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Grangelboka



Carl Greer
Sole Devires

UTAH VALLEY BUSINESS Q

SPRING 2008



Utah Valley's
Top 50 Businesses

A QUARTERLY PUBLICATION FOR BUSINESS LEADERS IN UTAH COUNTY

TOP 50

STARTUPS TO WATCH

Meet 10 Utah Valley companies with youthful good looks.

NO. 1 ORANGE SODA

Year Founded: 2006 **City:** Orem
Employees: 65 **Industry:** Online Marketing
Web site: www.orangesoda.com
Founders: Jay Bean, 39, Derek Miner, 32, Chris Finken, 28
What it does: Online marketing for local businesses.
Why it's watch-worthy: Ochs is up to the fast factor: In its year and a half history, OrangeSoda has grown its revenues by a staggering 3,000 percent, grown from four employees in 2006 and added offices in Las Vegas and Chicago. Hundreds of prior businesses: "We never liked working for other people. It bothered me. So in 1998 I left my full-time job to start my own thing. I previously took a company called shoebiz.com, which I later sold to a NASDAQ company." *Why this one:* "It all goes back to the marketplace and seeing the needs of the smallest advertiser." *What's next:* "We'll be the leading service provider for small and medium-sized businesses."

NO. 2 FUNDINGUNIVERSE

Year Founded: 2006 **City:** American Fork
Employees: 11 **Industry:** Technology
Web site: www.fundinguniverse.com
Founders: Brock Blake, 36 (Other founders: Paul Allen, David Bradford, Tom Mohan and Jeff Jordan)
What it does: Cultivates business opportunities by connecting qualified entrepreneurs with active angel investors.
Why it's watch-worthy: Its Web site is currently used by more than 1,000 accredited angel investors, 7,000 entrepreneurs and more than 2,000 business plans, which has led to an impressive 97 percent growth rate since its founding. Hundreds of prior businesses: "Jodan."

Why this one: "I want a decision of whether or not I'd put the bigger and more money in and when company I should start. I've always been an entrepreneur (never had a corporate job) and always will be."

What's next: "We're looking to enter regions outside of Utah."

NO. 3 LINGSTIX

Year Founded: 2006 **City:** Provo
Employees: 12 **Industry:** Software
Web site: www.lingstix.com
Executive Team: Rob Vandenberg, 36; Aaron Davis, 33; Jeff LaFron, 38
What it does: Provides collaborative translation software.
Why it's watch-worthy: A critical-acclaimed product touted with a strong accelerator has already led to partnerships with the likes of BYU.
Number of prior businesses: "Became to come."

Why this one: "The fun of bringing new products to life."

What's next: "A growing, profitable, innovative technology employing many happy people in Utah."

NO. 4 AGEL

Year Founded: 2006 **City:** Provo
Employees: 200 **Industry:** Direct Sales
Web site: www.agel.com
Founders: Glen Jensen, 40
What it does: Sells nutritional supplements through single-use bagged packets.
Why it's watch-worthy: The youthful company is already

winning industry grants. It has 250,000 distributors, 200 employees operates in more than 10 countries, and has a 900 percent growth rate from day one of its operation.
Number of prior businesses: "I have built successful companies and then sold them in the past. Age, however, is special. I do not plan on selling it."
Why this one: "I realized immediately my idea was unique enough that I had to build a company around it."

What's next: "Age will become the next direct selling giant."

NO. 5 SOLEDESIRE

Year Founded: 2006 **City:** Linden
Employees: 3 **Industry:** Retail
Web site: www.sole desires.com
Founder: Carl Greer, 26
What it does: Hosts shoe parties with the use of a "mobile shoe store" trailer.
Why it's watch-worthy: Because the shoe fits: In a year and a half, the shoe-party company has grown its revenues by a 1,200 percent, expanded to eight franchised units, and is in the process of obtaining a "mobile shoe store" patent.
Number of prior businesses: "We owned a restaurant, The Juice Place, and we sold it to focus on this business."
Why this one: "I love shoes, and the party system seemed like the perfect market. Although, people did ask why we were selling a 'bustling business' for something mobile."

What's next: "I was in out of Utah and having more franchises."

NO. 6 ZINCH

Year Founded: 2006 **City:** Provo
Employees: 18 **Industry:** Technology/Education
Initial Outside Funding: No
Web site: www.zinch.com
Founders: Brad Fagen, 27, Mick Fagen, 25, Sid Krommshok, 38
What it does: Provides a forum that helps students promote themselves as they apply for college. Students use profiles — a Facebook — which help put a face to text stories.
Why it's watch-worthy: Zinch has done so, however, in less than a year the Web site is being used by more than 400 colleges and 240,000 high school students, and it is represented in at 30 states and more than 160 countries.
Number of prior businesses: "Countless. We have an affinity for (or) poor technology that makes life simpler."
Why this one: "Brad and I had a business trip to the East Coast and visited MIT at Princeton. Mick (senior) shared his idea so we brought him along in Provo. Brad 'I mean he showed us the ocean for his idea.' From there, 'When we saw the sleek design of what would later become our Web site, we knew it was game on.'"

What's next: "We envision every college and every high school student in the U.S. creating a Zinch profile."

NO. 7 BOLINK

Year Founded: 2005 **City:** Springville
Employees: 3 **Industry:** Medical
Web site: www.bolink.com
Founders: Wendy Hendry, 41, Ron Hendry, 43, Richard Davis, 31
What it does: Administers a program in the health care industry that helps patients earn money while they're sick and makes it possible for physicians who have no time and an illness can get treated successfully and properly.

Why it's watch-worthy: With business and medical backgrounds, and a 4.77 percent growth rate since its founding, Bolink has the passion and expertise to succeed.
Number of prior businesses: "Seven."
Why this one: "We came back to the business plan, which had an existing market. And we needed to buy groceries."

What's next: "We would like to open our own donor center."

NO. 8 UTAH VALLEY RECORDS MANAGEMENT

Year Founded: 2006 **City:** Orem
Employees: 2 **Industry:** Service
Web site: www.uvrm.com
Founders: Kent L. Curtis, 36, John Sowards, 54, Wade Jackson, 54
What it does: Photographs records records — birthright and digital — for businesses.

Why it's watch-worthy: The young company is looking to set all kinds of records. They are building a technologically advanced 10,000-square-foot, four-story records center, and the partners have impressively managed to start the capital-intensive venture with no debt.
Number of prior businesses: "It's a constant stream."
Why this one: "It was a good fit with the current business we're running (Pharmacy Storage Center in Orem)."

What's next: "We'll like to be the default records and information management company for Utah County."

NO. 9 VESTEDGROUP

Year Founded: 2006 **City:** Orem
Employees: 8 **Industry:** Real Estate
Web site: www.vestedgroup.com
Founders: Chad Bennett, 27
What it does: Delivers a range of investments and services in its core sectors of real estate and information technology.
Why it's watch-worthy: With strong leadership (Bennett was voted member of the Year by the Utah Valley Real Estate Investors Association) and a stellar growth rate of 624 percent since its first year of business, Vested Group is on the accelerated track.
Number of prior businesses: "So many, so count."

Why this one: "Motivation from a BYU Education Week class. Twice working full time at BYU and I had about \$3,000 sitting in the bank. The job was great, but I felt like I was short-changing the entrepreneurial side of me."

What's next: "We looked around our services and expect more than \$10 million in revenues by 2010."

NO. 10 THE READY PROJECT

Year Founded: 2006 **City:** Provo
Employees: 5 **Industry:** Retail, Direct Sales
Web site: www.thereadypoint.com
Founders: Dan Moss, 33, Rich Bliss, 33
What it does: Sells "just add water" food storage meals that can be shipped to venues on a monthly basis. Customers can also have food storage prepared.
Why it's watch-worthy: The growing concern of food storage coupled with a proven home party business indicates a "just add water" success story. Plus, the company already has a 68 percent repeat customer rate.
Number of prior businesses: "At least a dozen."
Why this one: "The market research confirmed it."

What's next: "They'll be looking The Ready Project parties every week in every state."

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