



ENTREPRENEURS OF THE YEAR®

MINNESOTA, WISCONSIN, AND DAKOTAS

2008 Finalists

The following individuals and their companies also were recognized in the 2008 Entrepreneurs of the Year competition for their business success.

By Andrea Wagenknecht



Daren Cotter, Keith Olson,
and Jack Johnson

Company:

CotterWeb Enterprises, Inc.

Headquarters:

Mendota Heights

Founded:

2000

Employees:

30

Web site:

cotterweb.net

Revenues:

\$12.4 million (2007)

Background: CotterWeb Enterprises began as a dorm room hobby when CEO Daren Cotter started InboxDollars.com during his freshman year of college. Started as a way to reward consumers for their online activities, Cotter operated the marketing company himself until six months before his 2004 graduation, when he decided to focus on growing the company. He was joined in 2004 by current vice president Olson; in 2005, they were joined by Johnson, now the company's chief operating officer. Providing targeted, pay-for-performance, e-mail-based marketing programs for clients and rewarding respondents for their participation, CotterWeb has more than 5 million online participants.

In His Own Words: "We're a benefit to both of the customer groups. We benefit members because we add tangible and enduring value to their lives . . . by offering them the ability to be rewarded for their online activities. We add tremendous value to the advertiser group because we provide them with performance-based advertising." (Cotter)