet-centric companies. While Mann considers all the businesses in his portfolio a success, his wastebasket is filled with money pitches that didn't make the cut. If you want to impress Mann — and lots of startups do — you must do your homework. *Interview by Neil Adler*

The firm is called WashingtonVC, but it is really more of a private equity firm. Why the name WashingtonVC? We compete with VCs [venture capitalists]. There's not much of a difference, frankly. We're more operators. They're more investors. It's a private equity firm in Washington, D.C. It sounded cute to name it WashingtonVC.

What are hot investment areas these days? Voice Over Internet Protocol. Geek services, where people can get help 24 hours a day. New Age telecommunications services in general. Search engine optimization. RFID [radio-frequency identification]. Biometrics.

Your firm is planning a national expansion?

What's the strategy? The idea is to knock off six top cities. Do everything we do in Washington, as well as in New York, Boston, Seattle, San Francisco and Los Angeles. Plus, Utah is a hotbed where we own two companies. We want to have more of a physical presence in these areas.

How would you describe your portfolio of companies, which include Graphics.Net, Phone.com, Podcast.com, SEO.com and Software.com? They have excellence in common. If nothing else, we have the best brand names for these types of services. The best entrepreneurs. The best technologies.

The credit crunch is hurting some private eq-

uity firms' ability to complete deals. Is this happening to WashingtonVC? It's not really affecting us. Maybe a blip for a day here or there. My companies are working in growth areas. We're too small to be really subjected to the capital markets [crunch].

What do startup companies do wrong that leaves you with a bad impression? Small Internet companies have a tendency to be unprofessional at a certain level. Typos in their documentation. They don't return calls. It's really just credibility and good social networking. They have to show up in a suit. Most deals don't get done because entrepreneurs don't cover the basics. An innovative pitch. A Web site. A lead investor. That will

get you a lot of the way there.

What do you look for in companies to invest in or buy? I have stacks of pitches. Some I don't even print out. We already know what areas we want to invest in. And we weed others out. I generally look for companies that need to be redone. Otherwise, they don't need me if they have a great business plan and team. Usually they have holes. Most companies have holes. You just have to look hard enough. They're not professional. They don't comprehend the idea of scale well. A lot of them aren't great communicators.

What don't you leave home without? My car keys. And my brain intact, preferably.

What's the nicest compliment you've received? When somebody says I'm smart or charitable. I enjoy that.

What does D.C. need more of? Philanthropists.

Talk about your involvement in charity work. I've always been on a path to complete charity projects. When I was younger, I volunteered in Southeast D.C. I took kids to Rock Creek Park. Eventually, I owned an Internet company focused on charities. The idea was to meld charity work with Internet work. I started acquiring a lot of charity domain names. These names are all part of Grassroots.org, which has 1,000 members. I want to ramp it up to 10,000 members. I also set up a charitable fund, Make Change Trust, with 5 to 6 million dollars in it. It gives away money to small charities.

Are you hands-on with your companies? You might say that. I'm usually on the phone at 2 in the morning. I go through hundreds of e-mails a day. I drive a very hard bargain.

What gets on your nerves? Saying the same things over and over to my staff. And people not doing what they say they're going to do.

How would you assess the local investment community? It's not very well organized. Silicon Valley has a more open and bigger atmosphere. New York is a financial powerhouse. Washington is just weak. We're going to change all that. There's a lot of people just investing money. We come up with the money, but that's not just what we're all about. It's about the leadership and branding.

What is your favorite guilty pleasure? Is tea a guilty pleasure? I'd say tea and Thrashers french fries.

What's the one thing that would make your life easier? More hours.

You've got drums all around your house. What's up with that? I've been playing drums since I was a little kid. I'm into buying exotic drums from all over the world. I do want to buy more Native American ones. Those I enjoy. The Seminole Indian one I have is just super cool. I need as many escapes as possible. That's a good source.

Who is your favorite drummer? Dave Grohl with the Foo Fighters.

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Grassroots.org: Providing free resources for nonprofits.

Mike Mann is founder of Grassroots.org. The mission of Grassroots.org is to serve as a catalyst for positive social change by leveraging modern technologies and best business practices. The goal is to adopt 10,000 nonprofit members and provide them each with an average of \$10,000 of services per year at no charge for a total savings of \$100 million per year.

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- At University of Maryland's Dingman Center for Entrepreneurship, students can work on individual projects including working on real time business challenges for start ups and non-profits through consultancy projects and the Grassroots.org Social Venture program.

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MIKE'S CHARITIES



Mike Mann:

"It's just in my family culture to do something charitable. It's a question of what you do and on what scale you do it. I do projects on a bigger scale and I have a better opportunity to do things because I've already done the successful business stuff."

Make Change! Trust

Mike Mann is founder and manager of Make Change! Trust. Make Change! Trust is a charitable fund developed by Internet entrepreneurs and philanthropists devoted to using technology to improve the world.

MCIT:

- Makes donations to nonprofit organizations that are empowering other nonprofits.
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