

WiFi Gator

Planning for the
Future -
Profiting Today



Loren Wolsiffer had an idea – an idea to build and market a hot spot server software business in Pinellas County. What Wolsiffer needed was a plan to bring his idea to fruition. Working with Pinellas County’s [Business Development Center](#), he developed a sound business plan, out of which sprang [WiFi Gator](#). Wolsiffer explains, “When I first contacted Kurt Forster at the Business Development Center, I’d begun test-marketing a simple and secure wireless router solution on the web and had seen some success, but I was ready to take our product to the next level. With Kurt’s assistance, I developed a business plan that allowed me to continue the web-driven network marketing I’d tested while simultaneously exploring more traditional methods.”

The decision to try other marketing options without letting go of what was already working was a sound one, as Kurt Forster can attest. “Loren already had a foot in the door with his web-based marketing of WiFi Gator; I encouraged him to continue doing what he knew how to do best, even as he examined alternative avenues. As it turns out, the web-driven network marketing has been the most profitable for his company.”

WiFi Gator provides the tools and services necessary for the creation of Wi-Fi hot spots, advertising “a plan

for everyone,” including secure Wi-Fi for hotels that limit access to only their guests by requiring a user name and password. Some international clients may require bandwidth limits when browsing the internet and only sell prepaid printed tickets, while others want the ease of a credit card purchase. WiFi Gator offers a variety of packages, allowing purchasers flexibility and the option of handling their wireless hot spots in ways that work best for them and their end users. Wolsiffer explains, “What sets us apart from other Wi-Fi hot spot companies is ease of operation and the ability to keep all of the revenue you generate. Unlike any other company, we allow you to download and customize the software for your own needs. We are the only company in the world selling a complete Wi-Fi billing system that you can own.”

With his company making money and a good business plan in place, does Wolsiffer see any need to continue working with Pinellas’ Business Development Center? “Absolutely!” he says. “In fact, I attended the kick-off event for the center’s new TechVenture program and will be a participant in Pinellas’ inaugural TechVenture series beginning in Feb.” The TechVenture program offers early stage and successful technology entrepreneurs, advisors, and experts an advanced level mentoring and peer-to-peer training program designed to help bring technology related products and services to market. Through TechVenture’s networking and coaching opportunities, technology entrepreneurs like Wolsiffer can expand their business plans to reach wider markets. “You can’t just stop at making a profit. To stay ahead in business, you need to continually assess your business’ attributes and take advantage of new learning opportunities. Maintaining a relationship with the Business Development Center has helped me do that over the past six months and will continue to help WiFi Gator grow in the future.”

Learn more about WiFi Gator at www.wifigator.com.

The [Pinellas County Business Development Center](#) offers a full range of business counseling, training and tools for entrepreneurs.

