

COMPANY

PRODUCTS

CUSTOMERS

MANAGEMENT TEAM BIOS

COMPANY

Mission

Experience In Software (EIS) Incorporated creates business software that generate ideas, solve problems, and increases efficiency to help companies realize their full potential.

Year Founded

1983, in 2008, EIS will be celebrating 25 years in business

Current Products

Project KickStart, V5 (Professional Version)

Project KickStart, V5 (Standard Version)

Art of Negotiating®

Idea Generator®

Customers

Over 250,000 businesses and individual entrepreneurs

Business Model

Selling direct to consumer and through resellers

Revenue is < \$5M/year, and over 25% of revenue comes from outside the United States

Employees

Ten full and part-time employees

Location

Experience in Software, Inc.

2029 Durant Avenue

Berkeley, CA 94704

Contacts

Kevin Ahlvin, VP, Sales & Marketing, kevin@projectkickstart.com

Roy Nierenberg, President & CEO, roy@projectkickstart.com

Main Phone Number: 510.644.0694

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MEDIA CONTACT

Kevin Ahlvin

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PRODUCTS

Project KickStart Pro 5

Project KickStart Professional 5 is our flagship project management software that enables companies and individuals to generate ideas, solve problems and increase efficiency. Pro 5 is powerful, yet easy to use, project planning and management software for dynamic business projects. The step-by-step wizard expertly guides you through the quick steps for developing a plan. You'll identify phases, goals, tasks, obstacles, solutions, and resources. You can schedule tasks and the professional Gantt charts let you set dependencies between tasks so date changes automatically update entire project plan. Choose reports for each phase of your project: including project planning, project management, and advanced Gantt chart reports to keep you informed of the latest project assignments, status, schedule and more. If needed, you can export to the following: Microsoft Word, Excel, PowerPoint, Outlook, Microsoft Project, ACT! MindManager, or WBS Chart. Price: US \$299, Upgrade from \$150

Project KickStart Standard 5

Project KickStart Standard 5 is easy to use project planning and management software designed for smaller, less dynamic, projects. The step-by-step wizard expertly guides you through the quick steps for developing a plan. You'll identify phases, goals, tasks, obstacles, solutions, and resources. You can schedule tasks in the Gantt charts and run reports for each phase of your project. If needed, you can export to the following: Microsoft Word, Excel, PowerPoint, Outlook, Microsoft Project, ACT!, Mind Manager, or WBS Chart. Price: US \$199, Upgrade from \$120

Product Uses

Brainstorming, project planning, task management, project management, project presentations & reporting

Art of Negotiating®

The Art of Negotiating is like having negotiating-expert Gerard Nierenberg help you think through all the issues critical to your success. You define objectives and issues and explore your best strategies. The program asks you questions and offers suggestions. Your answers help you develop practical alternatives and strategic plans. Available in DOS only. Price: US \$99.95

Idea Generator®

The Idea Generator helps you find new solutions to problems within 30 minutes or less. Just answer the program's questions and the program nudges you out of your own "mental box". You role-play, use metaphor, and much, much more. It's guaranteed to get results. Available in DOS only. Price: US \$99.95

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CUSTOMERS

Industries

EIS has over 50% of the Fortune 1000 companies
(http://www.projectkickstart.com/customers/customer_list.cfm)
EIS products are used in many industries, including:
Information Technology, Computer, Engineering - 15%
Consulting - 15%
Education - 14%
Manufacturing - 10%
Non-profit - 9%
Construction - 8%
Government - 8%
Financial - 7%
Medical - 5%
Other - 7% or under include: real estate, retail, transportation,
scientific, legal

Customer Job Titles

Owner/Partner - 17%
Manager - 15%
Senior Management - 13%
President - 11%
Information Technology - 9%
Project Manager - 8%
Sales & Marketing - 6%
Administrative - 6%
Consulting - 5%
Educator - 3%
Accounting - 1%
Doctor - 1%
Other - 5%

Company Size

Over 1000 – 17%
101 to 1000 – 19%
26 to 100 – 21%
1 to 25 – 43%

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MANAGEMENT TEAM

Roy Nierenberg - President (Founder), Experience in Software (EIS).

Roy Nierenberg, founder and President of Experience In Software, Inc., started the software company in 1983. He has authored or co-authored each of the company's programs: Project KickStart, The Idea Generator, and The Art of Negotiating.

Before starting Experience In Software, Roy worked as a lawyer for the federal government for ten years in a variety of positions, including service on the White House Council on Wage and Price Stability in the Ford and Carter administrations. He also worked as an attorney for the US Postal Service and the Federal Power Commission.

Roy holds a Bachelor of Arts degree in Physics from Columbia College, a Juris Doctor from the University of Pennsylvania, and a Master of Arts in Economics from George Washington University.

Roy's transformation from attorney to software creator was chronicled in Chapter One of *Life After Law: Second Careers for Lawyers* by Mary Ann Altman, The Wayne Smith Co, Washington DC, 1991. Roy lives in the San Francisco Bay Area with his wife, Mimi Sheiner, Professor of Graphic Design at University of San Francisco and San Francisco State University, and their two children. Roy is also the son of the best-selling author and internationally recognized negotiation expert, Gerard Nierenberg.

Kevin Ahlvin - Vice President of Sales & Marketing, Experience in Software (EIS). As Vice President of Marketing, Kevin is responsible for all of the EIS lead generation, marketing communication, and branding efforts.

Prior to joining EIS, Kevin served as the Director of Customer Experience at Yahoo!, where he provided customer research and marketing for U.S. products. He planned and oversaw marketing and support activities for help.yahoo.com, helping to serve more than 30 million unique visitors each month for the most popular internet-based email system, Yahoo! Mail, Yahoo! Messenger and all other Yahoo! U.S. products.

Past roles include working as a senior product marketing manager for WebEx's fast growing product, Sales Center. Prior to WebEx, Kevin was Vice President, Client Software, at Callan Associates in San Francisco, and also worked for several San Francisco Bay Area startups. Kevin has also worked as a freelance marketing professional and created his own boutique marketing and creative services agency.

A graduate of UC Berkeley with undergraduate degrees in social science and Spanish, Kevin also has an MBA from Santa Clara University. Kevin lives with his wife, Emily, and their two girls in the San Francisco Bay Area.

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