

### FOUNDER'S BIOGRAPHICAL INFORMATION

FOUNDER'S NAME: BRIAN PEDONE

TITLE: CHIEF EXECUTIVE OFFICER (CEO)

Brian Pedone, the founder and CEO of NeedMyPassword.com, isn't your average CEO or your average entrepreneur. Born in Manhattan in 1983 and raised in Queens, New York, he emigrated to the Poconos in Pennsylvania at age 10, took up boxing at age 13, and devoted himself to the sport, becoming the 2003 Pennsylvania Golden Gloves Central Champion and earning himself the title "Fists of Stone Pedone."



Brian Pedone, as you might suspect, isn't a stodgy, corporate executive or your stereotypical, nerdy programmer but represents a new breed of entrepreneurs, a breed of "go-getters" and achievers who vow never to work for anyone else again and who plan to keep trying regardless of the challenges and problems they face.

Although he's only 24, he already has some white hair. "It means I'm wise beyond my years," he likes to joke. Perhaps it's a sign of the stress of business, but as he reminds us, "It's something I've noticed since I was about sixteen, so business might not be the culprit. Maybe it's just the accomplice!"

He says one of his greatest dreams is to have the financial means to someday support his parents, and that, because of that dream, he poured all of his attention and his time into his grades and his studies, sacrificing parties and social outings in the process.

"I've never really had a 'full-time' girlfriend just because I've always had my sights set on business," Brian said, adding "I don't have time to commit, but I keep my options open."

Brian Pedone takes the energy he applies to boxing and directs it to business. He notes, "The best punches are down a straight line. I think people can apply that concept to business. Be direct, be focused, and make sure, when you strike, you make it count."

## QUICK FACTS AND HIGHLIGHTS ON BRIAN PEDONE:

- Graduated Magna Cum Laude with honors from East Stroudsburg University in 2005 with a Bachelor's degree in Computer Science and a Minor in Mathematics
- Started Grad Techs, LLC in 2005 and created a Plagiarism Detection Tool. Won 1st Place in Great Valley Technology Alliance Business Plan Competition.
- Worked for Aetna Healthcare as an Application Developer from 2002 through 2006. Started as an intern as a sophomore and graduated to a Technical Development Program after graduation.
- Worked for My Choice Medical as a Microsoft SQL Server Database Administrator from 2006 - 2007.
- Started ABP Software, LLC and created NeedMyPassword.com
- Developed a full featured Finance Management Software Package for clients.
- In 2002, started the East Stroudsburg University Boxing Club which has now become Pedone's Heavy Hitters, LLC with over 20 members and 1 PA Golden Gloves State Champion
- Worked as a CCD teacher for over 5 years to kindergarten and pre-school students.

