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Mobile Computing, gardening and occasional fishing strategies

» DemoFall, What Really Rocked My Boat

Every time I go to Demo I find a couple of transformational technologies that I believe can substantially change how things are done. Walking Demofall07's Demonstrator Pavilion Tuesday and Wednesday made me feel like a Gold Rush Argonaut finding sparkling nuggets shining in a champagne sea of precious metals.

Nobody would ever call me an unbiased Demo attendee. I picked companies for Demo and produced shows for a long time. I consider my experience with the show to be the capstone of a 35-year career, so I have a pretty clear idea of what goes into the decision to select a company. That's why it's pretty hard for me to be surprised by what I see at the shows.

What I saw on stage and most of all in the Demonstrator's Pavilion this year represented the most interesting category of technologies and companies picked for the twice a year show. That all-inclusive category is made up of products that enhance experiences or redefine technologies.

CashView--Ringing the bells of business owners and their bookkeeper CFOs.

CashView is a fiscal management tool that should ring bells with company CFOs, bookkeepers or departmental managers. CashView lets managers link digitized financial and electronics records with documents, providing a single repository that provides annotated explanations for receivable and payable accounts that can be accessed anywhere and which provides cash flow management tools.

I had two reactions when I sat through the Pavilion Demo of CashView: first I think have finally seen a financial record keeping system that could be used anywhere, by almost any small or medium sized business owner; Secondly, I am amazed that QuickBooks Developer Intuit missed this opportunity.

Time and experience benefits start-ups that are quick to exploit niches and new opportunities. CashView appears to be one such company. It not only provides great basic tools, it's also willing and able to digitize financial records its subscribers send to this company's headquarters and then provide business owners with access to those electronic records. This start-up has a management team that specialized in small business management software and is attacking a market that has more than 20 million potential subscribers.

Office automation remains a huge opportunity for entrepreneurs who want to use the web to provide service to small businesses. The obvious barrier to success in this market, however, is finding multiple vehicles to reach what amounts to a very wide vertical opportunity that includes tradesmen, jobbers, family retailers and other businesses. Today, CashView has no real competitors, however, it's not unreasonable to expect that Intuit or other companies would move into this space.