

## Platform for Early Stage Companies and Entrepreneurial Communities providing Sales, Marketing, Investment Assistance or Looking for Acquisition, Merger and Management Buyouts



**Shawn Cruise**  
Chief Executive Officer

Iron Door Inc.  
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Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFO Magazine

**CEOCFO:** *Mr. Cruise, what is Iron Door, Inc?*

**Mr. Cruise:** Iron Door is a software company focused on bringing together communities of innovative entrepreneurs that require support, for example assistance in sales, marketing and investment to succeed in a highly competitive space. We typically focus on companies that are early stage that are looking to consolidate, aggregate and become part of our focus on the areas that are typically referred to as digital disruption or disruptive types of solutions. In particular we are focused on companies that help and enable management of the **digital corner**.

**CEOCFO:** *When you say “bring together”, are you talking about mergers?*

**Mr. Cruise:** We could be talking about acquisition, merger, management buyouts, partnerships etc; our focus is the first three, acquisition, merger and management buyouts. We will partner in some cases, but our goal is to bring together technologies that would typically not survive stand alone, so we bring them into larger platform services, into consolidation with other technologies that are supplementary or complimentary, particularly in the areas of security, public safety, first responders and that type of customer community.

**CEOCFO:** *How do you evaluate what a company or what a person has to offer so that you can look at potential combinations? What goes into the evaluation process?*

**Mr. Cruise:** We have coined or developed a phrase that we like to call the **digital corner**. It is really the inflection point within the public safety, first responder, and security communities when they begin to deal with the reality of disruptive digital technologies; whether that is mobile devices or infrastructure that enables the access points, whether they are in-car commuting or using PCs, laptops, traditional viewing screens or mobile devices. Therefore, that inflection point for leaders within our customer community is what we refer to as the **digital corner**. You are either in a position to navigate the **digital corner** because you have been thinking about digital transformation and digital disruption, or you swerve off the relevance road. Look at what Uber has done to Taxi companies, or what Netflix and Amazon Prime have done to cable. In many cases there are do-nothing strategies. In other instances they are only partially dealing with the issue.

The first thing that we look for are companies, entrepreneurs and inventors that are focused on disruptive technology, delivering a user experience improvement. Therefore, things that are close to the device, things that are enabling the community of users to do new things. If you think of social media tools, if you think of actual applications or mobile apps, if you think of tools that mobilize content or mobilize secure data, those are the areas that we focus on and I would say that we evaluate in that order.