



“Be a listener. Listeners do better.”
- Jeff Immelt, CEO General Electric

**Organizations capture and manage data and information ...but how have they captured insights, intuition and experience?
Prendismo is working to place human knowledge capital in a framework where it can be exercised and grown.**



“You can’t cost save your way to prosperity.”

Norb Mayrhofer, Procter&Gamble

Details

- Licensed eClips collection from Cornell University
- Wisdom from journeys of entrepreneurs and business leaders
- Over 13,000 video clips from 700+ interviews/lectures
- 5 audio podcast series containing over 100 podcasts
- Special Collections such as social entrepreneurship, life science startups, entrepreneurship in the arts and young entrepreneur stories

“Anyone can be an entrepreneur if they are exposed to the right mentors.”

Saeed Amidi, Plug & Play Technology Center



“The biggest mistake is not paying attention.”

Angela Mwanza, UBS

“We’re nonprofit - but it’s a tax code not a religion.”

Jessica Flannery, Kiva.org



Timeline

April 2008

- Agreement with CTEC



Late 2008

- Website launch
- Multiple sub-license relationships
- Organic growth from cash flows



Early 2009

- Channel distribution
- Social networking
- Branding
- Fee-for-service work with Cisco



Late 2009

- Productization of content
- Placement at Forbes and YoungEntrepreneur.com
- Refinement and sales of knowledge management process

To listen to what leaders are sharing, visit www.prendismo.com



“Sustainability and environmental efforts are not only the right thing to do for society but they actually happen to go be good business as well.”

- Irene Rosenfeld, CEO Kraft Foods



“The four people of the business are customers, employees, suppliers and investors, and it’s not about how to benefit one at the expense of the others.”

- Ted Teng, Past President Wyndham Hotels



“I can’t tell you what you will learn when you start your business, but I can tell you that you will earn a whole lot more rapidly after you start.”

- Steve Leveen, CEO Levensger