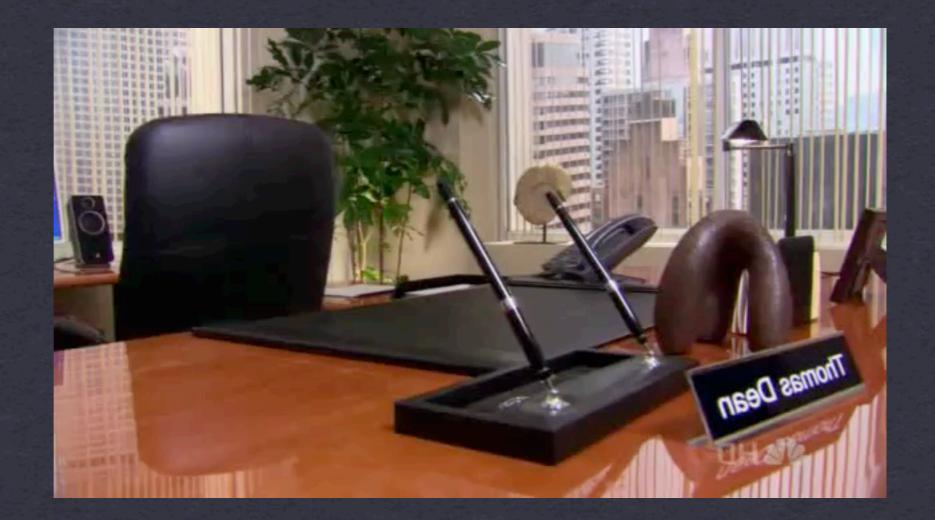
enterprise makeover what it takes to undo 15 years of technology decisions

hi. i'm Alex

drexel dropout developer hired guns entrepreneur (gag) writer speaker





oh great, another 20-something who thinks he knows business

build for humans know when to quit iterate **let go** transform costs into revenue



GUESTION who you're building for

when you keep running into walls

follow the person headed for the door

how do you eat an elephant?

one bite at a time

the busi-ness that you

...might be the weak-ness that's holding you back

if you're investing in YOUITSEIf

share

with others to

magnify your returns

build for humans know when to quit iterate **let go** transform costs into revenue

thanks @alexknowshtml <u>alex@indyhall.org</u>