B2B: Where The Net Profits Are

NEWSSTAND ONLY! BONUS START-UP GUIDE

Entrepreneur®

DUN & BRADSTREET AND *ENTREPRENEUR*'S

6TH ANNUAL HOT 100

AMERICA'S FASTEST-GROWING NEW BUSINESSES

FROM $0 TO MILLIONS IN 3 YEARS—AND YOU CAN DO IT, TOO

21. Prescient Consulting LLC, Atlanta, GA

www.prescientconsulting.com
SAP implementation services
Reiner Beith, Rich Byron, Johannes Dorsch, Bernd Heesen
Began: May 1998 w/7-30 employees; now 68 employees
Initial investment: $150K from friends/family, savings
1999 sales: $11.8M

burn, baby, BURN

ENTREPRENEUR AND DUN & BRADSTREET'S SIXTH ANNUAL HOT 100—THE FASTEST—GROWING ENTREPRENEURIAL BUSINESS IN AMERICA

IN OUR 21ST CENTURY ECONOMY, SPEED IS THE NEW PRE-REQUISITE. ENTREPRENEURS WHO DON'T HIT THE GROUND RUNNING ARE OFTEN LEFT CHOKING ON A CLOUD OF DUST. MEANWHILE, MUCH OF THE GLORY TODAY GOES TO THOSE WHO ACCELERATE FROM $0 TO MILLIONS FASTER THAN YOU CAN SAY IPO.

YOU COULD SAY ***ENTREPRENEUR*** WAS QUICK TO PICK UP ON THIS TREND. FIVE YEARS AGO, ON THE CUSP OF AMERICA'S OBSESSION WITH ALL THINGS FAST, WE SET OUT TO FIND THE NATION'S FASTEST-GROWING NEW BUSINESSES. WITH THE HELP OF DUN & BRADSTREET (D&B), THE WORLD'S TOP RESEARCH-BASED BUSINESS INFORMATION PROVIDER, WE COMBED MASSIVE DATABASES TO FIND 100 ENTREREPRENEURIAL VENTURES OF ALL SHAPES, FORMS, INDUSTRIES AND CORNERS OF THE COUNTRY. THE COMMON BOND: WARP SPEED GROWTH.

Meanwhile, Dun & Bradstreet and *Entrepreneur*'s Hot 100 list has itself seen some changes. In six short years, we've felt the effects of the technological boom and the subsequent superstar status of dotcoms. While our ranking still represents diversity—from toys to construction—you'll notice the increasing presence of tech ventures. What better trend to propel us into 2000?

Of course, these entrepreneurs aren't consumed with just speed. Besides making millions, these men and women introduced innovations, contributed to their communities, improved our lives and had fun in the process. Here's the inside story of a few Hot 100 entrepreneurs, plus a complete ranking of our Sixth Annual Hot 100. We consider this not only a look at today's fastest-growing businesses, but at tomorrow's household names.

MAKING THE CUT

This is how it at I begins: Culling from its massive database, Dun & Bradstreet provides *Entrepreneur* with an Initial list of fastgrowing companies. *Entrepreneur* mails each company a form, which the entrepreneurs must complete and submit along with current financial statements. We then measure the company's sales growth from the date of inception, listing the businesses in growth order.

In order for a business to be considered, it must meet the following criteria:

- Founder is actively involved in daily operations and controls at least 51 percent of the business.
- Business was founded no earlier than 1997.
- Annual sales exceeded $1 million in 1999.
- Company meets the SBA's definition of a small business, based on the number of employees and sales figures. These numbers vary according to industry.

To be considered for our Hot 100 list in 2000, your company must be registered with D&B with current Information on file. To register, call D&B at (800) 333-0505.

Dun & Bradstreet research by Iris Geisler & Steve Hess. Entrepreneur research by Lee Houston and Bowen Park ABOUT DUN & BRADSTREET

ABOUT DUN & BRADSTREET

Dun & Bradstreet (D&B), with the world's largest business information database, tracks 57 million companies worldwide, 11 million in the United States alone. Businesses use D&B's services to find new customers and evaluate their creditworthiness, identify potential suppliers, and collect overdue receivables.

Through face-to-face and telephone interviews and public-records searches, more than 200 million financial transactions are added annually to D&B's files in the United States alone. D&B updates its information base continually—an average of 950,000 times each business day.

When businesses are entered in the D&B database, they are issued D-U-N-S numbers (similar to Social Security numbers for companies). The U.S. federal government requires companies to have this number to bid for government contracts. Also used by the United Nations and the European Union, the D&B D-U-N-S number is quickly becoming the universal standard for identifying businesses on the Web as well.

For more information about D&B, call (800) 234-3867 or visit the D&B Web site at www.dnb.com. To register for a D-U-N-S number, call (800) 333-0505.

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