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WITH  
**SANJOG AUL**

**CIO Talk Network**  
**Wednesday at 7 AM Pacific**  
**October 24th 2003: Starting a Technology Company NOW!**

Starting a Technology Company NOW is a formidable task. It was never easy! John started Flyswat, Inc. in 1998 and sold it 3 years later to NBCi for whopping \$100M. Let's listen to John Rodkin, Entrepreneur and Ex-VP, Product Dev. & Research, NBCi to learn about how he did it, the obstacles he faced, and how things are different now as he is looking for his next challenge.



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