

Revisiting: Venture Technologies

Pioneer Press

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Business: Venture Technologies

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Location: Stillwater, Minn., and now in Hudson, Wis., at 116 Buckeye St.

Owner: Tyler Miller

Originally featured in Open for Business: March 29, 2009

What does your business do? We provide residents and small businesses with computer support, technology consulting and web design and development.

How's business? Business has been great. The "Open For Business" article that I had back in March of 2009 was the best and most efficient piece of marketing I have ever had. The Monday after it ran, I had so many calls I could not keep up with them. A year and a half later, people still call me from that article. Business has steadily grown since then, but we are always looking for more clients. What have been the biggest changes? We have brought in more help, mostly part-time, and did have an office space shortly after the article ran. We have decided to take a more lean approach to business and are back working from home, but it makes us more efficient and quicker. We are looking at possible retail locations in the Twin Cities to help spread the word and allow people to do drop-offs of computers and provide some retail sales.

Do you have any advice for others launching a business? Stick with it. I have a family, with two small children, and launching a business means that I no longer have the exact same paycheck every two weeks. There were times that we struggled, but if you look at the big picture and see where your business can take you, that payoff is so worth it. You have to know the vision of your company and constantly make tweaks to get the mix right. If you can do that effectively, you will succeed.

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