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★★★★★

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This Just In...

★ Are you wondering about the implications of Windows 2000™, the “industrial-strength” computer operating system Microsoft will introduce next year? We can help you. CBC Communications Corp. is a licensed development network member for Microsoft.

★ What about Office 2000™ from Microsoft, due out soon? We think it might revolutionize how your company does work. Think about simultaneous document handling by several people – even from remote locations – incredible new copy-and-paste features, and the ability to “collaboratively edit” your online publications live with an outsourced editor or publisher.

★ We are Y2K compliant. If we host your web site, you will not have to worry about your site crashing on January 1, 2000.

CLICK HERE TO SEE WHAT YOUR INTERNET PRESENCE CAN REALLY BE...

You knew some time ago that setting up your company's web site was a rite of passage, a sign that your company was ready to position itself for e-commerce and new forms of marketing.

But even though you're conscious of all your web site's possibilities, that doesn't mean the information or answers you need are easy to find: Should you host your own web site? Use DSL instead of ISDN or other connections? Install Windows NT?



You've heard about raising capital online. How is that done? What does the law allow?

What about online sales and marketing? Is there real potential for reaching buyers online? How do you get search engines to give your company's name high placements?

A BUNCH OF MIDDLE-AGED GUYS...

Well, actually, CBC Communications Corp. is six middle-aged guys.

You'd think we'd be real quiet about the fact that, on average, we're about 20 years older than most Internet and e-specialists.

But then you consider the advantages to our age:

We not only work hard, we work smart. We're not so immersed

in technology that we've forgotten how to relate to people.



We're not so impressed with the technology that we've forgotten that it's

We can reply to those questions. CBC Communications Corp. is a unique consulting group, traditional in its professionalism and range, cutting-edge in its knowledge of electronic organization and marketing – and what web sites can really mean to your business.

Read this issue of Provocateur, then come tour our web site.

You can visit quietly and take your time looking over what we offer. Start at www.CBCwebs.com to learn about our consulting services and online publications. Check out online stock offerings at www.DPOequity.com and e-commerce at www.EnterpriseWebs.com.



simply a new way of doing some old things: shopping, prospecting, transacting, managing, empowering and communicating.

Our sense of humor – you acquire one once you learn that setting the world on fire sometimes is less important than putting out fires. (And we never complain if our knees hurt before it rains.)

You've Heard of E-Commerce? Now, Get Ready for E-Business!

"E-Business" is the final leg of the journey companies undertake once they decide to build a web site.

It's what most companies, large or small, will be doing within the next 5 years.

Simply put, e-businesses are enterprises that use the Internet to market and sell, and consciously organize themselves internally using web-based concepts such as intranets and virtual offices.

Here are the steps a company might take to reach full-blown e-business capability:

The company sets up a simple "corporate presence" web site, perhaps with an e-mail query feature for people who want more information.

The company soon begins to see that its web site could be more dynamic and interactive. Could it arrange for order-taking and transactions over the Internet?

To add the above capabilities requires big relational databases. Those databases begin to affect how the company does business internally. Much of the company's routines and record keeping is now driven by an Internet-oriented sensibility.

Culture Shift

As the web site becomes more important to the company's identity and processes, the need to publicize its existence becomes more important. The webmaster – internal or outsourced – continually updates information on the company, using an E Mag to keep visitors updated. Good mentions on search engines (there are hundreds of them) become crucial.

The site turns "outward." Besides taking orders and awaiting visitors, the site becomes a vehicle for market research and outreach. The company finds itself using the web site as a serious marketing and sales tool.

The company learns from its Internet experience that its customers and suppliers are part of an "affinity group." That group can work together to market jointly. It can also be tapped as a possible source of equity financing.

Finally, the company sees that the Internet offers an inexpensive medium for publicizing its desire to raise equity capital. Taking advantage of federal legislation designed to help small businesses, the company reaches out to its affinity group (customers, suppliers, similar businesses) with a direct public offering (DPO) on its web site.

CBC's Unique Consulting Approach

Businesses have three concerns: financing, operations and marketing. Small businesses often only have enough resources to concentrate on operations. They push the active pursuit of financing and marketing off to the realm of "if only" or "someday."

This applies even if the business is attempting to create an Internet presence. Yet success on the Internet calls for a conscious balance of all three concerns.

Finance on the Internet means the possibility of a direct public offering (DPO) as a means of raising equity capital. CBC can develop a DPO, from basic market research and business plan development, through the drafting of the offering, state or federal filings, to listing and marketing on the Internet, as well as other media.

Operations includes the infrastructure of an Internet-based business - the software, hardware, databases and trained personnel that, when combined, produce a powerful marketing, sales and administrative capability.

Marketing – how a company uses electronic marketing to achieve its financial goals – includes online publications (E Mags), research on the Internet, publicity via the Internet and other media, creation of web-inspired collateral. CBC offers a group of seasoned web design, advertising and marketing people who can develop any or all of the elements of an Internet marketing campaign.

E-Business Development for E-Commerce

FINANCE
Direct
Public Offerings

OPERATIONS
Web
Development

MARKETING
Web
Deployment

The Client Directly Benefits

YOU DON'T HAVE TO BE BIG, RICH OR CONNECTED TO RAISE CAPITAL

Direct Public Offerings (DPOs)
Empower Small Businesses

Your business is at a crucial point and you want to raise capital for the next stage of growth. You've already refinanced your mortgage and tapped your personal savings, relatives and the bank for capital.

Where else can you go?

You could try venture capitalists or investment bankers. But, frankly, they don't look at small companies. Even if they did take a look at you, you'd have to be prepared to pay several pounds of flesh for their "help." As you know, they require a large equity stake in your business, and in worst cases the right to control, second-guess and manipulate what used to be your company.

The Cavalry Rides in and Its Name Is SCOR

There is another possibility, one introduced in 1981 by the Federal Government. It's called a Small Corporate Offering Report (SCOR) Form U-7.

Simply put, by filing a standard U-7 form, small companies can bypass investment bankers and venture capitalists and go directly to the public in search of equity capital. The government's aim is to give small businesses a fighting chance to compete for capital.

U-7 offerings took a long time catch on because the costs of publishing them in the traditional media (newspapers, magazines, TV) were prohibitive for small businesses. But now, in the age of the Internet, it's possible to publish an online U-7 that potentially millions of people can access. In fact, there are many new companies that have formed with the specific intention of helping small businesses make direct public offerings (DPOs) on the Internet.

The Internet is also where small companies are making their mark with electronic marketing strategies. When your electronic customer base shows signs of loyalty, you have a natural avenue for raising capital using SCOR.

There are online companies ready to help you go public, and while many tout "dynamic executive teams," too many are simply top-heavy with legal and accounting types who can fill in a U-7 form properly.

The rest of it? In many cases, it's up to you.

A marketing plan for how you publicize your DPO? Up to you. Data mining and Internet research to find and reach prospective investors beyond your customer base? Up to you.

SCOR Offering web development and conscious integration with your current Internet presence? Up to you.

There's a Better Way: www.DPOequity.com

You can talk to a full-service company like CBC Communications Corp., which does more than just put together a basic Internet offering site, collect a fee and leave you to do the rest.

We offer a full integration of financial, legal, marketing, research and web site development services. We can take you from your first tentative questions about raising capital online to a full-fledged Internet offering with marketing support. Let us add a management console on the backend and you're in "up-to-the-second" touch with your new shareowners.

To see what we can do, take a look at our Electronic Equity Marketing web site www.DPOequity.com for:

- Our corporate profile.
- A sample online U-7 form
- Take our DPO Criteria Test: Are you ready for a DPO?
- Direct Public Offering (DPO) whitepapers.
- An online business plan.
- General information on raising capital.

For more information, contact us at www.CBCwebs.com or 707/579-8986.

CBC offers "NT/DSL Web Hosting Installation"

Web Host Your Own Sites or E-Business!

If you're ready to consider hosting your own web site or develop an E-Business strategy, we can help. Let us answer:

- Just how fast can I get an NT web server onto the Internet?
- How do I handle IP addressing and domain name service (DNS)?
- Can I use low-cost DSL for connecting my server to the Internet?
- Is DSL fast enough for the traffic I expect?
- Will a stand-alone NT server work?
- Can I integrate NT with my Novell LAN?
- What web server software do I use?
- Do I run my own mail server?
- What do I do for backup?
- Will an NT/DSL installation transfer seamlessly from my ISP?
- What are actual costs for doing my own web hosting?
- Can I talk to someone you've brought onto the Internet?

Call for a no-charge conference:
707-579-8986, ask for Tony Valente.

Get The FAQs

Web Development: How much is it?

From less than \$1,000, on up, for a simple web site. This means basic design, layout and content (we'll help you write it). Maintenance and storage are separate web hosting fees, and there are a range of possibilities for how you may want to host your site.

More sophisticated sites, which can include secure transaction capabilities, relational databasing or public stock offerings, can range to \$25,000 and beyond. You can check out CBC's rates and fees at www.CBCwebs.com.

Isn't post-development maintenance where you make your money?

We make money on it the same way your auto dealer makes money on repairs and work required to keep your auto warranty in force. Web sites need to be maintained: E Mag copy gets old and needs updating; hyperlinks have to be checked for currency and accuracy; you may want to add new pages, databases and links or refresh your graphics.

Why would you choose to pay us to do these tasks? Because outsourcing is becoming a more cost-effective way to stay competitive.

Onsite DPOs.

As described in the article on page 3, small companies at a crossroads are turning to direct public offerings (DPOs) on the Internet to raise equity capital. DPOs are not passive things. Well-thought-out business and marketing plans are needed to back them up. There have to be solid financial figures to justify them. We can provide the expertise to guide you to an Internet DPO from concept to publicity.

So, you can teach us how to do web site maintenance?

Yes. We can custom-tailor a training program for anybody you designate how to maintain and add to your web site.

Web Hosting: Can you function as our ISP?

Yes, we can act as your Internet Service Provider, your gateway to the Internet. We can host your web site on our servers (nobody visiting the site knows where it actually physically resides) for a monthly fee. Hosting includes storage and disk space, depending on the size

of your site. Hosting is "passive" in that it's not necessarily related to web site maintenance.

If you decide to do your own hosting or move to another ISP, we can seamlessly transfer your site within a matter of minutes.

For more information, contact us at www.CBCwebs.com or 707/579-8986.



THE DRAMA OF AN ONLINE NEWSPAPER

E Mag is CBC's term for online publications, such as a weekly or monthly newsletter that encourages people to regularly revisit your web site.

Content can range from simple announcements about employee promotions or new web site pages to fullblown policy statements, analyses, entertainment and hyperlinks to other useful sites. You decide.

We can design an E Mag template and format that you can use whenever you want to update your online publication.

Or you can outsource – ask us to take over some or all of the responsibilities of maintaining your E Mag, including gathering news, writing articles, editing and updating, subscriber list maintenance and e-mailing of the publication.

Rates vary according to the scope of the assistance you desire.

For a sample of an E Mag, visit www.CBCwebs.com and click on our publication, Provocateur.

PROVOCATEUR
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CBC Communications Corp.
1924 Camino Del Prado
Santa Rosa, CA 95403

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Telephone: 707.579.8986
Web site: www.CBCwebs.com
E-Mail: marketing@CBCwebs.com

Editor: Patrick Totty
Art Director: Ed Berland
Chief Curmudgeon: Tony Valente