



BrightTALK Original

# Founders Spotlight

Episode 22: Lean Startups  
and Entrepreneurs



**Matt Angerer**

Co-Founder, VerticalRent










# Entrepreneurship for Laymen

*A Chronicle of My Experience Founding and Growing VerticalRent*

[www.verticalrent.com](http://www.verticalrent.com)

**Presented by:**  
**Matt Angerer**  
Co-Founder, VerticalRent

# Meeting Agenda

-  What is VerticalRent®?
-  Meet the Founders
-  Startup Mentality for Layman Founders
-  Our Journey
-  Compliance and Application Security
-  The Darkside of Entrepreneurship
-  Actions You Can Take Today

# What is VerticalRent?



## Software-as-a-Service (SaaS) for Independent Landlords

- Advanced Tenant Screening
- State-specific Lease Agreements
- Online Rent Collection
- Vacancy and Listing Advertising
- Communication Hub for Landlord-Tenant Relationships

## Consumer Reporting Agency with FCRA Responsibilities:

- Credit Report Disputes
- Other Consumer Reports (Criminal and Eviction Reports)
- E13PA Compliance with Experian
- PCI-DSS Compliance

# Meet the Founders...



Matt Angerer, Co-Founder

## Experience & Education

- Sr. Solution Architect
- Co-Founded VerticalRent in May 2011 with Jeff Pierce
- Architected Strategy and Vision for VerticalRent
- 15 years of IT Consulting Experience across Multiple Technology Stacks
- Experienced in Project Management, Product Management, SEO, Inbound Marketing, Content Strategy
- CDIA FCRA Certified
- B.S. in Operations & Information Systems Management, Penn State University
- Continuing Education with Multiple HP Certifications, Certified Scrum Master (CSM), SAP Certifications, QA Certifications, Etc.



Jeff Pierce, Co-Founder

## Experience & Education

- Sr. Application Architect
- Co-Founded VerticalRent in May 2011 with Matt Angerer
- Architected Infrastructure and Technology Stack for VerticalRent and AppSingular
- 15 years of IT Consulting Experience across Multiple Technology Stacks
- Experienced as a Team Leader, Developer, and Enterprise Architect
- CDIA FCRA Certified
- B.S. in Internet Applications, Capitol College
- Continuing Education with Multiple Microsoft Certifications

# A history of trust and collaboration



Can you identify the founders? Over the **30 years ago**, the founders attended the same pre-school in Erie, Pennsylvania.

High degree of **trust and collaboration** for a 2-man team to design, develop, and grow VerticalRent as a "side-gig".

Recognized by Microsoft BizSpark, the NYPost, and Several Other Online Publications for Helping Landlords.



# Common Core Values of Teamwork



Grew up in a small town called Harborcreek in Northwestern Pennsylvania. Athletics engrained the **value of teamwork** for the both of us at an early age. We both played football together growing up and applied this **same mindset** to launching VerticalRent.



# What is a Layman Founder?

-  A person without professional or specialized knowledge in a particular subject – **not an expert.**
-  But understands and recognizes a gap in the marketplace for a particular product, service, or solution offering.

Today's talk will be in language that is easy to understand, emphasizes clarity, and avoids overly complex vocabulary.



# Why Not Do Both?

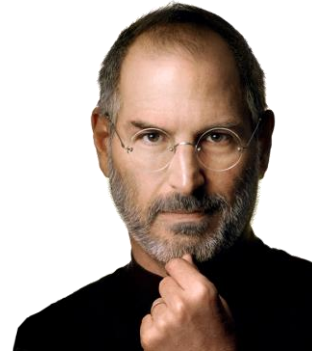


Too many people think it's "one or another" – rather than 'starting small' and growing 'slow'.  
***The key is to start somewhere!***

Managing a full-time job and growing a side-gig requires a relentless focus on efficiency and effectiveness. ***Lean thinking must permeate every aspect of your being.***

Passion is your fuel for launching. ***We married our passion for real estate with our passion for technology.*** This created the desire and fuel we needed to launch VerticalRent.

# Who Do You Recognize?



# Meet David Goggins



**David Goggins**  
Retired Navy SEAL  
Ultramarathoner  
Entrepreneur / Author

- Relatively Unknown in Technology Circles
- Highly Revered in Fitness Circles / Military Community
- Retired United States Navy SEAL
- World Record Holder for Pull-ups in 24 Hours
- Champions Scholarships for Children of Fallen Heroes
- Mindset Coach

Possesses a Mentality that All Technology Professionals  
and Entrepreneurs Should Embrace In Themselves

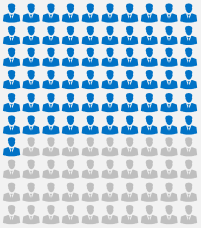
# Read Your Own Book

“In today’s world, we read a bunch of books. As humans, we want to find out how to be **someone else**. What we fail to do is go **inside ourselves**. You need to literally turn yourself inside-out and start reading your own book. Every day of our lives, we’re writing our own book – but most people don’t take the time to ***read their own book.***”



- David Goggins  
Retired Navy SEAL  
Ultramarathoner  
Entrepreneur / Author

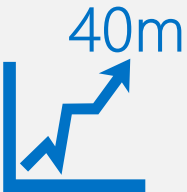
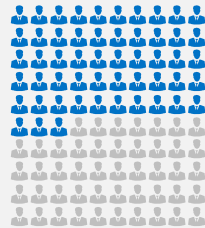
## Market Trends



32% Of Americans are deciding to rent. The 2008 market crash lingers.

Of rental units exist in buildings of 20 units or fewer.

75%



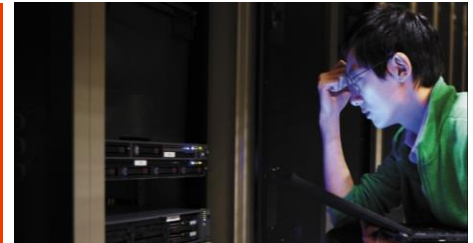
Number of rental units in the U.S. owned by individual investors (landlords).

## Opportunity



Multi-use applicant tracking system.

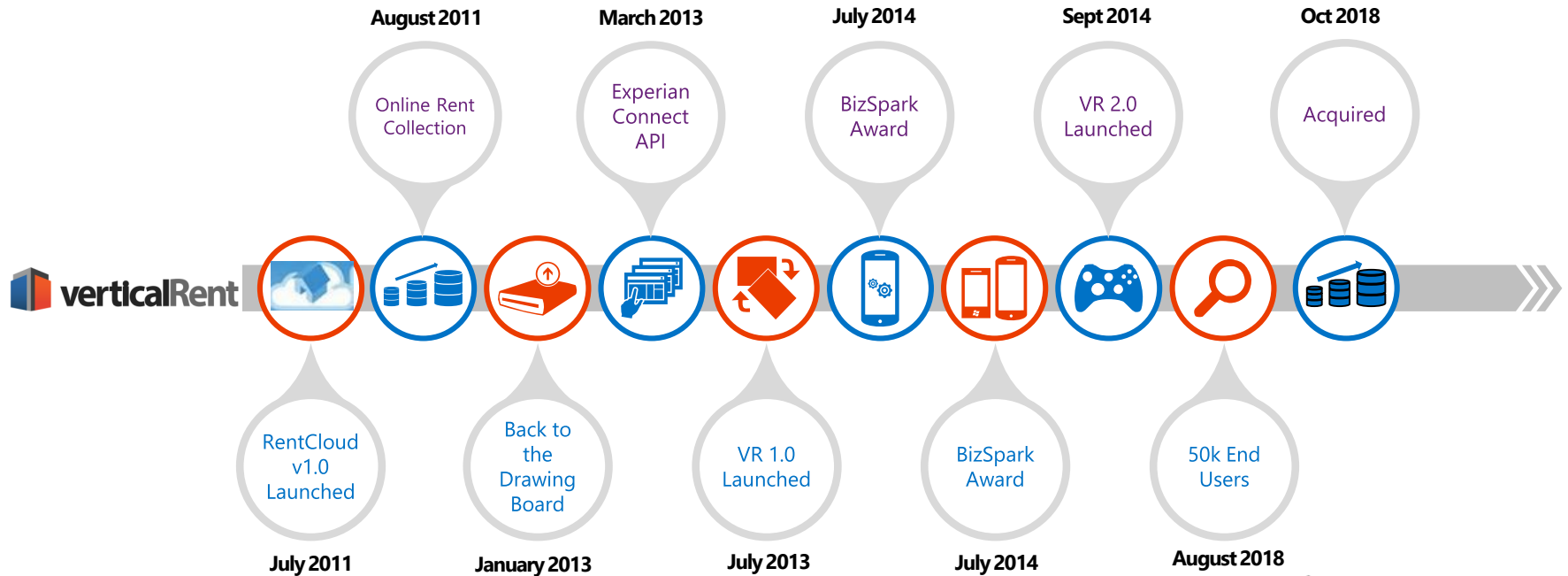
Easy-to-use platform for landlords.



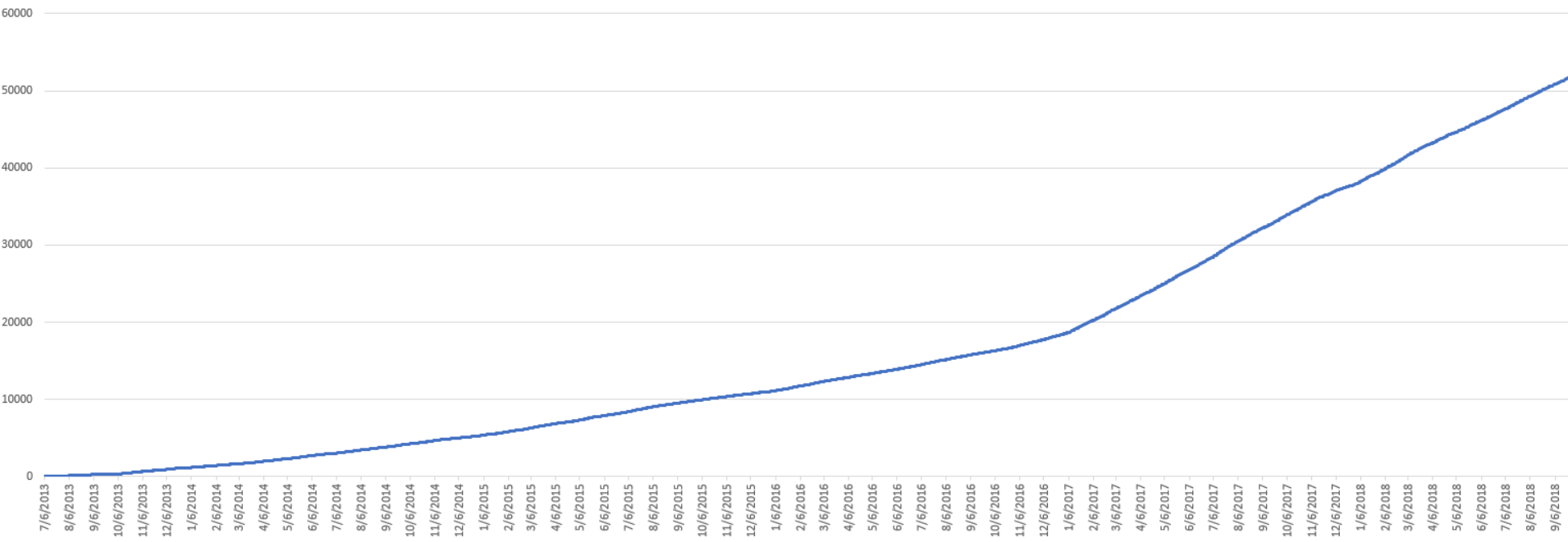
Never ending stream of customers.



# The journey ...

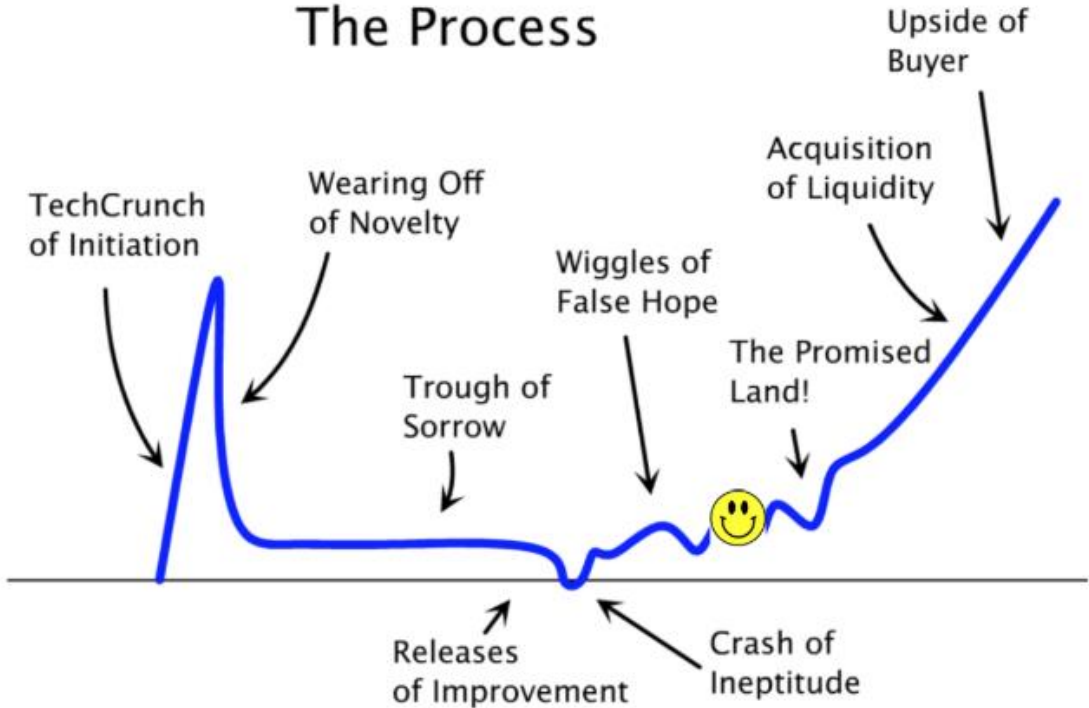


# Our Growth Pattern



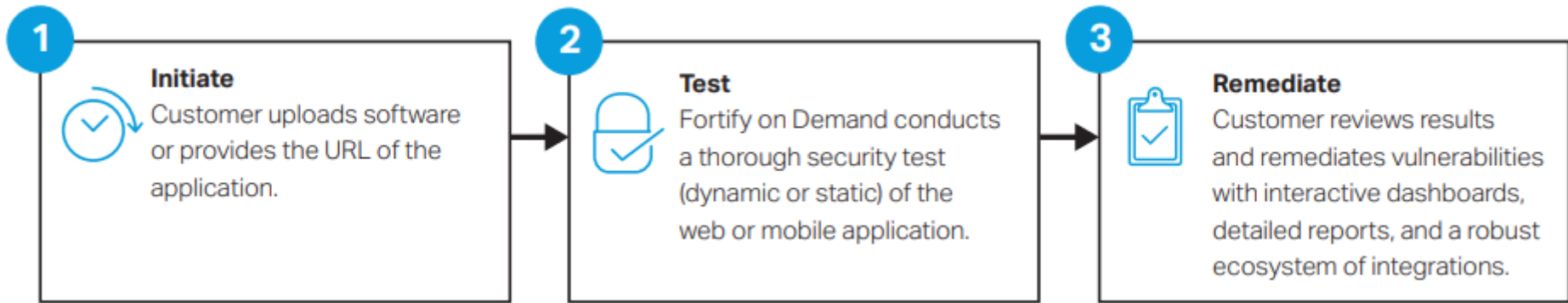
# What It Felt Like.....

## The Process





# Compliance

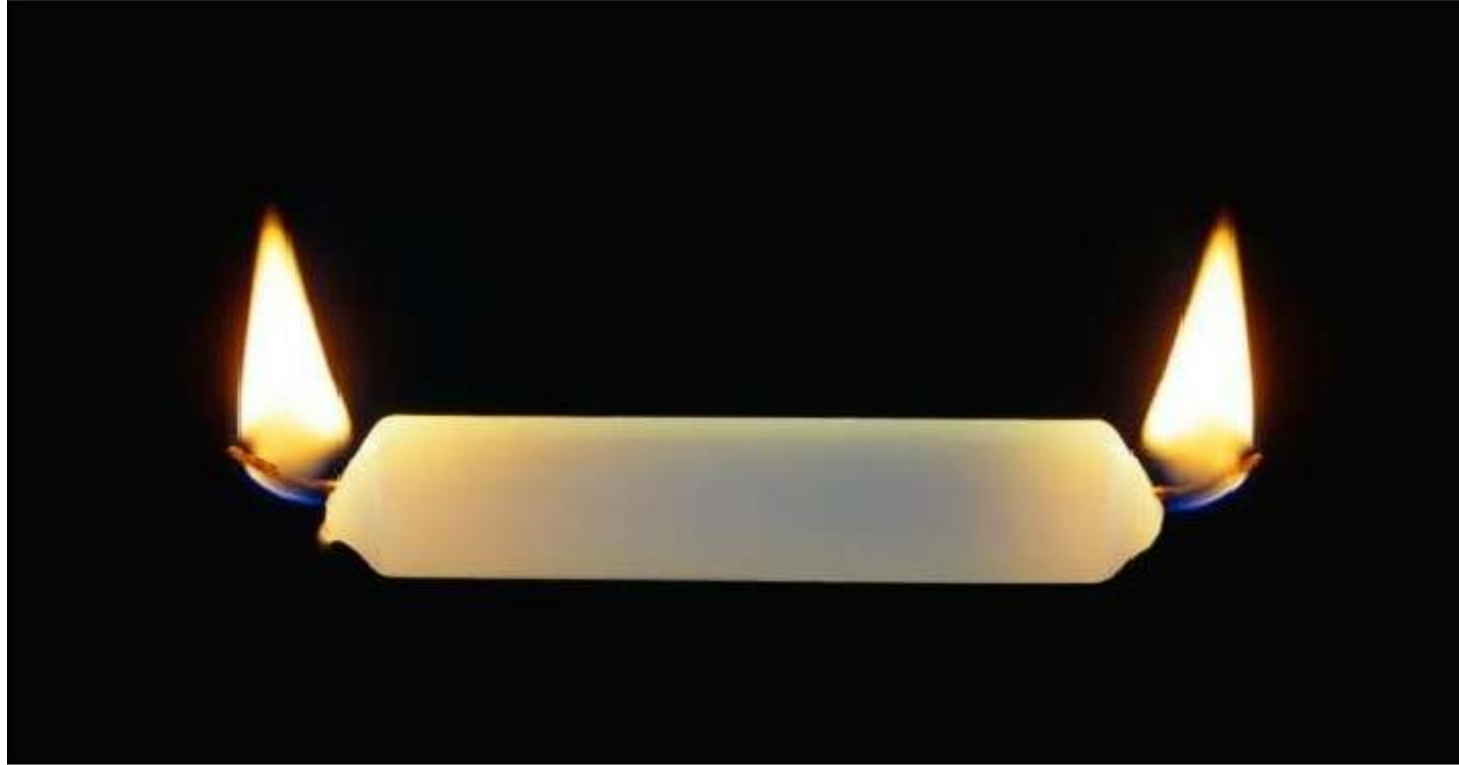


Performed Dynamic Assessments of VerticalRent to mimic real-world hacking attempts on our platform.

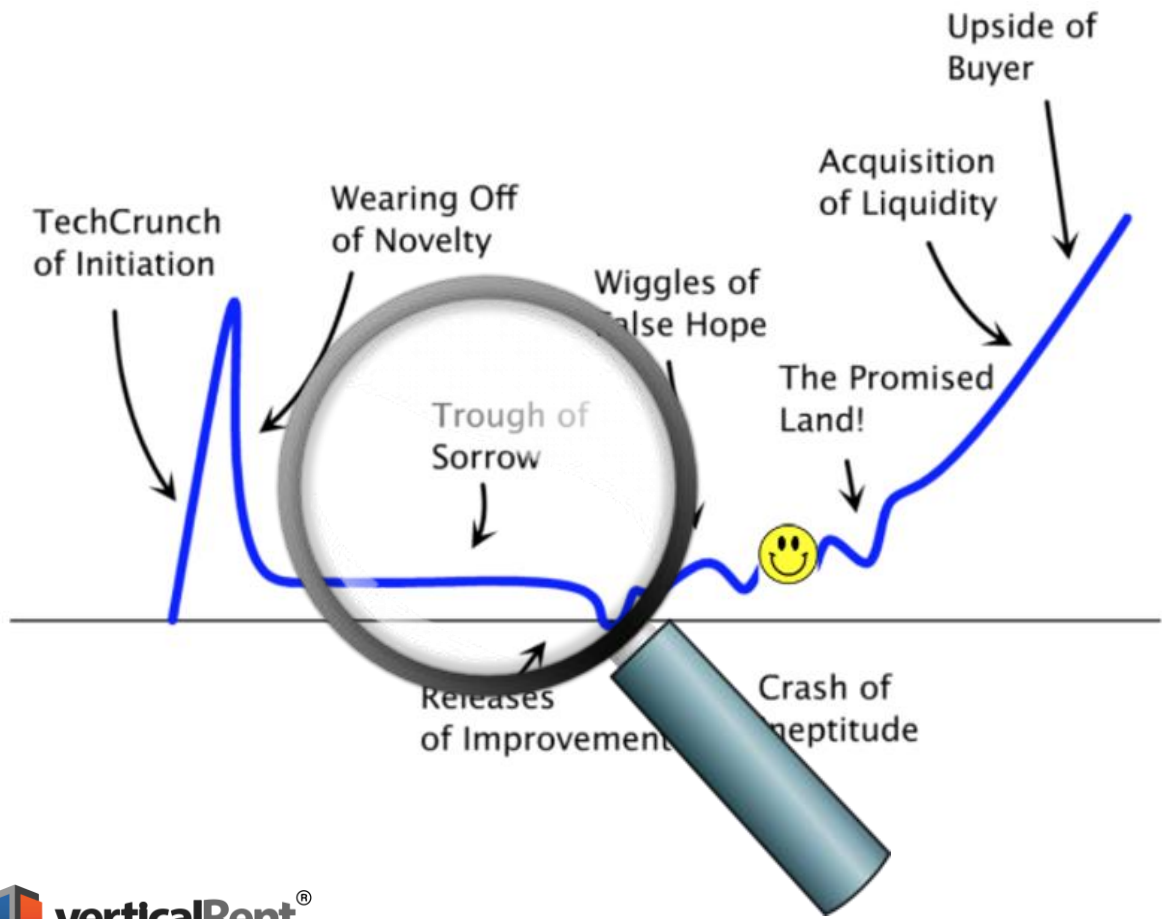


Identified vulnerabilities with dynamic scans as we developed VerticalRent, helping us adhere to E13PA compliance.

# Burn the candle at both ends



# The Darkside





# Chip Your Way to Freedom



Whenever you feel bad, just remember that Coca-Cola only sold 25 bottles the first year.

**Never give up!**

UsefulGen



## Actions You Can Take Today

- Identify “One Thing” You are Passionate About
- Identify a “Buddy” to Partner with
- Create an LLC and Setup an Amazon AWS Account
- Start Building
- Relax and Figure It Out As You Go!

No Battle Plan Survives First Contact with the Enemy