

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

when you plan to
BUILD

question
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

know

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

**if you're investing in
yourself**

share

with others to

magnify

your returns

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

thanks

@alexknowshtml alex@indyhall.org