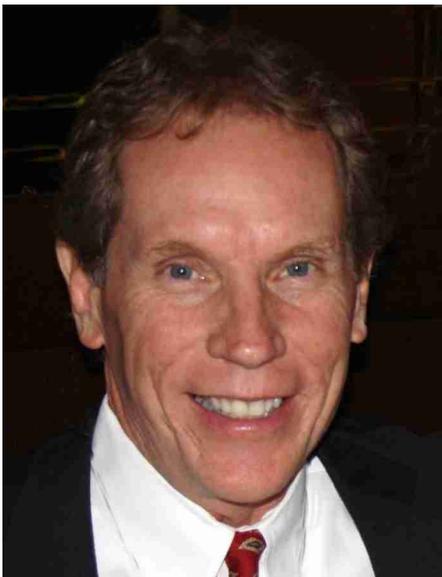


**Offering Component-Based Web Content Management Solutions,
Bizzuka is pushing the limit of Website Content Management
and its Integration into Other Areas of Communication**

**Business Services
Web Solutions**

**Bizzuka
105 Chapel Dr
Lafayette, LA 70506
337-216-4423
www.bizzuka.com**



**John Munsell
CEO**

BIO:

A graduate of Louisiana State University with a major in Finance and a minor in Marketing, John Munsell brings to Bizzuka over 26 years of experience in financial services and marketing working with companies such as First Commerce Corporation (now Chase Bank) and Northwestern Mutual Life. Munsell played key roles in the turn-around of troubled bank acquisitions and expansions, and he also acted as a consultant helping businesses increase market share and streamline operations.

In 1990, Munsell, along with his banking co-worker, Dean Drummond, founded a small software company which developed and marketed an automated credit analysis package to banks across the United States. This small startup helped Munsell and Drummond master the art of direct response marketing. Drummond later became a Bizzuka shareholder and served as Chairman of Bizzuka's Board of Directors from 2004-2010.

During John's tenure at Northwestern Mutual Life, he gained a reputation for his ability to create powerful, motivating multimedia sales presentations. He eventually became the director of Technology and New Agent Development for the Tampa Bay region. In this capacity, John trained new agents, coached agents in the use of the Web as a communications and prospecting tool, and was responsible for all regional and local multimedia presentations. After successfully creating and marketing websites for clients on a part-time basis, John left NML to co-found Webtank, Inc. in 1998. He drove this startup from a part-time business to a profitable enterprise with sales of \$1.5 million in less than 2 years.

In 1999, Munsell hatched the idea of creating a component based architecture for Web content management. In the Fall of 2001, John and Webtank COO Lonnie Rouse co-founded Bizzuka and turned the industry on its head as they launched a revolutionary, on-demand architecture for Web content management.

Using the Software-as-a-Service (SaaS) model, Bizzuka made Fortune

500 capabilities affordable for virtually any small or medium sized business. This new system not only gave companies the ability to edit the text on a Web page through a browser based interface, but it also allowed site administrators to tap into a robust library of Web applications with the click of a mouse.

Bizzuka has now grown to be the largest pure Web developer in the state of Louisiana and one of the largest in the southeast United States, servicing over 800 customers in 43 states and 3 countries. In 2010, 2011 and 2012, Bizzuka was named by Inc. Magazine as one of the fastest growing privately held businesses in the U.S. Additionally, Bizzuka made the LSU Top 100 in 2011 and 2012.

About Bizzuka:

Bizzuka's component-based web content management solutions are designed to give you access to the specific functionality you need when you need it. Each section of your website is built as a separate 'component', giving you the ability to add applications on an as-needed basis. Simply pick the features and functions you want on your website using a simple checklist interface, and they are launched immediately. No other website or intranet solution in the world gives you real-time, on-demand access you can control so easily. This unique technology makes your website flexible and extensible like no other. Once you are "Powered by Bizzuka," you can keep your website not only effective, but fresh and up-to-date at the click of a mouse.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Munsell, how did you come up with the name Bizzuka? It is quite catchy!

Mr. Munsell: Just about everybody asks that question! We actually came up with it by mistake. My brother and I were trying to think of names for the company because we had developed the software and we were trying to think of something that was powerful and yet memorable. We were on the phone and he was shooting off ideas and I was shooting off ideas. We were just taking turns going back and forth. He said something and I thought he said “bazooka”, and I said, “Bazooka—that is kind of cool! It is kind of a play on the portable weapon, a kind of play on powerful. We could spell it “bizuka” so it does not get confused with the bubblegum.” He said, “That is a great idea! Where did you come up with that?” And I said, “I thought that is what you said!” But no! Anyway, we decided to spell it with two Zs, because he was a graphic designer and had already started envisioning the logo.

CEOCFO: Some of the best things have happened by mistake! You said you developed a powerful software. What have you developed? What is supporting the Bizzuka concept?

Mr. Munsell: It is a web content management system and that is a really crowded space these days. We created this thing almost thirteen years ago. It was different than most. Most of the systems out there and even to this day, just simply allowed you to use a web browser and edit the text on a web page or add new web pages. Therefore, they had pretty limited functionality. As time went on, people started adding things like photo galleries and things like that, but all those content management systems were for the build-it-yourself crowd. We were never about that. We were marketing to small and medium size businesses who really did not want to build a website themselves. They wanted a professional site, but they wanted to take over from the time you built it. We built ours in what we call a

“component-based architecture”, which means we reviewed all of the sites we had been building for companies for the last several years, and we said, “You know, all companies for the most part have some common elements in their websites. They all want an “about us” page and they all want a “mission statement” page and a “contact us” page.” This was back in 1999. Those were the really basic pages. Then, many of them wanted something a little more what we call “data driven” like a biographies page, where one page might list all of the executives and then when you clicked on a link of an executive it would give you a full blown biography and photo of that person. Some might want a product database, some might want a calendar, some might want a press release page. All of those were really what we call “list pages” that listed certain data elements. For instance, a press release would list the date of the press release, the headline and maybe a little summary of what that press release was about. Then when you clicked on it you got a full page of the press release. We built those in what we called components or modules. Some people these days call them “apps.” We originally built the system as a developer’s tool, so that when a client would come to us and ask us to build a website for them, we could simply ask them to tell us what pages or applications they wanted in their site. Then we would click a couple of boxes, and our tool would launch all of these things on the fly. In 2001, we decided to shift the component launching capability from being a developer facing tool, to where it was a consumer-facing tool. That way, our clients could access these applications themselves. That enabled us to license our software on a subscription basis rather than building website from scratch over and over again. So instead of selling websites for \$50,000 - \$100,000 apiece, we could charge \$10,000 for the design and license the software engine that ran the website for between \$100 and \$300 per month. Our clients loved it, because they saved tens of thousands of dollars, and then as their business needs changed, they could launch new web applications or components on the fly

into their website and drag them to where ever they wanted them to appear. In essence, it allowed a company to scale the complexity of its website on-demand, and the company can turn these components on and off at will. That is really a huge differentiator.

CEOCFO: Who are your typical customers? On your website there is a wide range of industries. What is the common thread, if there is one?

Mr. Munsell: Yes, there a few common threads. We do really well in the service sector. We have a strong presence in oil field services. We also do many sites in healthcare, legal and just professional services in general. Those are the kinds of companies that need content management and not so much commerce management. Although we do have a commerce engine in the system, it is really geared for companies that have maybe fewer than 200-500 products. For those who have larger quantities of products, we have actually partnered with another company that delivers a more robust commerce experience. For the most part our clients are all about content, so they may need a blog, a press-room, calendars, things like that. Schools are another good market for us. Typically, you are looking at a customer that does somewhere between \$5-500 million in revenue. That is our typical client.

CEOCFO: How do you reach your clients?

Mr. Munsell: I jokingly call it hand-to-hand combat! We have a direct sales force, and they are responsible for just making it happen; introducing themselves, networking, knocking on doors and selling our products and services. We do very little in the way of traditional marketing. The secret to our growth has been a very high caliber sales force.

CEOCFO: When one of your sales people talks to a potential customer, what is the ‘aha’ moment?

Mr. Munsell: The ‘aha’ moment is typically when we demo the software for somebody. We show them how they can launch new capabilities into the website, and how they literally can

drag and drop and rearrange the navigation of the entire website in seconds. That is the 'aha' moment, when they go, "Wow! That would take us four or five hours in our current system!" Some systems would not take quite as long. Some of them might take an hour, but in ours they are literally doing it in seconds, and they are like, "Wow! That is what we need!"

CEOCFO: Do you find that people are disbelieving, even if they see it, they are skeptical that it really can be as easy as it is, opposed to the way people have been doing it all along?

Mr. Munsell: Not really. Generally, when they see it they go, "Wow!" They understand, because we are not using a PowerPoint presentation to just lay a concept. We are actually using the software. And frequently we do demos on our own website, live and in real time. Then they can look at it on their smartphones, laptops or tablets and see the changes instantly. The disbelief comes in when you tell them you are different and they go, "Oh, we have got WordPress" or "We have got an open source CMS. You cannot be that much different. We've already got all we need". But when we show them all of the applications that they can access on-demand, that is when they understand that it is not just about editing text on a page. It is really about adding complex functionality that your company is going to need. Most companies know what they need today; what they do not know is what they are going to need tomorrow, because no business stays static and technology changes so rapidly. For instance, the mobile market right now is taking off. Clients who do not have a mobile experience are falling behind. When they see how our system addresses the mobile user experience, than they get really excited.

CEOCFO: How do you keep on top of all of the new ideas? It seems that every day there is something new, and some things just fall by the way-side. How do you know what will stick, what you need to incorporate?

Mr. Munsell: That is a really good question. We are constantly reading,

listening and experimenting, just as anybody should in this industry. We are continuously monitoring trends and trying to determine what will stick and what's just a fad. In this industry, you do not want to jump on the bandwagon just because everybody else is. For instance, back in the late '90s, everyone was jumping on something called WebTV, and companies were spending money building sites for WebTV users. But we thought that usability was going to be an issue and that it would never be more than a fad. We kept watching the user growth, and it never really took hold; even though the press was in love with it. I do not believe it ever garnered over fifty million users. We always look at what is new out there, but the most important thing we look at is usability. We look at how people actually use the technology. For instance, when the iPhone came out we started looking at it and going, "Wow, this is really going to change things!", because it just so easy to use and the apps made it truly amazing. The fact that it was a phone was secondary. As far as building sites for the smartphone users, we really did not address that until it reached a critical mass of users, and with the iPhone it did not take very long! Since we are in the technology business, we have a tendency to be early adopters in terms of buying or using new technology. The key for us is try to experience the device as if we had no technical expertise. A really great product like the iPhone is so intuitive that anyone between the ages of 3 and 103 can pick it up and use it without reading the manual. That is how we try to design our software. And when we see a product like that, that's when we pay attention and start monitoring its potential impact on our industry.

CEOCFO: You have been on the Inc. list the past couple of years, so I know assuming business is good. Has the current economic scenario been helpful for you or do you see that it has made any difference?

Mr. Munsell: Wow, I have never had anybody ask whether the current economic scenario has been helpful!

CEOCFO: Well, there are some companies that it has been helpful for. Helpful or hurtful, how has the economic scenario effected you?

Mr. Munsell: It is interesting that you have put it that way, and the only reason I say that is because everybody asks me, "Gee, how is the economy? Are you all hurting over there?" and I say to them, "No. I think we are actually doing better because of it!" People need to reach their prospects in a more efficient manner, and they need to communicate with their customers in a more efficient manner. The web makes all of that possible. It makes it very cost effective, too. We have been the beneficiary of that. What drives sales for us is our number of sales people. Our sales will fluctuate in direct proportion to the number of

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- John Munsell

sales people we have on the street. It is really not tied to anything else. We are here in Louisiana and we have endured Hurricane Katrina, Hurricane Rita, the Great Recession and the BP oil spill. We have looked at the numbers and the only thing that moved our sales needle was the number of feet we had on the street. So, we have not felt any effect of this lingering recession and quasi recovery. I do not know that it has totally helped us, but I know that we have not been hurting from it, and we tend to use it to our advantage. When times are tough, companies look for ways to increase revenues and streamline operations. Our product serves both needs well.

CEOCFO: Would you tell us a little bit about your corporate culture? I have seen your "values" section on your

website and it is a little different than some.

Mr. Munsell: We had a nice values meeting about two years ago. In fact, we are getting ready to have an off-site meeting in two weeks to revisit our corporate values. We are a small company. We have about thirty-two employees and growing, but in a small atmosphere like that, what we want to make we stay close. We want to make sure that everybody embodies certain values like integrity, respect and innovation. We have kind of built the company around that. Our leading value statement, which you may have read is simply, "God first, family second, Bizzuka the third." Our goal is to build a company where the employees feel valued, where they don't miss out on their children's lives because they have to work, and where they can talk about things like prayer and not feel like they'll get slapped by the HR department. When I started the company with my partner Lonnie Rouse back in 2001 I had four small children. I remember going to a "dad's and doughnuts" day with my daughter, and she was five at the

time. I remember seeing a little boy crying in the corner, and I went up to him to find out what was wrong. He was crying because his dad did not come, and I thought, "Wow. I will never let that happen to my child and I will never let that happen to the children of people that work for us." We kind of built the company around that. I tell everybody that comes here, "Look, if your child is sick or if she's have got a dance review or he's got a school play or a soccer game, we want you to go to it. I do not care how far behind we are here at work. You go to it, you be with your family. If your mom is sick, go home and take care of her." The company will make do, but we only have our kids and our parents for a short while. I want to make sure our employees have the ability to cherish that time. It has built a really unique culture over here, and people really appreciate it.

CEOCFO: Why should investors and people in the business community pay attention to Bizzuka?

Mr. Munsell: That is a good question. We are a small company in Louisi-

ana, so it is hard to get people to pay attention. We are not in Silicon Valley, but what we are doing here is really unique. We have actually got two new products under development that I'm really excited about—we are hoping we will have one of them launched by June and the other one by December. They are taking our current concept and moving it into the mobile space. In addition, we are really advancing the web content management area, as well, and making it so that developers and advertising agencies have a new tool that is much more powerful. It is particularly unique for agencies, because it is an online tool that will help them generate more business in the offline world. We are really kind of pushing the limit of web content management, and its integration into other areas of communication. It is going to be fun, that I can tell you!



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