

TECHNICAL & CREATIVE SERVICES

21st Century Solutions based upon Experience

Laser Solutions, Inc.

Technical & Creative Solutions since 1986

eTouch for Health

*Alternative Healthcare Software by Earl Cook & Gail Cook
being used in homes, clinics, spas and schools
in over 85 countries*

Index

[2 - A Legend Returns](#)

[3 - Technical and Creative Services](#)

[4 - *eTouch for Health* software app](#)

[5 - Apps and Websites](#)

[6 - Expansion mini-apps](#)

[7 - Projects of Laser Solutions, Inc.](#)

[8 - Projects \(continued\)](#)

[9 - Data Visualization of Customers](#)

[10 - Data Visualization of Students](#)

[11 - Teaching and Public Speaking](#)

[12 - Early Innovations](#)

[13 - Photo Journals](#)

[14 - Community Contributions](#)

[15 - Cyber Motorsports](#)

[16 - Business Planning](#)

Laser Solutions, Inc. | *eTouch for Health*

9401 Roberts Dr. 7F

Atlanta, GA 30350

770.992.3914

info@lasersol.com | info@etouchforhealth.com

www.lasersol.com | www.etouchforhealth.com

A LEGEND RETURNS

Earl's clients have included Apple, AT&T, BellSouth & TBS

WHAT OTHERS SAY



Earl Cook
Founder, CEO of Laser Solutions, Inc.
ecook@lasersol.com

Laser Solutions, Inc.
Technical & Creative Solutions since 1986

"Earl has the ability to know what we need while having an answer for us before we ask."

Randy Gragg - VP, Turner Broadcasting Systems

"Earl continues to surprise me with his ability to do things I never imagined."

Matthew Thie - Author, Touch for Health

"When Earl walks into an organization, he has the ability to do almost any job from the top to the bottom."

Tommy Turner - President, AIS Computers

"We are not sure what we need on many occasions. After seeing Earl's work, we said to him, "We don't know what we need. You tell us what we need and then we will pay you to do it."."

Erin Taylor - Manager, BellSouth Advertising

"Your software solution, ProGen, saved us \$100,000 a year in labor costs in our region and there are seven regions. It reduced the time to prepare a proposal from 64 man-hours to 45 minutes."

Clemie Lee - IT Manager, NorTel

TECHNICAL AND CREATIVE SERVICES

Business Intelligence (BI)



A key to being successful in any endeavor is knowing how effective you are. With modern cloud-based technologies and data visualization tools + dashboards it is possible to instantly see snapshots of your operation using a real-time view on one dynamic screen.

Workgroup Solutions



Workgroups are often tasked with processes that either analyze or deliver the services of your organization. Empowering workers with tools that allow them to be more effective in their jobs is satisfying to the staff and profitable to the organization.

Mission-critical Projects



Mission-critical projects, at the minimum, can affect profitability and growth while, at the maximum, can affect the survivability of an organization. Earl has successfully solved complex problems for some of the largest organizations in the world with custom software solutions.

TECHNICAL & CREATIVE SERVICES

Earl Cook was in the first group of Apple-approved Consultants

PARADIGM SHIFTS & EXPERIENCE

Earl has extensive experience in multiple paradigms during his career...

- Computer manufacturing
- Consulting, App development and Systems Integration
- An early guru in desktop publishing
- Wrote the digital protocols for one of the world's largest Publications (EBSCO's The Serials Directory)
- Solved complex mission-critical problems for some of the World's largest organizations
- Created custom apps that were used for 20 years to solve complex organizational and project management challenges
- Creator of one of the world's first multimedia titles
- Sold one of the first products ever sold on Amazon.com
- Varied skills include:
 - + Programming and app development
 - + Technical and creative writing
 - + Graphic design and digital publishing
 - + Photojournalism
 - + Web mastering
- Instructor in many advanced technologies & topics
- Public speaking in international conferences

eTouch for Health is a software app for students, teachers and practitioners of the complementary and alternative TFH technique. It was developed by Earl & his wife, Gail, and is being used in homes, clinics, spas and schools in over 85 countries.

KEEP IN TOUCH

EARL COOK
ECOOK@ETOUCHFORHEALTH.COM



FIRSTS

- Cofounder and first President of the Atlanta Desktop Publishers Association (ADPA)
- In first group of consultants approved by Apple Computer in new consultants program
- Created one of the world's first multimedia titles
- One of the first photographers using digital cameras

CURRENT AUDIENCE

US Customers: **55%**
International Customers: **45%**

Major Organizations: **70%**
Small Business: **30%**

SERVICES OFFERED

- Data Visualizations
- App Development
- Business Intelligence
- Workgroup Solutions
- Motivational Speaking
- Graphic Design
- Technical Writing
- Cloud-based apps
- Training
- Public Speaking

Have something else in mind? Contact me!

Our variety of skills and experience allow us to blend and match different tools for creating comprehensive solutions to complex and mission-critical challenges.

EARL'S ALPHABET SOUP

- Apple
- Adobe
- AWS
- FileMaker
- Illustrator
- InDesign
- PhotoShop
- Zencoder
- Cloud
- API's
- S3
- CloudFront
- JSON / cURL
- Relational Databases
- SQL
- VIZ's

eTOUCH FOR HEALTH APP

A life-long dream realized • 1988 - 2019

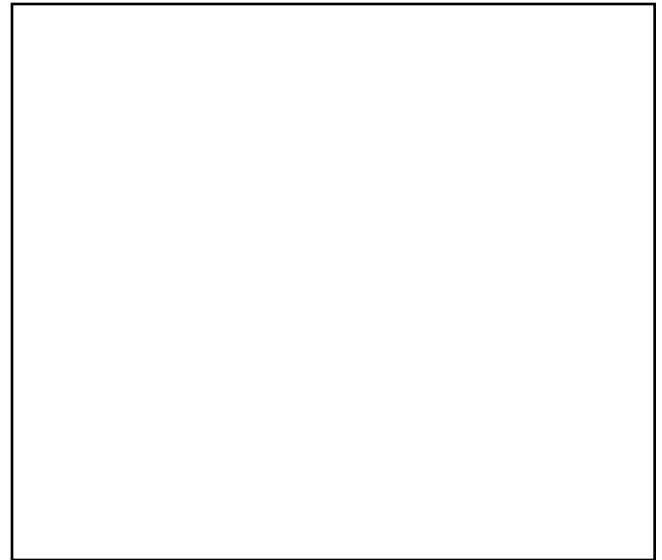
During the summer of 1969, Earl injured himself while self-training as he was preparing to report to college with an athletic scholarship. Earl damaged his Psoas muscle which is a deep core muscle in the abdomen. Three doctors said there was nothing they could do and Earl was classified as "physically handicapped". Seven years later, the injury was fixed in only minutes using an alternative technique named, Touch for Health.

Once Earl learned to program, he wanted to develop a software application that automated this modality and began programming *eTouch* in 1988. He worked on it sporadically when time was available. After 9/11, the projects of LSI stopped abruptly. When trying to determine their future, Earl & Gail decided to complete *eTouch* during this slow time. Earl contacted TFH founder and author, Dr. John Thie, asking for permission. Earl, Gail and Dr. Thie then worked closely together as Earl designed and programmed and Gail built graphics and layouts and followed Earl's programming instructions.

eTouch first shipped December 3, 2003 and is now in use in homes, clinics, spas and schools in over 85 countries.

Earl also built an online research database and a family of 'Expansion Apps' that extend the power and knowledge of *eTouch for Health*. These have evolved into the *eTouch for Health Software System*.

After *eTouch* first shipped, Earl created four levels of workshops and produced manuals that are included in PDF with each copy of *eTouch*. During 2017 - 2018, Earl created over 35 videos and built a Cloud-based online *Video-on-Demand Training System*. There are currently students around the world studying *eTouch* 365/24/7.



APPS & WEBSITES BY EARL COOK

1994 - 2019

During 1994 - 1996, Earl wanted to create interactive travel guides. The island of Cozumel, Mexico was chosen as a first subject. Earl and Gail traveled to Cozumel three times collecting information, taking photos and video-taping. Earl created a database of restaurants, hotels, resorts and dive shops with a list of their amenities and prices. Earl drew the map of Cozumel at the right using Adobe Illustrator. The timing of this venture was too late as the Internet produced a vast amount of online travel information that made this project obsolete before launching.



Earl worked for the Dia Art Foundation on James Turrell's Roden Crater Project in the early days of the project 1977-78. This website highlights some of the things accomplished during those days. This website has often been used as an example in art classes.

http://www.lasersol.com/art/turrell/roden_crater.html

At one time in his life, Earl wanted to become a photojournalist and travel the world documenting history and travels. In July of 2000, Earl attended the Green River Rendezvous researching the connection of his gg-grandfather and g-grandfather to this historical event. As a result, Earl took photos, wrote stories and created a website that is used in Wyoming and Utah to teach school children of these states their history.

http://lasersol.com/history/Green_River/GreenRiver2000.html

EXPANSION MINI-APPS

Alternative Healthcare Techniques and References • 2010 - 2019

When Earl was a kid and could not sleep, his mother would press her forehead against his and they would hum together. The result was that Earl would quickly fall asleep. During 2008 when conducting research and reading the book, *Molecules of Emotion* by Candace Pert, PhD, she stated, "When people chant, it causes reverberations in the Sinus Cavities that cause the brain to release Endorphins that flood the body." Earl wondered if these pain and stress relieving neurotransmitters were what had caused him to fall asleep as a kid? He began to research and found that they could be used as an 'energetic balancer and energizer'.

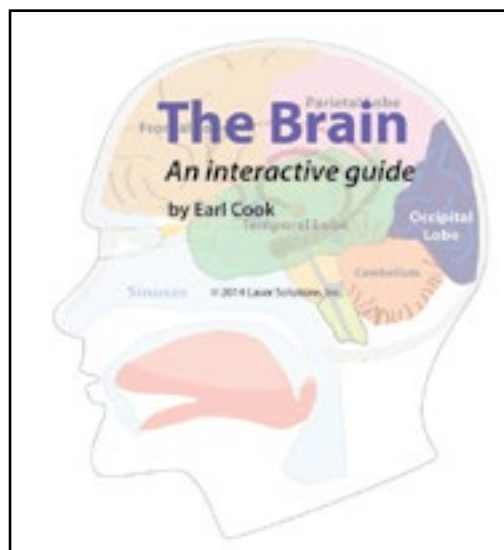
For two years, Earl looked for a way around the necessity of forehead-to-forehead contact which can not be used in most clinics and other situations. Earl then remembered the Tibetan Monks in Atlanta and recorded their chants. When played back through a portable speaker it works!

Earl has had a fascination with the brain and, particularly, the Mind-Body aspect of the complementary and alternative modalities. Since 2011, Earl has been illustrating the brain and creating a mini-app that can be used by students and researchers.

In another experience, Earl was attempting to relieve the feet pain of an active soldier. The soldier was experiencing extreme pains while specialists and orthotics were not helping. After trying all the standard TFH techniques, the pains were still there. Earl had a moment of inspiration and tried a simple technique and it worked! Earl has since developed a course on the technique and illustrated the feet and the proprioceptive and vestibular systems. At a TFHKA conference in Malibu, Earl taught his first course that combined the Plantar technique of the feet with eHum for the head.

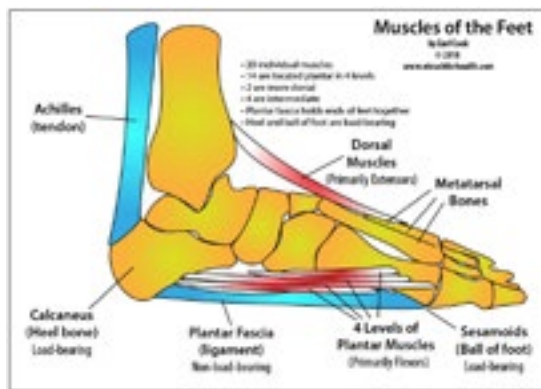
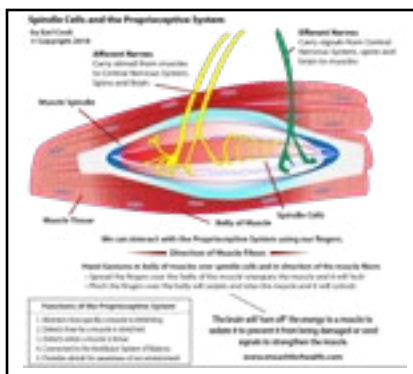


eHum with the Tibetan Monks



Interactive Guide to the Brain by Earl Cook

Spindle Cells and Vestibular System by Earl Cook



Plantars and Dorsal Muscles of the Feet by Earl Cook

PROJECTS

Projects of Earl Cook and Laser Solutions, Inc.

eTouch for Health packaged software - Software begun in 1988 and first launched in 2003. Trained and worked closely with Touch for Health founder, Dr. John Thie 2001-2004. Earl and his wife, Gail, have invested over 30,000 hours in development and support. **Currently, used in homes, clinics, spas and schools in over 85 countries around the world.**

Turner Broadcasting Systems custom software - software **managed internal advertising projects for seven of Turner's networks.** Software used from 1996 - 2016. Department and functions moved to NYC.

SIMON custom software - wrote Simulated Intelligent Management Over Networks (SIMON) for TBS that was an **automated traffic manager and dashboard for busy graphics department.** Not implemented before department moved to NYC.

Delta Chi International HQ's custom software - wrote software that **managed membership, dues, donations and awards** for fraternity headquarters. 1996 - 2016.

Online Research Database custom software - custom database that **accepted session results from around the world via the Internet** posted from eTouch using PHP.

A Close Look ~ Ferrari 333 SP multimedia app - created **one of the world's first multimedia titles** 1994-1995. Gave a presentation in Daytona to Ferrari's Director of F1 Communications, President of Ferrari North America and other managers. Software was one of the first products sold on Amazon and was sold in Ferrari boutiques in dealerships around the world.

Analysis and Custom Training for Delta Air Lines - Delta had purchased jets from collapsed Pan Am but could not fly them until they were run through Delta's maintenance and certification processes. This could not be done until the documentation was updated but it was a centralized and 'antique system' which was a bottleneck. The problem was serious enough that Delta faced bankruptcy unless they could get the jets flying and producing revenue. **Apple Computer sent Earl Cook in to Delta to specify software and then train the aircraft documentation specialists in the basics of desktop publishing.** The specialists were empowered with new skills and tools, the process decentralized and the crisis averted for Delta. And, the documentation improved.

EBSCO Publishing custom publishing software - EBSCO was faced with a publishing crisis with the typesetting of The Serials Directory, one of the largest publications in the world. **Earl created and specified the protocols, built all templates and then trained a staff of four computer novices how to print to typesetting machines** and crisis averted.

AT&T Tridom custom software - AT&T was on the verge of launching their new small-aperture satellite dishes but their training manuals were not completed. Training had been scheduled around the country and world but the manuals were bogged down. **Earl solved the problems, schedules were met and the training and installation crisis averted.**

Projects of Earl Cook and Laser Solutions, Inc. continued

Atlanta Falcons systems integration - Apple Computer sent Earl into the Falcon's Public Relations Office to install state-of-the-art digital cameras and publishing systems. As a result, **the Falcons produced the NFL's first full-color team newsletter.**

BellSouth Advertising & Publishing Company custom software - Earl wrote multiple custom desktop apps that used mainframe data to allow the staff to do **advanced financial and call-count analysis.** In one app, the first report that was run saved BAPCO \$125,000 a year. The report let the staff see big data and patterns that they had suspected but could not see.

Northern Telecom custom software - before the digital telecommunications revolution that ushered in email and the Internet, new equipment had to be sold and installed. NT built the digital central office switches which were installed in underground hardened facilities. Their **proposals were up to \$25 million each** in 1988 and it was taking a staff of eight people eight days to produce a proposal. If there were changes, they started over. In Earl's first custom database program, he created ProGen, and **reduced the time from 64 man-hours to 45 minutes per proposal** which a secretary could produce. NT used ProGen in all seven of its regions in the year they broke sales and profit records.

Atlanta Desktop Publishers Assoc. cofounder and president 5 years - Earl was **one of the three founders in 1986 and served as the first president for five years.** The group consisted of over 600 of the top graphic designers, typographers, printers, writers and typesetters in the Atlanta area.

State of Georgia Economic Development Database - Earl created a simple-to-use database of **25,000 of the top business leaders in the world and Georgia.** This was created for the Georgia Department of Economic Development who have used the database to attract investment and jobs to the state. Created from 64 databases from major corporations, banks, Port Authority and the state. This database involved in \$billions of new investment and 10's of thousands of new jobs.

Coca-Cola executive presentation - **Earl gave the first PowerPoint presentation at Coke to the top-level executive managers.** PowerPoint was released one afternoon and Earl gave the presentation the next morning. There have probably been 10,000,000 PowerPoint presentations at Coke since then. Earl's client was the Olympic connection.

Atlanta Public School System - Apple asked Earl to lead a pilot project that introduced desktop publishing into the school system. **Earl installed DTP systems in six schools and in the central publishing office in Atlanta.** The schools then produced their school newsletters with the new digital DTP systems and used telecommunications to transmit the digital files. They were using cut-and-paste techniques before these systems were introduced.

Centers for Disease Control presentation - Apple asked **Earl to present the capabilities of the new desktop publishing tools to a group of information managers from CDC** who were charged with collecting information and distributing it to the public about the causes and prevention of AIDS. This was before the causes were known. This group later was involved in one of the largest preventive health programs in history as they mailed information to every mailable address in the United States.

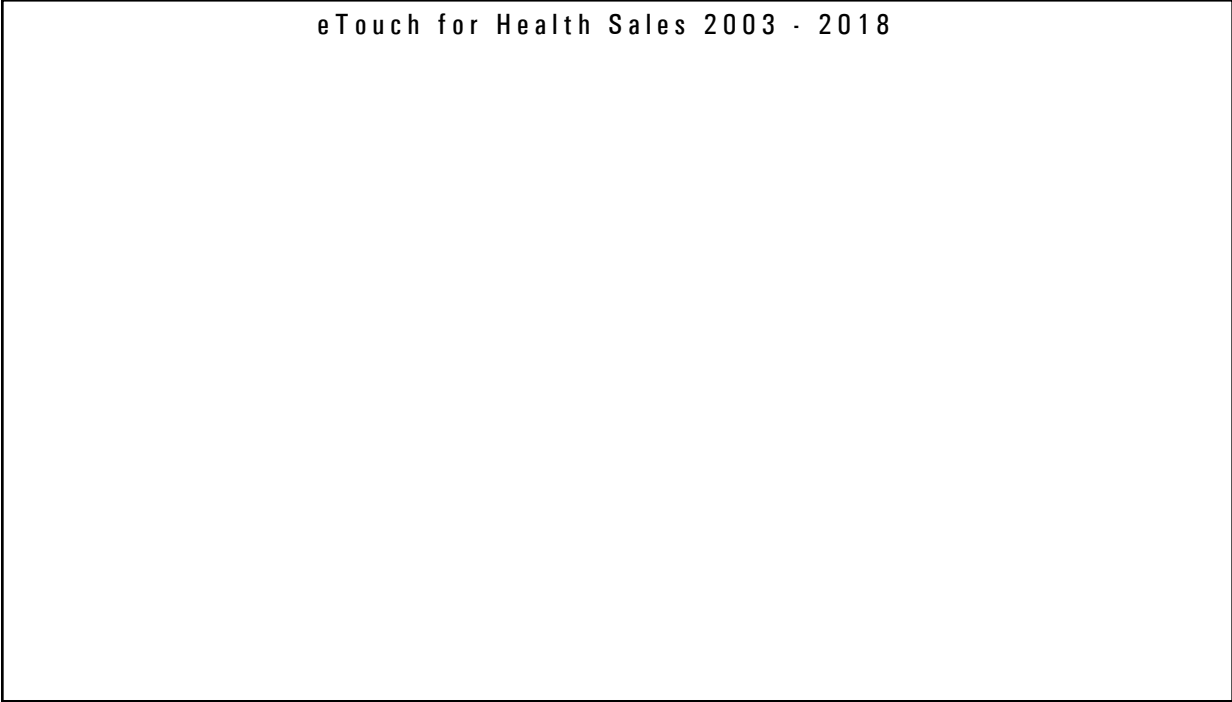
Software Sciences computer documentation (before LSI) - **Earl and a documentation consulting engineer from the UK were sent to a remote hightech factory out in the country so that Earl could do a braindump of his knowledge of the advanced computer systems he had been building for SSI.** The engineer taught Earl how to document and number every component of the computer systems. the resulting drawings and documentation produced a stack of manuals one foot high.

DATA VISUALIZATIONS

Earl Cook's latest creations • 2019

Successful projects always require A-Z processes. Sometimes, these may take days, but often, they take months and sometimes years to complete. The following data visualizations (vizzes) show where the customers for the eTouch for Health software are located and where the students of the eTouch training are located around the world. These are interactive maps that can display real-time data.

eTouch for Health Sales 2003 - 2018



This data visualization does much to provide an overview of the scope of work that Earl and Gail have accomplished over a 33+ year career. Earl began *eTouch* in 1988 and worked on it sporadically until 2001 when he asked Dr. Thie permission to complete it. Earl & Gail worked on *eTouch* for a period of two years between 2001 - 2003. *eTouch* first shipped Dec. 03, 2003.

Next, it was time to build an online store to sell the software and later, Earl developed a system for software downloads so that customers around the world could have the software in minutes rather than weeks. A year was spent creating *eTouch* workshops, then months getting them approved internationally.

During 2017-2018, Earl created the cloud-based video-on-demand training system with students around the world now studying the *eTouch* workshops online. During 2018, Earl learned how to create these data visualizations during 2018 - 2019. The two shown here first worked on Christmas Day 2018.

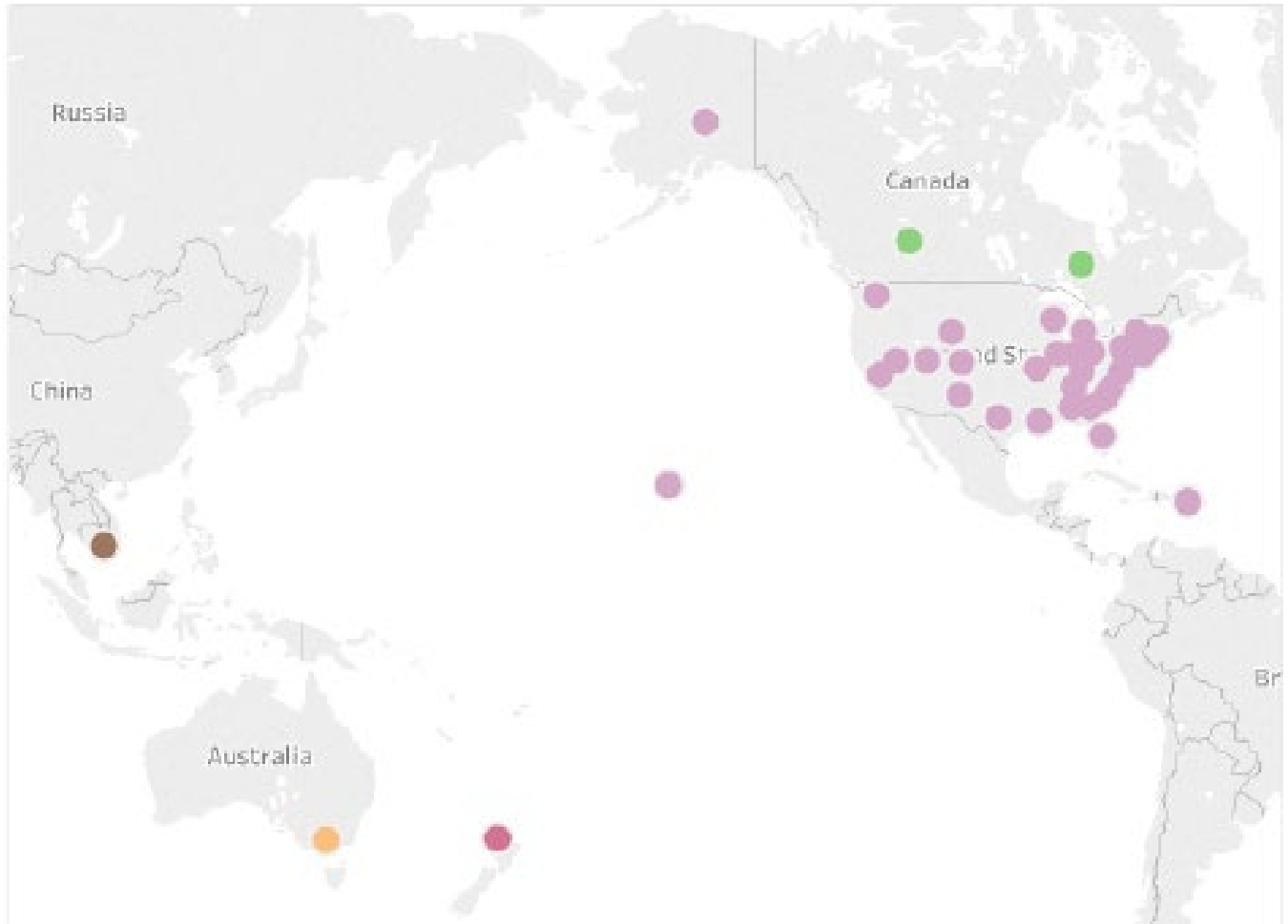
EARL COOK

Student Locations ~ Data Visualization 2019

Training Categories



Student Locations



Students have flown into Atlanta to train with Earl from as far away as Japan, Norway and Turkey in live workshops. With the new Video-on-Demand self-paced training, students around the world are now studying *eTouch for Health* using the Cloud 365/24/7.

https://www.etoouchforhealth.com/research/ec_viz.html

TEACHING & PUBLIC SPEAKING

Long List of Teaching Advanced Courses and Public Speaking

Earl has been asked to speak, lead and teach his entire career. As president of the Atlanta Desktop Publishers Association (ADPA) for five years and program chairman for another two years, Earl was frequently speaking before groups on a routine basis.

During the early days of the Desktop Publishing revolution, Earl was asked to be keynote speaker for the International Association of Business Communicators on two occasions and assisted in their national convention in Atlanta, Georgia.

In the Personal Computer revolution, Earl created and taught advanced courses in local area networking and computer troubleshooting. Later, once he had become a programmer, Earl taught relational database theory and design at the Emory University computer lab and at Apple Computer advanced training center at its marketing center.

Under a crisis situation, Earl created an advanced and targeted desktop publishing class and taught it to the aircraft documentation specialists for Delta Air Lines. He created and taught the two-day class over a three day period with only six hours of sleep.

After creating the eTouch for Health software, Touch for Health founder and author, Dr. John Thie, asked Earl to create a series of classes for the eTouch software. Earl created three levels and then Dr. Thie's son, Matthew Thie, asked Earl to create a fourth class so that they would total 16 hours of credits so that the workshops could be used for instructor updates.

Earl relied upon his desktop publishing skills to create four manuals totalling 100 pages. During 2017-2018, Earl created a series of 35+ videos and then time-sequenced them so that they could be served via the Cloud. This Video-on-Demand system now has students studying 365/24/7 all around the World.

In addition to speaking on advanced technical subjects, Earl has also spoken around the World on Alternative and Complementary Health topics. He has spoken at conferences in Switzerland, Japan and around the U.S..

Earl was the Touch for Health Kinesiology Association Instructor of the Year 2016-2017.



**Earl Cook
Speaking @ TFHKA Conference**



**Earl embossed into glass with his mentor, Dr. John Thie.
Speaker's gift, Kyoto, Japan 2010**

COMMUNITY CONTRIBUTIONS

Resources and Volunteering • 2006 - 2019

Earl has used his experience as a consultant and graphic designer in creating resources that the *Touch for Health* community can use for free in educating and researching TFH. One of the first of these was the *Interactive Tree of Touch for Health*. This was a tree with active links to people and modalities that TFH was based upon as well as techniques and modalities that grew out of TFH. It is being updated in 2019.

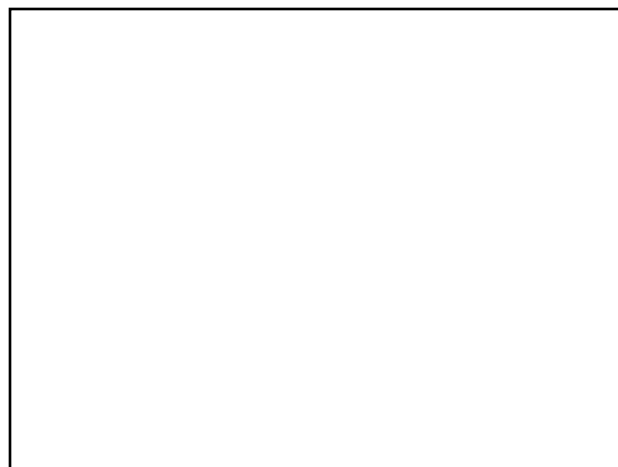
The *Wellness Chart of Touch for Health* was created by Earl with the help of leaders in the world of TFH and Gail's graphic abilities. Earl designed the chart to show Wellness and Vitality (Green) on the left and Serious Illness (Red) on the right. Low cost and minimal invasiveness were shown on the bottom left and high cost and maximum invasiveness on the right. While TFH can be used in many everyday situations for relieving pain and reducing the effects of stress and trauma, it does not replace professional healthcare services. That red line around the allopathic services is meant to signify to TFHer's not to cross that line.

Earl has been a speaker at international conferences in Switzerland, Japan and around the US. In Kyoto, Japan while speaking at a conference held at the Univ. of Kyoto Medical College, Earl was awarded the *2010 International Kinesiology College John Thie Award* for his contributions to the world of Touch for Health and for Research.

Earl was awarded the *TFHKA Instructor of the Year Award for 2016 - 2017*.



Interactive Tree of Touch for Health



Touch for Health Wellness Chart

Earl speaking in Austin, Texas

2010 IKC John Thie Award

PHOTO JOURNALS

A passion of Earl that blends travel, photography and sharing

An early goal of Earl's had been to travel the world as a *National Geographic* photographer/writer. Earl combined a passion with projects that share history and information using his skills in photography and website development. The photo log to the right was begun in 2006 and contains dozens of photos submitted by people from around the world. The photos show one of the benefits of *Touch for Health*... it can be performed almost anywhere and at any time. These photos in front of natural and man-made monuments are meant to demonstrate that fact.

When traveling around the country to and from different conferences, Earl & Gail have taken photos along the way and Earl has compiled them into colorful and informative travel logs. In 2004, Earl started the "*Travels to the Heartland*" series during a trip to Wichita, Kansas. Appropriately, the Gateway Arch was the premier image of this series.

Earl knew of Burt Rutan and read of his small group's attempt to become the first private citizens to reach space and win the \$10 million *Ansari X Prize*. The group had a random group of photos scattered on a webpage with minimal information. Earl took the photos, cropped, color-corrected and assembled them onto a page with a story about the significance of Rutan's attempt. On the day Rutan Space achieved their goal and won the *Ansari X Prize*, Earl's page was the #1 page returned on Google when 'Rutan Space' was queried.

Balancing the World

**Gateway Arch
Travels to the Heartland**

Rutan Space

Kyoto, Japan

Cincinnati, Ohio

Detroit, Michigan

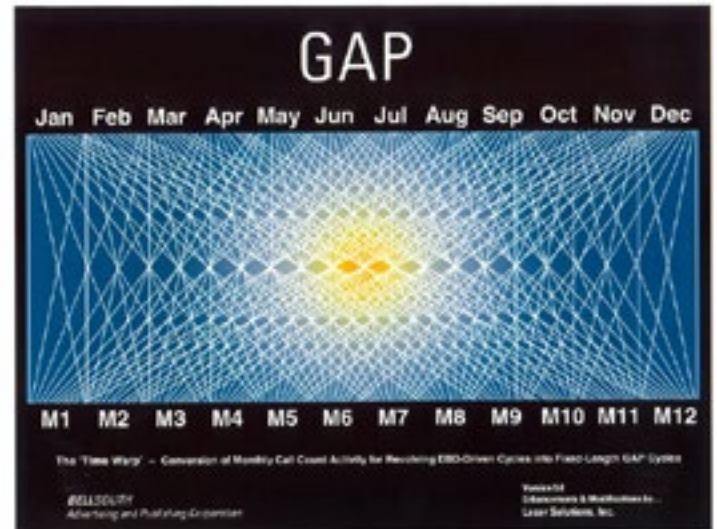
Arizona & Utah

Southern California

EARLY INNOVATIONS

Data Visualizations and Adobe Flash

Large and profitable projects took the pain away from struggling with low capitalization. In one project, Earl was asked if he could import a file into a database? Of course he could and scheduled 45 minutes for the task. This project grew from a 45-minute simple task to a 14-month complex project. The complexity occurred because BAPCO was attempting to produce complex annual reports that compared projects from 14 months. Earl solved the problem and then created the drawing at the right in Adobe Illustrator. When a Vice-president of BAPCO saw this he said, "This is what I have been trying to explain to people for five years."



Earl once heard at a technical presentation, "Learn Adobe Flash and your career will be paved with gold streets!" Earl learned to program and develop websites with Flash. The www.lasersol.com main website was converted to Flash as a live example of what was possible with a Flash website.

Animation is a major component of Flash. When learning new technologies, Earl often chooses a project that is personally interesting. When learning Flash animation, Earl's topic was a four-month long camping trip that Earl & Gail had taken in 1976 when camping in the national parks of the West. The animation runs automatically and then rollovers are active for special spots along the way.

Interestingly, the couple went through Albuquerque, New Mexico in 1976 when Microsoft was just getting started and also went through San Francisco two weeks after Apple Computer was started.



As a combination Flash learning project and the creation of an online newsletter that would serve as an advertising source, public recognition and public service, Earl created the Parkland Scene that displays the history of the area along with locations of parks and special events.



However, the glitter and attractiveness of Flash was greatly diminished when Apple Computer quit supporting Flash and when Flash Apps were proven to be security risks. Earl no longer develops Flash apps.

CYBER MOTORSPORTS

Using Racing as a Test Bed for Ideas • 1986 - 2019

For many years, Earl used races of endurance racing prototype sportscars at the nearby Road Atlanta as a venue for testing new ideas. During the heyday of Earl working with Desktop Publishing, he wanted to go to the race, take photos, write stories and produce a daily newsletter. He wanted to sell it to the crowd using young paper boys like he had done as a 12-year old. The official programs were usually printed weeks or months ahead and did not contain timely information.

In 1994, Earl was testing new digital video concepts and went to the track and taped hours of historic video of the Ferrari 333 SP's being uncrated, bolted together and raced for the first time. Earl decided to create a short showpiece using new 'multimedia' technologies. With this piece, he wanted to either attract investment or garner new projects. Instead, he and Gail produced one of the first multimedia titles in the world and it was one of the first products sold on Amazon.

Earl came up with the name Cyber Motorsports and created the logo, above right, to represent these efforts. When the Petit Le Mans was first started in 1998, Earl & Gail were there and produced almost real-time coverage of the event. The 'newsletter concept' had grown tremendously and people around the world while providing almost instant information.

In 1999, Earl was disappointed by how the sport was splintered and created and managed the Cyber Cup which awarded world championships.



Cyber Motorsports coverage reduced the time from six weeks to six hours for providing news.



BUSINESS PLANNING

A 35-year effort to attract funding • 1986 - 2019

At a time when a company Earl was working for went out of business, he was without employment. This was at a time when Earl only had \$750, a computer, a laser printer and a ton of experience. Still, he decided to start a new business, **Laser Solutions, Inc.** in 1986. The small amount of capital was inadequate at the time and has continually limited the organization whenever attempting to acquire capital investment.

One way that Earl decided to be a magnet for investment was to create the *Atlanta Hightech Supercenter*. The Supercenter was meant to be an incubator providing high-level technical and creative services. This 200-page business plan was extremely detailed in identifying opportunities, locations and potential clients. It was passed among a select group of investors that determined that the Earl's ideas were "too advanced". As a result, no investment was ever received as a result of this business plan for the *Atlanta Hightech Supercenter*.

The Conceptual Plan had a variety of services built around a central 'Forum' where training and presentations could be held. One thing that is constant in high tech is change. The *Supercenter* was meant to thrive on change and innovation while delivering both services and knowledge what providing a stable incubator for young

The Answer, shown at lower right, was Earl's next attempt to acquire funding. This software app was intended to become a product for business intelligence and an executive information system. It was built around the concept that different questions would be answered and once these questions were answered, it was possible to print a Business Plan with a five-year cash flow analysis, yearly Balance Sheets and P&L Statements.

Earl took a business planning course from Georgia State University that promised an opportunity to present plans to a group of SBA bankers at the conclusion of the course. The professors were excited about *The Answer* as they wanted to use it in their graduate student business courses. It turned out that only one banker appeared and she said, "I see thousands of ideas that I don't like. I love your idea. Unfortunately, you need a venture capitalist!" Earl never found one.

