



February 7, 2012 PDM 5:30 pm
Dinner, speaker, and facilities tour.

W3i LLC,

1900 Medical Arts Ave S Suite 200 Sartell, MN 56377 Sartell, MN.

Attaining and Maintaining Industry Leadership

W3i, LLC is a market leader in the desktop and browser marketing solution industry. Its innovative products are developed in an environment that integrates marketing and operations and there is no clear boundary between the two. Collaboration, cooperation, and ingenuity are keys to the process. Co-owner Rob Weber said philosophies such as “taking risks and thinking independently” and “challenging the status quo, and blazing new trails together” have spurred them on to sustain their extra-ordinary growth even in the current economy.

Come and learn how they translate that philosophy into action throughout the company.

The three brothers created W3i in the dorm room at SCSU nearly ten years ago. They successfully created W3i and began generating profits that has enabled them to grow. The Webers had a large vision and strategized with each other about how they would create and develop a profitable business. The brothers developed a strategic plan and set out to create value by connecting people to applications. Their goal was to become a market leader in applications distribution. They attribute team spirit, mutual support, and collaboration as keys to the success they have enjoyed.

W3i is an e-commerce company that helps Windows and plug-in application businesses to enhance their revenue, distribution, and traffic. The company installs interactive consumer applications, and delivers active users to their partners thru applications. It seems we hear every day about a new ‘app’ for our phones or other electronic devices. So where did all these apps come from and how are they released into the market space? Join us to hear an amazing story how three brothers - Rob, Aaron, and Ryan Weber - found almost overnight success in the world of apps.

W3i began marketing apps when apps weren’t even cool. In 2000, the three Weber brothers discovered the power of free and launched Freeze.com. Along with their team, they developed applications to satisfy users’ pent up demand for free content while pioneering new revenue models to spread the development and marketing costs across millions of installations



— over 700 million to date. The company name was changed to W3i as the team grew with people that were passionate about application distribution and monetization.

In 2008 several companies with consumer applications looking for ways to expand their business asked W3i to share its expertise; and a network was born, allowing other application companies to increase distribution and revenue using W3i's technology. The W3i application network combines the demand for free and trial applications monetized by the distribution of additional, relevant applications when the consumer is in the installation mindset.

Come to the dinner PDM on February 7 and learn how these young entrepreneurs have used leadership, innovation, and entrepreneurial spirit to design, market, develop, and deliver industry leader quality products and reap above average profits.

To sign up: Go to apicscmn.org, click on the events link, and click on the sign up link

