

MULTIPLYING YOUR SUCCESS



SPONSORED BY THE INC. HONOREES WHOSE BRAND PROFILES APPEAR IN THE FOLLOWING PAGES

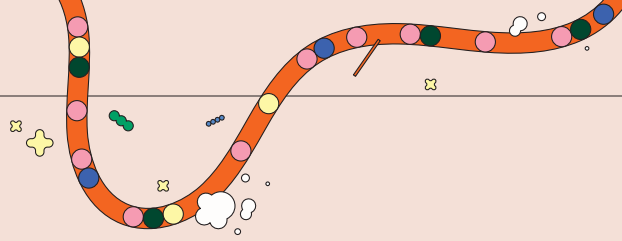
You beat the odds. Obliterated expectations. Even made this year's Inc. 5000. Now your business is officially a success. Congratulations! But while you've certainly earned a glass of champagne and a victory lap (though probably not in that order), we know how entrepreneurs operate. The same drive that spurred you to your latest milestone won't let you rest until you've reached the next one. And the one after that. There are always more worlds (and markets) to conquer.

That's why we asked dozens of past and present Inc. 5000 honorees for advice on where you go from here. We

sought their guidance on how, once you've achieved a goal—recording eye-popping revenue growth, landing a coveted customer, locking down a deep-pocketed investor—to parlay it into even bigger and better things. Everything from some clever self-promotion to a gimlet-eyed reassessment to a whole new strategic plan.

Rest assured that your success will bring a whole new set of challenges, many of which you'll never see coming. There's advice on that here, as well. First, though, try to take a moment to be proud of all you've accomplished. And pass the champagne.

RAISING YOUR BAR



Carrie Charles

Owner and CEO
BROADSTAFF

“Instead of setting our revenue goal for 2022 as a leadership team, as we traditionally have, we set it together with all of our team members. Our team chose \$33.3 million. This was a massive stretch, but each person was engaged with this long-shot goal and ready to make it a reality. Soon, our team started a game of texting one another when we saw the number 33. Seeing 33 in the wild kept the goal alive. We even created fun, incentivizing games each month to keep pushing us closer to 33.3. As of today, we are on track to hit it!”

Tampa-based telecom and tech staffing firm Broadstaff made the Inc. 5000 list in 2020 and 2021.



Vishal Sunak

Co-founder and CEO
LINKSQUARES

“With a big company milestone like beating our annual revenue goal or raising a new round of capital, we typically throw a party to gather the team and celebrate. Everyone feels the energy that comes from a huge win together, and I find that to be the most powerful motivation. A big milestone like a capital raise also can trigger us to reexamine our operating plan as an executive team and look for opportunities to accelerate hiring, innovation, and revenue.”

In 2022, Sunak’s Boston-based software company raised a \$100 million funding round and earned a spot on the Inc. 5000 for the second straight year.



38%

OF FAST-GROWING COMPANIES SURVEYED FOCUS THEIR INNOVATION ON ACTIVITIES THAT INCREASE REVENUE, WITH THE GOAL OF DEVELOPING NEW PRODUCTS THAT CHANGE HOW THE BUSINESS OPERATES.

Source: Deloitte



Donie Yamamoto

Founder and CEO
VITAL PET LIFE

“To set new business goals, we had to redefine our brand strengths so as not to be everything to everyone. We took steps to go deep rather than wide, such as focusing on our strongest products and adding an industry expert to directly engage with our customers.”

In 2021, just four years after its founding, Yamamoto’s Los Angeles-based pet care startup made the Inc. 5000.



Scott Cook
Co-founder
INTUIT

“When an upside surprise happens, that’s the market trying to speak to you, telling you something you don’t yet know, so you need to listen. You need to savor that surprise and really try to understand it, because that could be the seeds of a great new business.”

Cook has served as both CEO and chairman of the now-public financial software firm, which made the Inc. 5000 in 1990.



Leah Caplanis
Founder and CEO
SOCIAL SPARKLING WINE

“What’s most important is to take the time to celebrate your successes, and that means slowing down and spending some time with the team doing something fun, whether that’s a barbecue or pizza party or going bowling or horseback riding. This gives everyone a break to relax and socialize with one another in a personal way and refreshes people to go back to the job renewed.”

Caplanis founded her Chicago-based organic wine company in 2013. It was an Inc. 5000 honoree in 2019.



**Inc. Best
Workplaces**

**Inc. BWP
Winner**
3x

**Inc. 5000
Honoree**
8x

Workforce
110
Employees

**All-Time Net
Promoter Score**
+92



Making Craters: The Cybersecurity Company on a Mission to Leave a Mark

At Praetorian, security specialists and software developers are committed to making the world safer and more secure

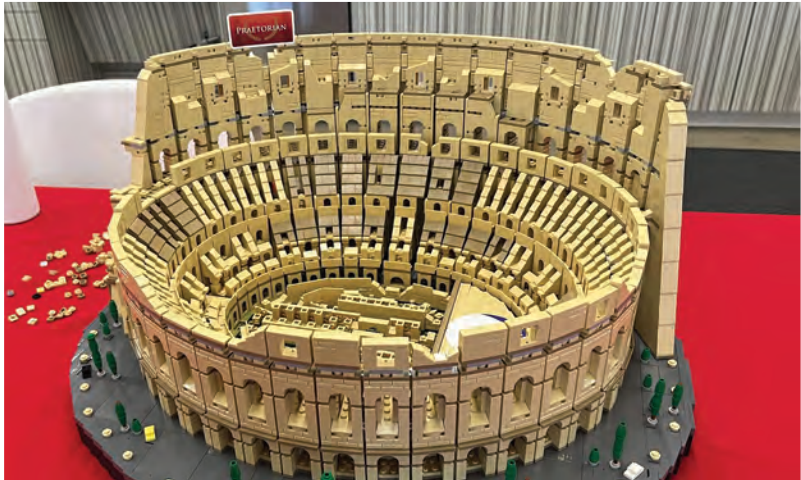
Building a company is incredibly hard," says Nathan Sportsman, founder and CEO of Praetorian, a leading cybersecurity company. Entrepreneurs have their greatest shot at success, though, when they rally people around a common pursuit that is meaningful to all involved. "Do what you love, do it well, and make enough money to keep doing one and two," he advises.

Sportsman is lucky enough to "skip to work" to a team that shares his ardor. Vision, mission, and values have been Praetorian's north star since the beginning.

A VALUES SYSTEM BROUGHT TO LIFE

The company's mission is to keep the world safe and secure as society's dependence on the internet grows. One company creed is to make craters—to leave a mark. Other core values include intellectual curiosity, customer obsession, radical candor, generosity of spirit, a commitment to performance, and extreme humility. "Our core values attract those who are seeking to live in service to something larger than themselves and who have a commitment to work excellence and the joy of truly being part of a team," Sportsman says.

Praetorian hires by these values, emphasizing passion for the work, cultural fit, and raw intelligence over a candidate's ability to do the job from day one. Praetorian's tech challenges and new hire magazine are designed to attract people that value the same things the company does. And when new hires start,



Rome wasn't built in a day, but Praetorian's motivated employees built a Colosseum replica in just three days.

Sportsman presents the core values himself, emphasizing that they are a rubric for helping people make the right decisions and cultivating the behavioral traits the team wants to reinforce.

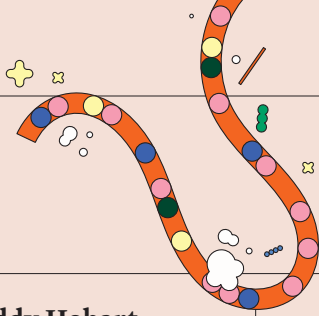
CAREERS DESIGNED FOR CYBERSECURITY ENTHUSIASTS

"Praetorian sits at the intersection of security and technology. Things move so fast in our space that when you wake up each morning, you know less about cybersecurity than you did the night before. In that kind of environment, you must love what you do. If you don't, the fast-paced nature of cybersecurity will lead to burn-out. But for cybersecurity enthusiasts, the never-ending learning opportunities are part of the fun," Sportsman says.

And just like Praetorian's employees,

the company must keep up with the pace of evolving threats and industry change. Praetorian invests heavily in innovation, which creates ongoing learning opportunities for employees and ensures long-term relevancy for the company.

As a byproduct of that commitment, Praetorian launched Chariot earlier this year, a cutting-edge, managed, offensive security platform making waves in the industry. This innovation would not be possible without the company's distinct culture, something Sportsman describes as a competitive advantage. "Culture has been foundational to the company's success and will continue to be the critical path as Praetorian scales," he says. The company's commitment to culture has earned Praetorian its Inc. Best Workplaces designation.



Buddy Hobart
Founder and president
SOLUTIONS 21

“There is a strategy we have employed many times after a significant success that has allowed for both learning and celebration. We take the time to ‘autopsy the victory.’ Looking at why we won teaches us what to do and how to replicate that best practice. This process not only cements a results-oriented culture that recognizes the team’s achievements, it also develops a culture of continuous improvement, innovation, collaboration, and accountability.”

Solutions 21, a leadership development firm headquartered in Pittsburgh, was a 2020 Inc. 5000 honoree.

Shanda Sumpter
Founder and queen visionary
HEARTCORE BUSINESS

“I started to hire people much smarter than I am. I hired an expensive headhunter and asked for the caliber of person I wanted. My focus became about building leadership internally. This motivated the team and forced me to step up to my own next level.”

Sumpter’s Solana Beach, California-based leadership coaching business made the Inc. 5000 list in 2018 and 2019.

67%

OF FAST-GROWING COMPANIES UNDERTOOK A MAJOR PERFORMANCE IMPROVEMENT INITIATIVE IN THE PRIOR THREE YEARS. 84% OF THEM CONSIDERED THE EFFORT SUCCESSFUL OR VERY SUCCESSFUL.

Source: McKinsey

Spencer Rascoff
Co-founder
ZILLOW

“Growth can be the one thing that challenges and drives entrepreneurs the most. So whether you’re considering tapping into a new vertical or expanding an existing one, it’s important to assess the environment and reflect on your current strategy. The most important aspect of vertical expansion is understanding the reasons behind it.”

Zillow, the Seattle-based online real estate marketplace, made the Inc. 5000 list in 2011 and went public the same year.

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Brandon Downey
Co-founder, president, and CEO
TRILOGY INNOVATIONS

“Complacency will kill the organization quickly. So growth sustainment is one of our strategic priorities—not just in terms of finding more opportunities, but also maintaining the opportunities that we have, as well as the workforce that we have. So we always go out of our way to make sure everyone is taken care of and feels comfortable. We want

to give them a reason to stay. We don’t want hostages here.”

Based in Bridgeport, West Virginia, Downey’s systems and software engineering company makes its debut on the Inc. 5000 list this year.



**Inc. Best
Workplaces****Year
Founded**
2004**Employees**
175 and
Growing**Resumes
Received**
12K+ annually**SMBs**
\$2M - \$100M
In revenue

These Virtual Accounting Visionaries Designed an Award-Winning Culture

A supportive, family-first culture has contributed to nearly 20 years of steady growth for AccountingDepartment.com—and now it is executing its most ambitious growth plan yet



AccountingDepartment.com Co-Founders, Dennis Najjar and Bill Gerber

An internet ad and a bit of fate brought Dennis Najjar, CPA and Bill Gerber together in 2004. Within days of their first phone conversation, they met in person and agreed to build a business together. Eighteen years later, they are at the helm of what may be the longest-running virtual accounting company, AccountingDepartment.com.

With a team of 175 and counting U.S.-based employees, AccountingDepartment.com offers businesses a “complete takeover of the accounting function,” Najjar explains. Najjar and Gerber share a vision and values, but they are markedly different. Najjar, a certified

public accountant by background, excels at operations and process. Gerber, a gifted salesman, dreams big and moves fast. Yet, building a family-first culture came naturally to them both. Culture, coupled with their complementary talents—a medley they call the “magic sauce”—has facilitated revenue growth year after year, and now serves as a launching pad for the company’s biggest leap yet.

AN ONLINE ORIGIN STORY

Getting it done and getting it done right are different things, Najjar notes. He co-founded the company in part

because he had encountered too many businesses with subpar books. “Accountants would end up doing tax returns on incorrect data,” he says. The more he worked with businesses, the more he realized the need for accounting support—something Gerber, a serial entrepreneur, had experienced firsthand. Like many founders, he knew how to sell, and how to deliver what he was selling, but he never knew where he was on the numbers. This shortfall had led his prior company to bankruptcy.

When Gerber met Najjar, he was determined to create something huge, because he needed to provide for his son, who has special needs. He had been planning to start an accounting services business because of the struggles accounting had caused him in the past when he came across the online ad Najjar had posted for a virtual accounting sales position. Najjar had personal reasons for building a remote business: he wanted the option to move from his hometown in New Jersey to someplace warmer once his kids were grown.

Operating virtually had business advantages, too. The co-founders could work with clients and employees from anywhere. But they had to convince the market their business was legit, as remote work was less common in 2004. To attract skilled, personable bookkeepers, they offered full-time positions with benefits and no overtime. Prospective

accounting hires accustomed to long hours, especially during tax season, thought the opportunity too good to be true. One person even asked how much they had to pay to work there.

A REMOTE WORKPLACE AS GOOD, OR BETTER, THAN THE OFFICE

Remote workplaces are ubiquitous now, but few accounting companies can say they have nearly two decades of experience crafting a virtual culture. AccountingDepartment.com strives to create a work-life balance that is as good, if not better, than the office experience. From book clubs and recipe clubs to March Madness brackets and pumpkin-carving contests, the founders prioritize human connection. They celebrate hard work, for example, with an annual pizza party the first Friday in February. (Coordinating the delivery of 175-plus pizzas across the country is a logistical feat, Gerber notes.) Because a virtual work environment can lead to a sedentary lifestyle, they focus on fitness, Najjar says, with initiatives such as an annual summer walking challenge hosted on the virtual race platform Racery.

Perhaps most important is the company's foundational value: family first. The founders make a point to share how

they prioritize family commitments and encourage employees to do the same. They urge employees to be open with clients, as well, to build genuine connection. "We're not a vendor, we're a partner. And partners understand what you're really going through in life," Gerber says.

Najjar and Gerber describe their roles as support functions. During the onboarding process, they visualize the company hierarchy with an inverted pyramid: accounting specialists are at the top; the founders are at the bottom. (When Gerber is running this training, he draws the diagram by hand, while Najjar shares a professionally designed version, encapsulating their different styles.)

A PIVOTAL POINT

Career growth is important, too—to employees and leadership. "There's no churn-and-burn mentality. It's all about keeping the staff and helping them mature," Najjar says. The business provides training and mentorship so members can advance their careers and company goals. And the goals are big. Demand for client accounting services (CAS) has exploded since the pandemic. AccountingDepartment.com has been mindful of preserving its flagship approach to service while laying the groundwork for expansion.

Using Cameron Herold's Vivid Vision framework, the founders have created a three-year, five-year, and ten-year roadmap and have shared them with the team. Both founders are confident they have the people, processes, and technology to achieve their vision, which includes building the infrastructure and workforce to support NetSuite solutions in addition to QuickBooks products. They worked with a firm to implement the Entrepreneurial Operating System (EOS), a set of concepts and tools for clarifying and achieving a vision, and they have invested in additional leadership training for managers. The adoption of EOS was driven in part by the early influence of organizational expert Les McKeown, who inspired Najjar and Gerber to strive to have the right people in the right seats as the company grows.

Because Najjar and Gerber have never taken venture capital dollars, they are not beholden to stakeholders—they can grow their own way, Gerber says. For these founders, that means continuing to cultivate a family-first workplace that charms employees and clients alike, while providing proactive accounting services that help entrepreneurs achieve their dreams.



AccountingDepartment.com co-founders and employees at events in Atlanta and Charlotte

SHARING YOUR STORY

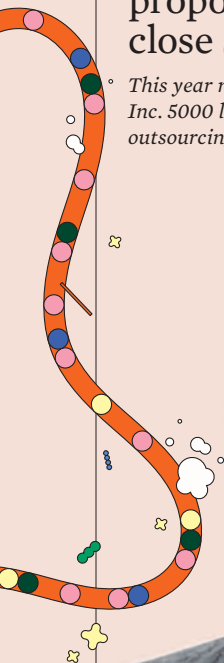
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Carmen Tapio

Founder and CEO
NORTH END TELESERVICES (NET)

“When opportunity presents itself, you don’t get what you don’t ask for. While accepting the Business Excellence award from our chamber of commerce, I had access to at least a hundred CEOs of the top businesses in our community. So I used that opportunity to tell them that we had prepared proposals for every single one of them. From the podium, I called them out and handed them a proposal, and we were able to close several.”

This year marks the third straight appearance on the Inc. 5000 list by Tapio’s Omaha-based business-process outsourcing provider.



Karthik Reddy

Founder and CEO
ARCHER REVIEW

“Especially in bootstrapped companies with limited access to funds, I believe that any significant funds spent on marketing are taken away from further innovating the product or from the customer fulfillment budget. In certain B2C businesses, having great products and customer fulfillment certainly trumps marketing. Focusing on those led to our exceptionally high net promoter score, so our marketing costs are less than 2 percent of revenue. Our mantra has always been ‘Take care of the customer well and with honesty, make a great product, and the growth will follow.’”

Archer Review is a medical edtech company based in Dallas. It makes its first appearance on the Inc. 5000 list this year.



David Glickman

Founder and CEO
MINT MOBILE

“Hypergrowth is possible only by having the flexibility to swiftly respond to opportunities. Instead of seeking reasons to reject an opportunity outright, assume it will work and focus on how to effectively implement it. In one instance, we were able to secure a coveted contract with a carrier partner by saying yes. The contract’s rates were not particularly attractive, but, by being flexible, we negotiated volume-based discounts that made everyone happy. Most important, having a reputation for saying yes meant other potential partners knew that any proposal they might present would be given serious thought.”

Glickman has founded two telecom businesses that reached the top spot on the Inc. 5000, Justice Technology (1998) and Ultra Mobile (2015).

87%

OF HIGH-GROWTH COMPANIES ANALYZED OVER 50 YEARS IN A 2008 STUDY EXPERIENCED AT LEAST ONE SUDDEN AND LASTING DROP IN REVENUE GROWTH.

Source: Harvard Business Review

**Inc. Best
Workplaces****Year
Founded**
2017**Number of
Employees**
42**Partners**
Merck KGaA
(EMD Serono)**Series B Funding**
About \$70M
Raised**UNLEARN** 

Doing Good Work in More Ways than One

Unlearn, a mission-driven technology company, is using machine learning to accelerate clinical trials

Unlearn probably spends more time thinking about culture than most early-stage startups, says Founder and CEO Charles K. Fisher. Since its founding in 2017, the company has assembled a team whose members care deeply about their work and each other, taking a scientific approach to everything they do. In April 2022, Unlearn closed \$50 million in Series B funding to support its growth. Fisher says a strong culture played an outsized role in this success.

A MISSION THAT UNITES

Unlearn uses machine learning (ML) to improve clinical trial timelines. Using ML models trained on historical patient data, Unlearn created TwinRCTs™, randomized clinical trials that require a smaller control group than traditional trials because they compute a digital twin for every patient enrolled in the trial, regardless of randomization assignment. A digital twin is a clinical prediction of prognosis—the outcome of an individual patient if they were assigned to the control arm. “This allows for more patients to get access to the experimental therapy, which is usually the reason they’re participating in a clinical trial in the first place,” Fisher says. The benefit for clinical trial sponsors is they can proceed with fewer patients and generate the same level of evidence as a larger study, faster and at a lower cost.

This year, Unlearn will increase its employee base from 40 to roughly 70

and open an office in Boston in addition to its San Francisco headquarters. Whether recruiting clinical scientists or software engineers, Unlearn wants people who connect to its mission. When employees care deeply, they take full ownership of their work, Fisher says. While Unlearn periodically gathers teams in person to brainstorm and make decisions, they “disperse to execute,” allowing employees to work remotely if they like.

VIRTUES THAT BIND

The team is bound by core virtues, including the mantra, “Do good work,” which refers to scientific rigor as well as the societal benefits of accelerating clinical trials. A second virtue, “Run the experiment,” encapsulates Unlearn’s scientific approach to invention. To offset

the innate risk of experimentation, Fisher uses diversification. Rather than going all in on one ML technology, for example, Unlearn explores multiple options, adapting along the way. “Thinking of your business as an experiment, trying to test things rapidly, and make data-driven decisions is a good idea for every startup,” Fisher says.

The third virtue reminds employees about the purpose of their work: “Invent for the customer.” For Unlearn, partners are leading pharmaceutical companies, including Merck KGaA (EMD Serono). Over the next three years, Unlearn will expand into disease areas across neurosciences and immunology. Fisher hopes that, one day, nearly all clinical trials can benefit from Unlearn’s pioneering ML technology and patient-centric approach.



Charles K. Fisher, founder and CEO, Unlearn

**Inc. Best
Workplaces****2-Year Work-
force Growth**
100%**Number of
Employees**
300+**Remotely
Employees**
50%**Number
of Clients**
4,000+

The Right Culture Can Be a Powerful Weapon in the Talent Wars

A culture emphasizing collaboration and results drives success at Ncontracts



Michael Berman (front row, third from right), CEO of Ncontracts, with team members at company headquarters in Brentwood, Tennessee

With job openings outnumbering available candidates by two-to-one, recruiting and retaining the best and brightest employees has never been more difficult, especially in the technology sector. Generous health and welfare benefits and the additional perks tech companies famously provide are just table stakes now. Winning in the talent wars requires something more. For Ncontracts, a Nashville, Tennessee-based provider of integrated risk management and compliance software, workplace culture is its formula for success.

“Our workplace culture is often the number-one factor behind our success in recruitment and retention,” says Cathy Guthrie, the company’s executive vice president of human resources. Not only does it attract top candidates, but it also

makes current employees want to stay right where they are. Given the culture Ncontracts has built and the career-advancement opportunities it provides, “there is a good chance that an employee leaving in search of greener pastures may actually end up taking a step backward,” she says.

TOP-DOWN LEADERSHIP

Workplace culture is a top-down phenomenon at Ncontracts and directly related to its growth and achievements. It stresses humility and collaboration, along with a drive to compete and win. The focus is not on actions taken, but on the result of the work and its impact on customers.

Ncontracts’ culture encourages discussion, different opinions, and divergent approaches to get to the best

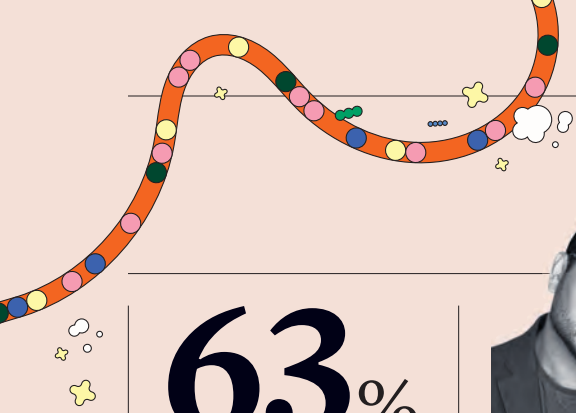
solution. “When you model that, it allows people of all different personalities, backgrounds, and experiences to thrive and do their best work,” Guthrie explains.

The culture starts with CEO and founder Michael Berman. “He has modeled this behavior through to his team, and it cascades throughout the organization,” she says. “This creates an environment where people are not just going through the motions to get a paycheck. They want to be here, are motivated to do their best work, and are invested in the outcomes.”

CONSISTENCY COUNTS

Berman has consistently modeled this behavior throughout Ncontracts’ 13 years in business, so it has become woven into the fabric of the company. “Current employees know what’s expected of them and what to look for in new employees,” Guthrie says. “Prospective employees are attracted by the fact that there is this great company in Nashville—with a presence in 32 states across the country—that is not only growing fast but has a fantastic culture as well.”

With the growth of remote work, Ncontracts is transforming from a Nashville-centric company to a coast-to-coast enterprise, but its culture is a constant. “This shift will impact the types of benefits we add, the social activities that bind us together when we are not physically together, and our training and education programs,” Guthrie says. “But we will do whatever it takes to ensure that our culture stays strong and intact.”



63%

OF HIGH-GROWTH FIRMS HAVE OPTIMIZED RESOURCES FOR REMOTE WORK; 69% OF NEGATIVE- OR NO-GROWTH FIRMS ARE STILL FOCUSED ON WORKERS' PHYSICAL LOCATIONS, PREFERRING AN ALL-REMOTE OR ALL-ONSITE WORKFORCE TO A HYBRID ONE.

Source: Accenture

Ron Jumper
CEO
RON SHERMAN
ADVERTISING

“We wanted to parlay making the Inc. 5000 into changing the narrative about Ron Sherman Advertising. We have now built a state-of-the-art, 20x20-foot booth to use at industry expos. It has prospective clients saying, ‘We aren’t sure if we can afford you, but here is what we need,’ instead of their having no idea about our size or capabilities. It has been powerful.”

Jumper’s Little Rock-based company, a marketing firm for the home improvement industry, was an Inc. 5000 honoree in 2021.



Brandon Pena
Co-founder and CEO
787 COFFEE

“When Hurricane Maria put the livelihood of the team at the farm in jeopardy, we opened our first brick-and-mortar shop in the hopes of selling what little coffee we could. As our shops grew, I took notice of who went above and beyond to tell our story. As companies, we need to be storytellers. Consumers have more choices than ever before, which puts them in a position to want to connect with the businesses they support. By communicating why we did what we did to our customers, they in turn wanted to help.”

Pena’s sustainable coffee company, a 2021 Inc. 5000 honoree, now has more than two dozen stores in New York City and Puerto Rico.



Valerie Freeman
Founder and CEO
BRAVOTECH

“Since we have been on the Inc. 5000 list four times, we have added that recognition to our emails, website, and introductions when we speak or sponsor events. The recognition has motivated us to greater accomplishments that we can share with our clients and prospects as well as applicants for our positions.”

Dallas-based workforce solutions company BravoTech, one of two Inc. 5000 companies Freeman has founded, most recently made the list in 2020.





Cowbell is signaling a new era in cyber insurance. By harnessing technology and data, we provide small and midsize enterprises (SMEs) with advanced warning of cyber risk exposures bundled with cyber insurance coverage adaptable to the threats of today and tomorrow. This unique AI-based approach to risk selection and pricing, which includes Cowbell's continuous underwriting platform powered by Cowbell Factors, compresses the insurance process timeline from submission to issue to less than five minutes.

"Building a culture that allows employees to achieve their professional dreams contributes directly to our success in reinventing cyber insurance."
Jack Kudale,
founder and CEO, Cowbell



6sense reinvents the way business-to-business (B2B) organizations create, manage, and convert pipeline to revenue. 6sense Revenue AI captures anonymous buying signals, targets right accounts at the ideal time, and recommends the channels and messages to boost revenue performance. Removing guesswork, friction, and wasted sales effort, 6sense empowers sales, marketing, and customer success teams to significantly improve pipeline quality, accelerate sales velocity, increase conversion rates, and grow revenue predictably.

"We want 6sense to be the best chapter of every employees' career. Come work with us."
Jason Zintak,
CEO, 6sense



"At Austin Data Labs, our secret to success is our team. When they are supported and successful, so are our customers."
Simon Drake,
CEO, Austin Data Labs

Austin Data Labs is a global B2B SaaS company deploying AI-based data science at the heart of the global food supply chain. With outposts around the globe, a team that has real-world experience in the industries we serve, and a fully remote "great work can happen anywhere" philosophy, we work hard to help our customers keep the planet fed with our scAIcloud® platform, built with the latest in AI-based data science.



**Inc. Best
Workplaces****3-Year Revenue
Growth Rate**
314%**2021 Employee
Retention**
100%**2021 Client
Retention**
95%**Employees**
2x growth in less
than one year**cloudforce**

Investing in People Drives Growth

Investing heavily in developing its staff and workplace helps
Cloudforce retain more than 95 percent of clients and employees

Tasked with designing and maintaining custom Microsoft cloud solutions for its vast clientele, the Cloudforce team of tech experts starts with an in-depth analysis of the organization's big-picture goals. "Our staff consists of problem solvers by nature," explains Husein Sharaf, president and chief technology officer at Cloudforce. "They are engineers and architects who love tinkering. They love breaking things and figuring out how to fix them." Fortunately for this lucky team, Cloudforce carefully chooses exciting projects where they get to do just that on a daily basis.

Employees say that Cloudforce's transparency and near-constant communication sets apart its culture from other firms. Managers routinely check in with staff members to learn what they might need to progress in their careers, in terms of professional development—and then provide it,

whatever it is. "Cloudforce covers the cost of everything related to training, certifications, workshops, seminars, or conferences," Sharaf says.

Perhaps more importantly, where many employers schedule annual performance reviews, Cloudforce prefers quarterly one-on-one reviews to help ensure employees understand what they need to do to progress on their desired career path and have all they need to get there. The result is that they advance much faster than what they are used to, Sharaf notes.

PRIORITIZING SOFT SKILLS

While Cloudforce's blue-chip clients are fueling the company's growth, Sharaf points to the IT consulting firm's staffers as the source of its success. Putting employees with high emotional intelligence (EQ) in client-facing roles has succeeded in forging ongoing client relationships.

Unlike other IT employers, Cloudforce qualifies candidates based on their people skills. "Our key differentiator," says Sharaf, "is that we've made sure the person you're talking to is friendly, that they are sociable, and that they are someone you'd want to have a beer with at the end of the project," as well as talented IT pros.

Cloudforce's environment and culture have also proven to be a competitive advantage. In addition to losing no employees during the Great Resignation, Cloudforce has been in the enviable position of being able to cherry-pick some great new hires who opted to leave other firms. According to Sharaf, the firm grew 300 percent during the pandemic.

BUILDING IN FUN

Fostering a work environment that employees enjoy has led many staff to opt to return to work in person. Cloudforce's office is open and glass-filled, featuring gaming and socializing opportunities. Not only has Cloudforce invested heavily in designing a physical workspace that nurtures work friendships, it also hosts monthly outings and community service projects to help employees connect with each other.

Even in a hyper-competitive IT hiring market, when Cloudforce finds a candidate that is a good fit for the firm, "our clients love them, they love the company, and they stick around, which makes for a better environment and a better product for the customer," Sharaf says.



Cloudforce team members enjoying their award-winning workspace

SHARING YOUR STORY

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Boris Kontsevoi

Founder, CEO, and president
INTETICS

“We want every team member of Intetics to feel like they are part of something big, that they are making an impact on people, that they help. Such a feeling helps them come up with even more innovative ideas. To help them get the right mindset, we’ve created a campaign called “We make an impact,” a series of wall and online posters where we promote our achievements. They are in every office and on every social media platform.”

Kontsevoi has led the Naples, Florida-based software firm to the Inc. 5000 list nine times, most recently in 2021.

45%

OF FAST-GROWING COMPANIES SPEND MORE THAN 6% OF THEIR SALES BUDGETS ON FUTURE GROWTH.

Source: McKinsey

Lorelie Yockman

CEO
EDGEWATER FEDERAL SOLUTIONS

“We made a strategic plan to ensure that we could demonstrate performance to certain customers. So if we needed to show past performance in cybersecurity to qualify for a certain contract, we honed that skill. It was really about understanding what the needs were for those contracts, so that when we applied for them, we could put our best foot forward.”

This year marks the fourth straight that the government contracting IT solutions firm, headquartered in Frederick, Maryland, has made the Inc. 5000.

Sal Rehmetullah

Co-founder and president
STAX

“For our last wave of accomplishments (including a \$245 million funding round, a \$1 billion valuation, and two Inc. awards), we had a major celebration in the office in Orlando that was attended by our investors, Mayor Buddy Dyer, local press and friends, and as many Stax team members as possible. It was a day to celebrate and reflect on everything we’ve accomplished and what we’re working to do next—while still hitting our business numbers for the day.”

In addition to making the 2022 Inc. 5000, its fourth consecutive year, Rehmetullah’s Orlando-based payments company is on the 2022 Inc. Best Workplaces list, its second appearance in three years.



COURTESY SUBJECTS (3)

**Inc. Best
Workplaces****Year
Founded**
1998**Number of
Employees**
300**Number
of Clients**
75**Remote
Workers**
70%

Embracing Reinvention as a Business Strategy

Paramount Software Solutions encourages innovation by treating everyone like an entrepreneur



Paramount Software Solutions' employees raise money for nonprofit organizations through the company's "Paramount Gives" initiative.

Focusing on emerging technologies, Pramod Sajja, CEO of Paramount Software Solutions, isn't afraid of reinvention or disruption—even when it's internal. While the pandemic changed operations at most companies, Sajja says it reshaped his Alpharetta, GA, based software development and information technology (IT) firm, shifting its vision to three concepts: rethink, reinvent, give back.

First, the company started rethinking how everyone works. In tech, it's common for employees to work long hours to complete projects. Instead, Sajja incorporated practices like flexible hours, enhanced leave policies, and mindfulness training that improve work-life balance. The company also holds family days, inviting employees and their children to video conferences.

"We recently provided a platform for moms and dads to showcase the kids' talents," says Sajja. "To our surprise,

we found that there were several child prodigies. The kids have been asking when we'll do it again."

EMPOWER EVERY INDIVIDUAL

Embracing the company's innovative roots, Sajja fosters reinvention by empowering every individual on his team to feel and operate like an entrepreneur. The company's flat management structure gives people the ability to expand their horizons across functions.

"There is no layered management structure; it's more of a mentorship," says Sajja. "That helps everyone to delegate and elevate and grow within the company."

For example, an employee in sales had the idea to build a blockchain-based solution for supply chains and logistics. Today, the employee is the director of the company's emerging tech space.

"We have a team of people who are not just thinking within the sphere

of their job functionality," says Sajja. "They are given the opportunity to think outside the box and not just for the sake of thinking. They are getting their ideas implemented."

Paramount Software also gives back by focusing on corporate social responsibility (CSR) activities. "I acknowledge the opportunities I got as an entrepreneur in this great country, and I have a moral obligation to repay the society that helped me come to where I am today," says Sajja.

MAKE A POSITIVE IMPACT

The company contributes to organizations that positively impact the quality of life of the next generation. Recently, Paramount's employees collected money to feed the poor and underprivileged in Sajja's native India in honor of his birthday.

"It came as a surprise for my wife and me," he says. "We were literally choked up. I could see that the whole culture of giving back has gone through the whole company, not just the leadership team."

Culture means different things to different people and different companies. For Sajja, it means building a company with extraordinary people.

"Culture isn't something owned by leadership," he says. "It's embedded into the DNA of the whole company. We've built a team of remarkable people from different ethnicities and backgrounds. That combination brings out-of-the-box thinking to the forefront."

**Inc. Best
Workplaces**Year
Founded
2000Number of
Employees
1,700User
Community
100,000+Number
of Clients
20,000+**boomi**

Integration Platform as a Service Provider Prioritizes People

Boomi employees lead through relationships, which benefits the company and customers



Boomi is on a mission to make the world a better place by connecting everyone to everything, anywhere.

Boomi's philosophy is simple: hire good humans and provide them with the best possible employee experience, then foster connections between them. That approach has helped Boomi become a leading global software as a service (SaaS) company known for intelligently connecting data, applications, systems, and processes. Boomi's approach to its team members also made the company an Inc. Best Workplaces honoree in 2022, its second such designation in four years. Boomi staff members continually improve and innovate on the company's integration platform as a service (iPaaS) offering, which has fueled the growth that secured the company a spot on the 2022 Inc. 5000 list of America's fastest-growing companies.

"Boomi people lead through relationships," says CEO David Meredith. "They channel their most authentic selves, building a workplace culture that

empowers everyone to have a voice, 'own it,' and take risks."

The company encourages personal and career development, creating a safe space for employees to be themselves at work. Boomi has a dozen employee-led resource groups (ERGs) for women, veterans, LGBTQ+ people, Black employees, and other groups. The ERGs can access organizational support and decision-makers, giving them opportunities to raise awareness of issues that concern them.

CONNECT EVERYONE TO EVERYTHING, ANYWHERE

Boomi's vision for its services is to make the world a better place by connecting everyone to everything, anywhere. It does so for more than 20,000 customers, including Fortune 500 companies and notable brands like AT&T, Cisco, and LinkedIn. Boomi's platform helped pharmaceutical giant Moderna streamline

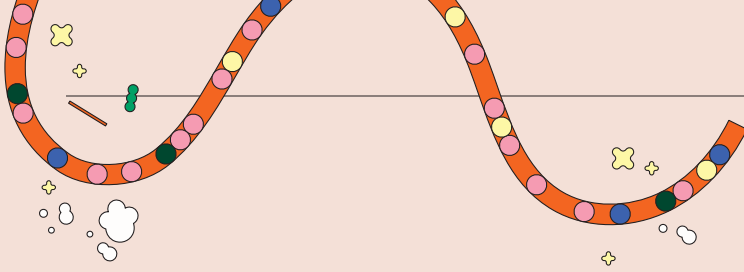
internal processes to help expedite the rollout of its COVID-19 vaccine by integrating systems and automating complex business transactions, allowing its scientists to focus on their research.

Boomi also emphasizes company values. The values include "play for each other," "go beyond," "create awesome things," and "build trust." Leaders empower and support team members in solving problems using Boomi's technology. When the company needed a way to streamline its employee referral process, Boomi team members collaborated to create a unique solution using the platform. They did the same for a new employee recognition program. "Our employees' most creative projects come to life because we foster an environment where risk-taking is encouraged, without the fear of failure," Meredith says.

PEOPLE AND IDEAS DRIVE SUCCESS

That collaboration pays off for more than just its workforce. Clients notice too. "We consistently hear from our customers and partners that our culture and values are a key reason they choose to work with us. They see how we collaborate internally and work together to solve their problems," Meredith says.

Boomi's success ultimately lies with its team members, who are empowered by the company's culture. "We not only prioritize creating an environment that supports their development and well-being but also encourages them to be bold and find innovative solutions," he says.



Suman Akula
Founder and CEO
STACKNEXUS

“Scaling problems always will be there. When you scale, you need to make sure there is cash flowing and things like that. But if you look at the problems and say, ‘What the hell is happening?’ I don’t think you’ll really ever be happy. Because every day there’s going to be chaos, and chaos should be your oxygen. It’s just what you have to expect. If you don’t take it that way, you’ll just get burned out.”

Schenectady, New York-based no-code technology services company StackNexus, which is on the Inc. 5000 for the first time this year, is one of several tech businesses Akula has founded.

Rudy Larsen
Founder and CEO
SMART RAIN

“One thing I learned that I could not believe is how much people will hate you for your success. We saw this in our company and I personally saw this in my life. It was really pretty amazing and really sad. I think you have to take a step back and create a close group of people who can keep you balanced and somewhat protected from other bad influencers. This helped me reposition myself and know that my success was not truly damaging other people.”

Larsen’s water conservation technology company, Smart Rain, made the Inc. 5000 in 2021. A commercial landscaping business he founded, Lawn Butler, has appeared on the list four times, most recently in 2016. Both are based in Centerville, Utah.



Arlene Wube
Co-founder, president, and COO
ARLO SOLUTIONS

“When it was two of us, we were still able to have a handle on major deliverables going out to the client. Now that we’re at 58 employees, that’s impossible. So how do we build teams of the right people at different levels, from our program managers to our project managers, to support our clients? That’s what we’re working on now—figuring out how to grow smart, and not mess up the reputation we have on delivering excellent service.”

This year marks the second straight appearance on the Inc. 5000 list for Arlo Solutions, a Washington, D.C.-based IT services and consulting firm founded in 2014.



COURTESY SUBJECTS (3)

Continuous Innovation Propels This Data Tech Company to New Horizons

Power Fusion Media is developing a new, safer way to handle business online

Pivot is an overused buzzword these days, but it is still the best way to describe what Chad Philip, founder and CEO of Las Vegas, Nevada-based Power Fusion Media, has done throughout his career. His early success on the retail side of internet and satellite sales opened his eyes to new opportunities in the lead-generation business. Pivoting into that sector in 2015, he used data innovation and algorithms to rapidly grow his company, nearly quadrupling its revenue from 2017 to 2020.

Now, with the planned launch later this year of SocialValid.com (Social Valid), he is set to pivot again. While he is keeping many details of this new social media platform close to the vest for competitive reasons, he describes it as “industry-changing.”

Philip holds that innovation is the key for continued growth within any successful organization, pointing to the excitement Apple’s annual iPhone releases generate each fall as an example. Over the past several years, Power Fusion Media has focused its innovation efforts on Social Valid, a project combining the proven lead-generation model that has driven the company’s success to date with a digital media platform where its current and future clients will be able to advertise.

MAKING THE WEB SAFER

An important part of the project’s mission is to make the web a safer place, Philip stresses. Harkening back to the early days of online connectivity, he recalls the idealized (in retrospect) expectations many had for this exciting new concept. But the current reality is radically different, thanks to cyberattacks, online bullying, and trolls.

“The web has become a dangerous place, and we must proceed with caution,” he says. “Cyber-bullying is having a direct impact on mental



Chad Philip, CEO, Power Fusion Media

health around the world. With Social Valid, we plan to offer the right tools to help users when we sense ‘stranger danger.’”

Noting that online interactions through social media and dating platforms have been a major driving force behind the expansion of the web in recent years, and that more and more companies are offering new technological innovation, Philip expects that growth will only continue.

COMPATIBILITY WITH OTHER PLATFORMS

“We will provide safety tools that users can use with their current social media and dating platforms,” he promises. “Services will intertwine with many popular online platforms, and users will also have access to data analytics.”

Along with developing solutions that will help people feel more secure online, Power Fusion Media is also teaming up with mental health nonprofits to support their efforts. Social Valid will offer both free and paid options for consumers, and free accounts will be connected to advertisers within its business network. The company plans to donate a percentage of the proceeds from its highest-tier plan to help fund mental health resources and awareness when Social Valid launches this fall.

POWERFUSIONMEDIA.COM

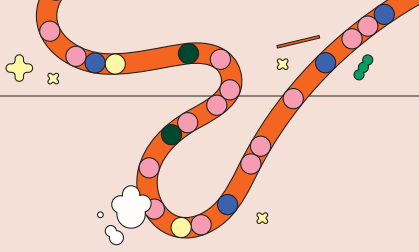
Power Fusion Media

Nº 1,574
2021 Ranking

299%
3-Year Growth

Year Founded
2010

1.4+
million
Leads sold



Jack Smith
Founder, CEO, and president
FORTUNA BMC

“I had to learn how to let go and lead through a series of generals rather than direct command and control. I went from entrepreneur to CEO virtually overnight. Having direct oversight in all operations and then transitioning to having multiple C-suite executives meant that I had to learn to lead through inspiration rather than influence.”

Smith, an Air Force veteran, has led his McClellan Park, California-based IT services firm to Inc. 5000 honors each of the past two years.

Nick Woodman
Founder and CEO
GOPRO

“One of the big lessons is that when things are going really well, you can be lured into thinking that everything’s easier than it is. Because you’re doing a really good job, you think you must be smart and good at this stuff. So, why can’t we go do this other thing? The reality is that you can’t expect your experience in your core business to translate. Just because you’re a World Series-winning pitcher, it doesn’t mean you can go play quarterback.”

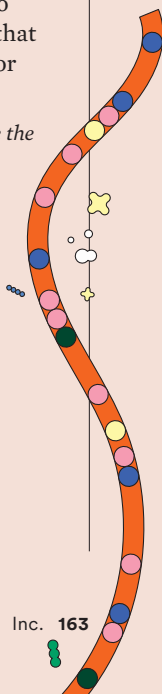
GoPro, the San Mateo, California-based maker of action cameras and software, was on the Inc. 5000 in 2014 and went public the same year.



Suneera Madhani
Co-founder and CEO
STAX

“Stax recently received a valuation of \$1 billion, making us a unicorn in fintech. This was an incredible achievement that resulted in a lot of press and a lot of attention. Suddenly, we were very important because of our new title, and with that importance came a lot of noise. Everyone’s trying to get your attention and wants to do business with you, and you have to cut through that added noise to see what’s actually needle-moving for your business and not get distracted.”

Orlando-based payment technology company Stax has made the Inc. 5000 each year since 2019.



Digital Lessons in Patient Self-Care

Mytonomy finds success applying health care microlearning principles in the streaming age

BY COMBINING STREAMING media and microlearning principles with clinical evidence-based content, Bethesda, Maryland-based digital health company Mytonomy helps patients and families care for their health in new ways. Silicon Valley veterans and co-founders of Mytonomy, Anjali Kataria, CEO, and Vinay Bhargava, president, developed the company's digital platform, The Mytonomy Cloud for Healthcare™, catapulting Mytonomy to become Inc. Mid-Atlantic region's 13th fastest-growing private company. The company has also made the Inc. 5000 national list three years in a row.

Mytonomy's nationwide client roster includes some of the country's foremost medical systems, such as Mass General Brigham, Hackensack Meridian Health, Saint Luke's Hospital, Carilion Clinic, and others. In 2021, Mytonomy raised \$25 million in growth equity funding.

PERSONAL INSPIRATION

Mytonomy's success is also driven by the founders' personal experiences with health care and their families. Bhargava witnessed the daily struggles his father faced living with diabetes. Kataria saw how "broken" the health care system was as she suddenly became a caregiver to her sick mother, a pediatrician. As tech entrepreneurs, they knew they could create a more consumer-friendly experience in health care for patients and families, helping them live healthier, longer lives.

As much as 80 percent of medical information provided by clinicians today—typically via a stack of paper handouts—is forgotten almost immediately, according to the *Journal of the Royal Society of Medicine*. The founders saw the popularity of video streaming as an opportunity to deliver relevant, evidence-based patient education about medical procedures, conditions, and home care after a hospital stay.

Inc.
Regionals
MID-ATLANTIC

2022 REGIONAL RANKING

№13

200%

EMPLOYMENT GROWTH (2-YEAR PERIOD)

775%

AVG. REVENUE GROWTH RATE (2-YEAR PERIOD)

62

EMPLOYEES

 Mytonomy

► Mytonomy co-founders Anjali Kataria, CEO, and Vinay Bhargava, president, bring Silicon Valley experience to transform health care information delivery

Patients and their families could access and apply their own care team's information and instructions any time on any device.

"Streaming combined with the power of a sophisticated, modern engagement platform helps patients achieve better outcomes, make better health care decisions, and save time," Kataria says. As chronic health conditions continue to grow—the rate of diabetes in the U.S. has surpassed 10 percent and isn't slowing, according to Centers for Disease Control data—the need for such information will also increase.

TECH SOLUTIONS MEET MEDICINE

Mytonomy's 2,500+ single-topic videos are just one to three minutes long each, and share important health care information in short doses. Roughly 70 percent of Mytonomy knee-replacement and heart-surgery patients watch between 30 to 60 minutes of content.

Patients can view Mytonomy's microlearning modules online or on its channel on the Roku® television platform. Health systems can add their own content and branding to Mytonomy's digital education system, enabling providers to share information rapidly, Kataria notes. "Mytonomy combines storytelling and big tech to engage patients in modern ways and reach diverse populations that have traditionally been left behind."

MYTONOMY.COM





Antonella Pisani
Founder and CEO
EYEFUL MEDIA

“You can’t drop balls when you’re growing this quickly. I’ll tell our CPA sometimes, ‘I feel super behind!’ His response is: ‘Yeah, well, you’re growing like 10 years’ worth in one year.’ How do we grow fast and put in the right structures for project management and employee management without adding the corporate feeling so many on our team have worked to get away from? We focus on being a staff of high-integrity people who don’t take ourselves too seriously. Plus, we give back up to 5 percent of our pretax profits to causes that matter to our team. It’s important to have a purpose.”

This year, Eyeful Media, a Dallas-based digital marketing and strategy agency, is making its second consecutive Inc. 5000 appearance.

Venus Quates

Founder, CEO, and president
LAUNCHTECH

“A new challenge for us was the visibility that came with making the Inc. 5000. For years, my goal was to fly under the radar and remain in stealth mode for as long as possible as we grew. Seeing so many diverse companies on the list, owned by fellow veterans, women, and minorities, who like us amassed impressive growth during one of the most difficult and challenging times in our nation’s history, made me appreciate the opportunity to be seen and validated.”

Founded in 2016, Huntsville, Alabama-based mission support and technology solutions provider LaunchTech has made the Inc. 5000 each of the past two years.



Paul L. Gunn Jr.
CEO and president
KUOG CORPORATION

“One of the biggest surprises was the attacks on our business and character. It drove us to reach out to our vendors that had stood with us over the years, and stronger bonds were formed in the process. Sometimes the public persona of success drives tangible threats, and having a strong back-end support team of great vendors made a large difference in weathering the storm.”

Gunn’s Huntsville, Alabama-based company specializes in logistics and procurement for the U.S. Department of Defense. It was a 2021 Inc. 5000 honoree.



51%

OF FAST-GROWING COMPANIES CONDUCT THEIR SALES PLANNING AT LEAST ONE YEAR AHEAD.

Source: McKinsey

