

B2B

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Heavyweight on the Horizon

Drawing big names and big talent, Bozeman's Schedulicity could be our next homegrown tech giant

Heavyweight on the Horizon

Drawing big names and big talent,
Bozeman's Schedulicity could be our
next homegrown tech giant

BY ALEX TENENBAUM
PHOTOGRAPHY BY THOMAS LEE

You know you've done something remarkable when you fly across the country a few times, and on each flight, you find that every stranger sitting next to you has used your product.

In the past few months, that's become the norm for Jerry Nettuno, founder and CEO of Schedulicity.

Since its launch in April of 2009, Schedulicity has been used by 2 million consumers to book over 4 million appointments, which accounted for \$300 million in commerce. Today, someone schedules an appointment on Schedulicity every seven seconds. It's quite a feat for a company that employs just 17 people.

"I can't say I'm surprised," Nettuno says. "We've always believed in what we were doing here."

He calls the last two years a "quiet start," since he hasn't advertised much or done a big media blitz. He says it was more important to work out any bugs and continue to build the product's value to make sure people were having a great experience with Schedulicity. Since the product launch, his developers have made 14 rounds of upgrades.

The wild success of his quiet start is thanks to the product's focus on social media.

"We built it with a viral component," he says. "We wanted something that could grow simply by people talking about it."

Since launching in 2009, Schedulicity's number of clients and employees (pictured here with founder Jerry Nettuno, center front) have rapidly grown.



"He said, 'Schedulicity has made me rethink my sense of place.' He figured something like this could only be done in Silicon Valley."

Nettuno talks with excitement and with his hands. The numbers are impressive, but he says his favorite part is the response he gets from people whose "lives have been changed." It sounds a little dramatic, but a quick read through the comments on Schedulicity's Facebook page, which has netted 32,000 fans, confirms his statement.

Razors Edge Salon in Redding, Calif., writes, "We love your product. It has made our lives much easier...thank you Schedulicity!"

Split Endz in Chatham, Ontario, writes, "We just want to let Schedulicity know how much we love you!! You have helped make this new salon's first year so amazing!! You have helped us make our clients lives easier, helped us network and market and most of all given us back valuable time behind our chair! Thank you so much."

He says one time, a woman arrived unannounced at the offices with a framed page from her old paper calendar. It was so full of information and so covered in scribbles from rescheduling that it had become entirely illegible. In bold marker, the woman had written over the mess, "Thank you Schedulicity!"

Decorating Nettuno's office, are, among other things, a Shaquile O'Neal sneaker taking up the

People tend to do what's easy and convenient for them, he says, so when a service provider makes scheduling easy and convenient, they get more business. Schedulicity is built around that principle.

bottom shelf of a book case, and an acoustic guitar and mandolin standing at attention in the corner. Early in his career, he was a professional musician on national tour. That was before he became the youngest vice president at First Investors Corporation in the 1980s.

Nettuno went on to co-found Milestone Financial Group, which was acquired by Raymond James. He then partnered with his three brothers to launch Nettworth Financial Group in 1995, which today manages over \$1 billion in assets. In 2003, he left Nettworth to start an online software company, and after a couple years of research and development, he and his crew had built the core principles that would one day become Schedulicity.

"As a financial advisor, I hated all the time I spent on the phone, trying to set appointments, and so did my clients," Nettuno says. "I watched expedia.com

come into business, and it almost wiped out the entire travel (agency) industry. It was very simple. So why should it be easier to book a flight to Paris and a hotel than it is to schedule a haircut?"

People tend to do what's easy and convenient for them, he says, so when a service provider makes scheduling easy and convenient, they get more business. Schedulicity is built around that principle. People just click the service they want from the person they want at the time they want, and its booked. Schedulicity sends an e-mail reminder the day before, and will even add the appointment to an Outlook, Google or other calendar.

For service providers, Nettuno says it takes 15 to 20 minutes to set up their Schedulicity account and open it up to scheduling booking. Their end will show a complete calendar, with everything from

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ON THE RECORD

The U.S. Bankruptcy Court, District of Montana, recently released the following report of area cases filed with that court:

ITEMS ARE LISTED BY NAME, ADDRESS, CHAPTER, DATE AND TRUSTEE:

Gerald A. Akens and Lori A. Akens, 228 West Magnolia Dr., Belgrade; Chapter 7, March 31, Womack.

Russell Keith Fox and Nancy Louise Fox, 4455 Linney Rd., Bozeman; Chapter 13, March 31, Drummond.

Nicholas Abraham Semsch and Jacqueline Jean Semsch, 337 Annie Glade Dr., Bozeman; Chapter 7, April 5, Richardson.

Daniel Ray Binfet, P.O. Box 1362, Belgrade; Chapter 7, April 6, Richardson.

Wade Dennis Campbell and Tammy Fay Campbell, 181 Launfal Ln., Bozeman; Chapter 7, April 6, Womack.

Christopher Bryant, 6800 Goldenstein Ln., Bozeman; Chapter 7, April 7, Womack.

Daniel James Willyerd, 100 East Madison, Apt. C, Belgrade; Chapter 7, April 7, Richardson.

Robert W. Edington and Janet I. Edington, P.O. Box 964, Belgrade; Chapter 7, April 8, Richardson.

Evolyn Isabell Merrill, P.O. Box 1167, Three Forks; Chapter 7, April 13, Womack.

Sharon Mae Cebulla, 226 South 6th Ave., Livingston; Chapter 7, April 13, Womack.

William Hinsie Abbott, 12970 Cottonwood Rd., Bozeman; Chapter 7, April 13, Richardson.

Daniel A. Wilson, 1109 Woodland Dr., Bozeman; Chapter 7, April 13, Richardson.

Daniel Allen Neely and Cheryl Renee Neely, 1110 West Park Ave., Belgrade; Chapter 7, April 13, Womack.

Kathleen Sara Spangler, P.O. Box 476, Gardiner; Chapter 7, April 14, Womack.

Lavender V. Hartmann, 101 Chestnut Grove Ave., Apt. 5, Bozeman; Chapter 7, April 14, Womack.

Michael Justin Young and Georgine Fay Young, 602 Robin Ln., Livingston; Chapter 7, April 19, Richardson.

Robert Maxwell Eisenstein and Kathleen Ann Eisenstein, 326 North 3rd St., Livingston; Chapter 7, April 20, Richardson.

Brandie Rae Weimer, P.O. Box 1992, Livingston; Chapter 7, April 20, Richardson.

Chance Jay Baker, 109 North 24th Ave., Bozeman; Chapter 7, April 20, Womack.

Aaron T. Murray, 50 Boxwood Dr., Bozeman; Chapter 7, April 20, Richardson.

Sylvia Marshall, 203 Quinella, Unit 2, Belgrade; Chapter 7, April 21, Womack.

Warren Gary Mack, Sr., and Jean Lou-Ann Mack, 513 North River Rock Dr., Belgrade; Chapter 7, April 21, Womack.

Marvin Salao Mamangun and Shannon Marie Mamangun, 804 Golden West Dr., Belgrade; Chapter 7, April 21, Richardson.

Alexandria C. Ostrander, 58 Dee Ct., Belgrade; Chapter 7, April 22, Richardson.

Alexa Anne Freeburg, 284 Hanley Ave., Apt. B, Bozeman; Chapter 7, April 26, Womack.

Samantha Kay Miller, 2411 Magenta Rd., Bozeman; Chapter 7, April 26, Richardson.

William Thomas Henderson and Debie Louise Henderson, 409 North Willson, Apt. 4, Bozeman; Chapter 7, April 26, Richardson.

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lunch to work appointments to vacations, while their clients only see the times that are available — making for maximum scheduling ease while protecting the provider's privacy. The calendar function is even set up to maximize the number of appointments, so that if a provider has a two-hour window and a client wants a one-hour service, Schedulicity offers only the start times that leave a full hour in the window for another client.

Service providers can filter their clients by qualities like how long it's been since they were last in, what it was they came in for, or by their birthdays. These filtered lists can then be used to send email blasts, for which Schedulicity provides the templates to make special, targeted offers to repeat clients. Providers can also add products to the scheduling experience, so when a person books a tattoo, they might get an offer to pick up a bottle of aftercare cream while they're in.

As a marketing tool, Schedulicity can be very powerful, and it's being used by an incredibly varied group of service professionals: plumbers, tattoo artists, accountants, music teachers, dog walkers, dentists, financial advisors, car detailers, attorneys, and of course, salon and spa workers of every stripe.

"My sales over the first quarter increased by 25

percent from 2010 to 2011," says Tiffany Piggee-Taylor, a bikini waxing specialist in Rochester, Mich. She credited the increase, which amounted to just under \$3,000, to her marketing efforts through Schedulicity. As an individual service provider, she pays \$19 per month for Schedulicity.

"This is really an incredible tool for an incredible price," Nettuno said. "The ROI is huge."

The newest feature, scheduled to roll out in the next few days, will be a class sign-up function. Just like the appointment scheduling, people can simply find the class or workshop they want at the times they want with the teacher they want and book it, even if it's a class with multiple sessions. Again, the class schedule can be automatically loaded to a Google or Outlook calendar, and the attendees will all get reminder emails.

Nettuno says Schedulicity has the potential to touch millions of service providers, and now class instructors, around the world. It could be used by untold hundreds of millions of consumers.

"There's no limit to how big Schedulicity could be," he says.

Alex Tenenbaum is the writer for B2B and At Home magazines.

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