

## THE ENTREPRENEURS OF NOW

---



### JUSTIN CULLIFER

Founder

Justin Cullifer is a product inventor and designer with a history of successfully delivering award-winning digital products, voice technologies, and web applications. Co-founder of APG Emerging Tech, Justin is a master facilitator adept at skillfully aligning stakeholders towards common objectives and leading teams to achieve desired outcomes. Justin enjoys the challenge of helping organizations generate IP that solves problems and strengthens their market position. His leadership skills are rooted in motivating and inspiring teams, and helping teammates define their near and long-term goals with strategies for achievement.

**APG Emerging Tech is a technology and services company that helps businesses design and build applications.**

**INDUSTRY:** Technology and Technology Services

**SPECIALTY:** Helping companies undertaking business transformations such as process improvement, automation, and new digital product launches.

**BEST SALES CHANNEL:** Referrals and networking.

**HIGHS FIRST YEAR:** "Definitely getting our first client. We did a great project and they were happy with our work. It was very validating as a new business owner that I made the right choice."

**LOWS FIRST YEAR:** "I was overly optimistic about how fast we would grow. If there were days in between calls or new sales meetings, I would doubt my sales process. I had to learn to not overthink things and get out of my own way."

# THE ENTREPRENEURS OF NOW

---

## APTECH EMERGING TECH



**JUSTIN CULLIFER**  
Founder

### ADVICE FOR SCALING

Hire thoughtfully and carefully. We are in the people business and a lot of responsibility comes with that. We have to have a steady pipeline of opportunities to make sure we are setting new team members up for success. We typically hire them part-time or as contractors until we can be confident it's going to be a long-term fit for everyone.

Try to make things as predictable as possible. NowAccount helps us make our cash flow more predictable because we always know when payments will come in.

#### PERSONALITY

"Extroverted Introvert"

#### ADVICE FOR ENTREPRENEURS

"Offer to assist as much as you ask for assistance. Good goes around."

#### FAVORITE QUOTE

"It is never the wrong time to do the right thing."

#### LESSON LEARNED THE HARD WAY

"Don't do it alone. Find a good cofounder. I have my safety circle of support now and I wish I built that and leaned on that sooner."

#### FAVORITE TECH TOOL

"Slack is my friend. It's a great tool to stay connected and share best practices with my network."  
[www.slack.com](https://www.slack.com)

#### FAVORITE BUSINESS RESOURCE

Georgia Department for Economic Development is a free tool that has great info on how to sell internationally.  
[www.georgia.org](https://www.georgia.org)