



Hank Wilson – President and CEO of Today's Rancher, Inc

The company's headquarters are located in Horseshoe Bay, Llano County Texas

We sell a livestock management software system for cattle, horses, goats, hogs
and sheep operations

The program was released in 2009



GETTING THE BUSINESS UP AND RUNNING (LOOKING FOR FUNDING)

WHAT WORKED

- Initial Funding for marketing was through my outside contract programming work
 - My brother financed a booth at the Austin rodeo to help me introduce product
 - A personal friend financed further development work and marketing

WHAT DIDN'T WORK AND WHAT I'LL NEVER DO AGAIN

- Contract with a 'financial advisor' for a back end fee would help me raise money
- Paid to be listed in a) 'Venture capital magazines' b) 'Venture capital websites'
- Asked someone else to be the CEO when that other person has a full time job



WHERE WE ARE TODAY

Would I do it all again? ABSOLUTELY BECAUSE

We've had more sales this first quarter than all of last year

The reviews are coming in and the end users like what we've created

We've entered into agreements with

FFA Chapters

Intercollegiate Rodeo Association Scholarship Fund

Livestock Associations

To use our software in Fund Raising Efforts

Today's Rancher®

Software that earned it's spurs on the ranch!

Where we have installations

