

For most of his life, Ed Brown, owner of Dealerflow, has dreamed of starting his own software business. In 2004, the dream became a reality. Dealerflow combines administrative tools, instant messaging, discussion boards, and calendar options specifically for auto dealerships.

Ed started counseling with the Small Business Development Center early in 2006 and a past business advisor gave him valuable information on how to present and sell his product. "The SBDC has made a positive difference for me and Dealerflow with their steadfast support. They are always ready with timely advice and guidance on a wide range of topics."

Currently, Dealerflow employs six full-time employees and four part-time and their goal for 2009 is to introduce their product at the National Automobile Dealers Association convention in January. This opportunity could bring over a hundred car dealerships on board using Dealerflow's software by July, 2009 and an additional hundred by the end of 2009.

Dealerflow is located in the Inventrek Technology Center, 700 East Firmin Street, Kokomo and their website is www.dealerflow.com. For now, Dealerflow is tailored for car dealerships with nuances that address things like multiple dealer locations within one company, and dedicated features for different departments, such as sales, services and parts. However, Ed believes the application could be adapted at some point for use by other businesses.

Dealerflow was awarded a \$1.5 million dollar grant from Indiana's 21st Century Research and Technology Fund in the fall of 2008. The 21st Century R & T fund provides financial support to highly innovative Indiana-based companies by helping them make the transition from general research and development to product development while creating high-wage, high-skill, high-tech Indiana jobs and diversifying the state's economy.