

Available for Interviews

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VETERAN ENTREPRENEUR & BUSINESS STRATEGIST TEAM UP TO DEMYSTIFY THE TRUTH ABOUT STARTUPS

At his moment of truth, [Ed McLaughlin](#) felt an authentic push to take an entrepreneurial leap from his high-level corporate position. He bootstrapped his new company into an Inc. 500 and later sold it to a Fortune 100. Meanwhile, his friend, [Wyn Lydecker](#), had been crafting winning business plans for startups for nearly two decades. Together, the powerful team is on a mission to arm every entrepreneur with the right answers as they face their moment of truth—starting and building their own business.

McLaughlin and Lydecker are also co-authors of the new sophisticated startup strategy book, *The Purpose Is Profit: The Truth about Starting and Building Your Own Business*. McLaughlin worked for some of the best managed companies in the world, including IBM, Hewlett-Packard, and Johnson Controls—yet chose to step away *twice* to start his own company. McLaughlin has tackled startup obstacles ranging from building teams, scaling businesses and creating value, to getting ready for a sale and preserving the secret sauce. At the same time, Lydecker has made a career helping entrepreneurs plan and fund their startups. They combined forces to pursue the E&Y Entrepreneur of the Year Award, work on Ed's offering memorandum, and to write *The Purpose Is Profit*.

Immediately available for interviews and commentary, sure to provide audiences with a roadmap for planning and launching their startup dream, McLaughlin and Lydecker can discuss risk versus rewards and staying true to yourself, as well as:

- What are “The Ten Commandments of Startup Profit”?
- What BigCo can learn from NewCo *now*
- Five proof points investors look for in entrepreneurs
- Is it the end of an era for unicorns? User growth vs. Profit growth
- What kind of business should you start, and when should you start it?
- How their book, *The Purpose Is Profit*, will increase the probability of startup success.
- Why distinctive competence trumps passion when starting a business
- Why is bootstrapping better than using other people's money?
- Why should entrepreneurs factor profit into every decision from the get-go?
- Five secrets for successfully scaling your business

Ed McLaughlin is the founder & CEO of Blue Sunsets LLC, a real estate and angel investment firm based in Darien, CT. Previously, McLaughlin founded and served as chairman & CEO of United Systems Integrators (USI) Corporation, a corporate real estate outsourcing firm, sold to Johnson Controls (JCI) in 2005. In 2001, he earned Entrepreneur of the Year honors from Ernst & Young, and USI was named to the Inc. 500 list of America's fastest growing companies. A member of the Board of Governors for Tufts Medical Center, McLaughlin founded its David E. Wazer Breast Cancer Research Fund. He graduated from the College of the Holy Cross, where he is a

member of the Board of Trustees. Active in philanthropy, McLaughlin lives with his wife in Connecticut and has three adult children.

Wyn Lydecker is the founder of Upstart Business Planning, where she works with entrepreneurs to develop plans that answer the questions investors ask most often. Previously, she was Managing Director of Business Plans International in New York and Co-Director of the Small Business Resource Center at Norwalk Community College. Lydecker has an MBA in finance and marketing from the Wharton School of the University of Pennsylvania and a BA in economics from the University of California at Santa Barbara. She serves on the board of a local nonprofit she helped found, At Home In Darien. She lives in Connecticut with her husband and has two adult children.

***The Purpose Is Profit: The Truth about Starting and Building Your Own Business* will be available for purchase on Amazon and other booksellers on August 2, 2016.**

Learn more at www.ThePurposeIsProfit.com and connect via [LinkedIn](#) and [Twitter](#).

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