



## The Guidewire

### Entrepreneurs Take Note: Smart New Business Blog

February 13, 2008 at 10:03 pm · Filed under [Chris Shipley](#), [Entrepreneurship](#) · Tagged [Bill.com](#), [CashView](#), [Intuit](#), [PayCycle](#), [Rene Lacerte](#)

I got a note this evening from [Rene Lacerte](#) telling me about his new blog, [Ask Lacerte](#). Rene is the founder most recently of [bill.com](#) (nee Cashview, which [launched at DEMOfall 07](#)) and of PayCycle. Among other credentials, Rene learned the art and science of business and product management at [Intuit](#), where he and I first meet many years ago.

His success with these business-focused startups gives him strong credential to, as he wrote in his initial blog post, "write a blog to bring people together to talk about business."

Through this blog, I hope to share my successes and insights while learning from yours. The end goal is to share some of the roadblocks I've hit along the way and how I've overcome them. The life of a small business person is never dull. Everything is always changing—from new tax and labor laws, to innovative technology that leverages your time, to new markets to carve out—and I wanted to provide a forum for small business voices and for the discovery of new opportunities. I would also love to hear about what you are doing and how you handle the day-to-day obstacles to run your business smoothly and successfully.

We're not in the habit of promoting every new CEO blog to come along, but entrepreneurs working to build new businesses could do a lot worse than to listen to and bend the ear of Rene Lacerte. And why is comradarie among entrepreneurs essential? Again, from Rene:

It's tough to run a business, with the rate of failure for small businesses incredibly high. Approximately 600,000 new businesses start each year. Unbelievably, just as many close each year. According to [smallbusinessnotes.com](#), two-thirds of new businesses with employees survive at least two years, and 44 percent survive at least four years. The results remain constant across different industries; so it really doesn't matter what niche you're in—running a business requires a level of passion that's often difficult to sustain.

As a founder as well as an industry analyst/journalist/blogger/event producer, I'm adding Ask Lacerte to my RSS reader.



► [Chris Shipley](#)  
Co-founder and Chairman