



Mr. John B. Bryans
INFORMATION TODAY, INC.
CyberAge Books
143 Old Marlton Pike
Medford, NJ 08055

Dear Mr. Bryans,

There are more than 19 million reasons why Information Today should publish *Leveraging the Horizon: Secrets of a Serial Entrepreneur*. One of the first reasons is because it would complement your current list of business titles. Another, perhaps more compelling reason is because it reaches a large, under-served market.

In the United States there are 19 million entrepreneurs, many of whom repeatedly launch business after business in an attempt to succeed. A lagging economy and limited availability of venture capital makes the monumental task of starting a business even more challenging today. *Leveraging the Horizon* provides a solution.

Serial entrepreneur and active angel investor Ed Addison shows readers how to envision and execute revolutionary new ideas to get the best talent, form breakthrough products and businesses, attract capital, and ultimately displace incumbents. The book explains a philosophy – leveraging the horizon – and demonstrates why this philosophy is essential to the success of any venture.

The engineer-turned-entrepreneur shows by example that success can be achieved through desire, planning and execution -- not luck. He is the founder of ConQuest Software, which he sold to Excalibur Technologies in 1995 for \$33 million, and Powerize.com, which merged with Hoover's Inc. in 2000 for \$22 million. He has valuable insight to share and presents it in an informative, inspiring and captivating manner. It is a must read for anyone thinking of starting, investing in or working for a high tech company.

We would like to submit a proposal for your review and would appreciate your consideration. Please note that we are submitting the proposal to multiple publishers. Please let me know if you are interested in receiving a copy.

Thank you in advance for your time.

Sincerely,

Carol Dietch Long
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