

Strong innovators stand out, get results

The most powerful word for any entrepreneur is "next." Yes, to be successful, "stick-to-it-ness," as they say, is important, but knowing when it's time to stop is better. What really makes you an entrepreneur with the capital "E," is growing a business, letting go of what's going good, and starting new things. Anything else is just owning a business.

Being an entrepreneur doesn't mean you've got to build and run a bunch of different companies. It can happen in the company your operating now, whether you own any of it or not. We've all seen at least one employment ad that asks for "self starters" and "entrepreneurial thinking." But what they're really looking for are innovators; people who add value by creating new ways to do things that save or make money.

One company that stands out lately is Red Ball Internet, which is in the process of expanding its operations in Fredericton. They got started in Moncton after two freshly graduated computer programmers showed up at a new consulting gig without some much needed documents. With no Internet connection they started wondering how they could wirelessly and securely access files at their office from anywhere. The next thing you know they're negotiating with Kyrocera to license their iBurst technology, one of the world's most robust secure wireless network systems.

But wait. Can't you already do this with the Fred e-Zone? Well, not exactly. First, the Fred e-Zone is not secure, and you've got to be within 300 or so feet from one of its access points for it to work. With Red Ball's iBurst, you can get encrypted high-speed Internet access anywhere within 12 kilometres of one of their towers.

They originally got started providing secure high-speed wireless Internet in Moncton, and for a short while in the Village of Gagetown, only to find out that getting into the Internet service provider (ISP) game, against Aliant and Rogers, was a bad idea. Plus it wasn't like there was enough volume of business in Gagetown to make it worthwhile over the long run. So what did they do? They just stopped. Instead of holding on, they stopped and asked those all-important questions: "What else?,-What's next?"