

Email 1

Subject line: Welcome to LAVA!

Dear name,

Welcome to the Los Alamos Venture Accelerator!

Whether you are starting a business, want to share your expertise with a startup founder, ready to invest in a local business or have a service to offer entrepreneurs, we're happy to have you in our community.

You will be the first to get access to our website when we launch it in early September.

In the meantime we will do our best to keep you informed about local entrepreneur events and investment opportunities. We will also pass on any tips that will help you get your business moving faster.

It's great to have you with us,

Sincerely,
Nicholas Seet
nseet@sivi.com
www.nicholasseet.com

P.S. If you have any questions about LAVA, feel free to contact me by email at nseet@sivi.com.

Email 2

Are you on Facebook?

Dear name,

In business, nothing can replace face-to-face meetings.

We want to find as many opportunities to get together as often as possible, whether for formal get-togethers or for casual meetings.

Find us on Facebook to get invitations to events and to have an easy way to connect with other members.

<https://www.facebook.com/LosAlamosVentureAccelerator>
We look forward to seeing you there.

All the best,
Nicholas Seet
nseet@sivi.com
www.nicholasseet.com

P.S. When you connect with us on Facebook, let us know a little bit about your business by posting on our wall.

Subject line: How I turned my personal problem into a multi-million dollar business

Dear Name

After college, I got a job as a consultant in Silicon Valley in the late 90's.

After spending every day in an office doing something incredibly boring, I would walk into a coffee house where the excitement from all the online startups was at a frenzied level. I was unhappy in my job, surrounded by people celebrating their newly-launched dot-coms, and the millions that they were making. Everything was so cutting edge and exciting, I knew that I wanted to be a part of it.

I give the full story of how I became an entrepreneur in an interview with Andrew Warner on *Mixergy* called, "How a founder whose great ideas kept failing finally hit a \$120M payday." [Watch the interview by clicking here.](#)

Even though I wanted to be an entrepreneur, I had a small problem.... I didn't have a business idea!

Business ideas can come from all kinds of places, but in my opinion the best ideas come from the most annoying problem.

When I was in the midst of coming up with a business idea, I was facing an annoying problem of my own. I had an out of control collection of mp3's on my computer and had no way of organizing them. As a human being I could recognize my favorite songs after hearing a few bars, but my computer couldn't.

I was lucky to have uncles who were willing to invest seed money in my first entrepreneurial effort. With the \$1 million that they and their friends raised, we

were able to produce technology that was capable of recognizing the frequencies of audio files.

At first we weren't sure who our customers would be. This was still in the 90's, before everyone had iPods. Most people were still listening to music off of CD's. But there was one big client that was interested—Clear Channel.

Clear Channel needed a way to find out what songs people actually wanted to hear, and what songs people didn't like. The technology that we developed with Auditude solved their business problem.

From there we were able to move on to bigger opportunities, especially when other companies saw how they could adapt it to their own needs. The biggest breakthrough came when Adobe recognized that they could use it to track ads online and on the radio and decided to buy the company.

Again, you can hear the story by listening to the interview on *Mixergy*.

[Watch the interview by clicking here.](#)

Andrew did a great job getting me to spill my guts about every insight, every lesson, and every wrong turn on my journey to building my company. I hope you get a lot out of it.

Sincerely,

Nicholas Seet
nseet@sivi.com
www.nicholasseet.com

P.S. Every business has a story, and we would like to tell yours. We're putting together a series of interviews where local business owners can share their stories of how they got started.

If you would like to be interviewed, contact me directly or send a message through our Facebook page. <https://www.facebook.com/LosAlamosVentureAccelerator>