turk.internet.com

"Long and Thin Way" at ICT Sector

> Füsun S.Nebil March 18th 2003

Long and Thin Way

A Turkish folkloric song. Created by a blind and talented Turkish artist who was trying to tell the difficulties to stay on the way.....

I am on a long, thin way Going through the day and night Dont know How I am Going day and night

Past Experience

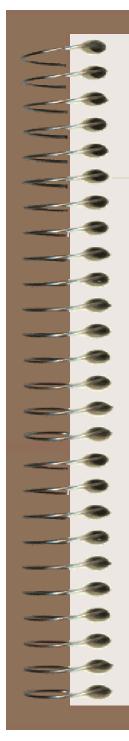
- Borned in Istanbul, in 1957
- BS degree from Chem Eng and MSc from Nuclear Eng.
- Then worked as a flying stewardess for 4 years
- Then decided to place in Information Technology Sector
- Working for 23 years. 17 is in IT sector
 - 16 years worked as staff or executive. Since
 1997, I am an entrepreneur in internet business.

How I became an Entrepreneur

- I was always planning to make my own business
- In 1997, we established one of the first ISP company of Turkey named Alnet, together with the Holding group I was working at that date.
- My share was % 10 and I was General Manager
- That business closed the doors in 1998, due to problems with Turkish Telecom (we sued TT)

And Intervizyon

- Was a project of Alnet. Streaming media (Intervizyon is collabration of INTERnet and teleVISION)
- We were 2 partners and had no money. Just knowledge about internet.
- Then the way brought up into portal-online publishing business through Intervizyon project
- In 1999 and 2000, we opened several sites, related with women, recipes, sport, news, advertisement etc.. And made little money from ads..



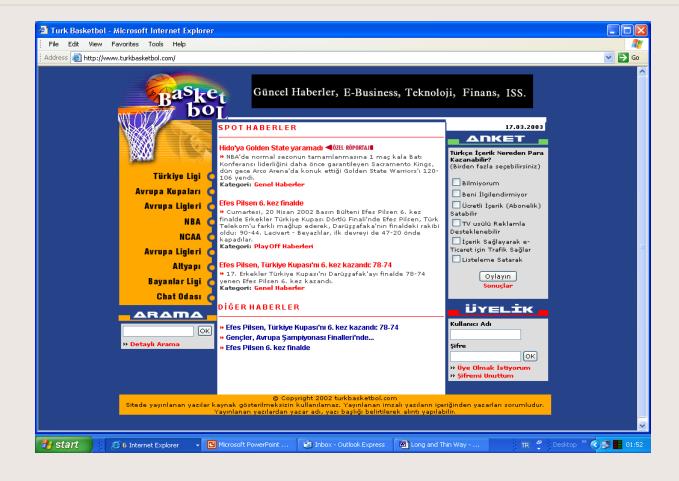
First Woman Portal of Turkey (in Oct 1999)



Turkish Recipes Site



Basketball Site



Then Turk.internet.com

- We were reading <u>www.internet.com</u> as reference source. Then thought to carry that in Turkey and we talked with them
- They accepted in June 2000
- We began to publish turk.internet.com after august of 2000
- It official launch date is 25th October 2000.

Turk.internet.com – The leader ICT portal in Turkey



Troubles are coming Event - 1

- Just a month after launch, at 19th November, a banking crisis occured in Turkey.
- American partners asked us what is happening, we said no problem

Event - 2

3 months later, at 19th February, main crisis tide arrived. The biggest economic crisis in Turkey's economy history after republic foundation in 1923. 2,5 million people laid down during crisis.

A month later, in the beginning of 2001 April, American partners informed us they stopped to make investment in Turkey. They were right. They asked me what to do with turk.internet.com? To go without support or close the doors.

Event - 3

- We decided with my partner to go on
- He was hesitate, I insisted
- 2 months later, he informed me will part from company and wanted his share

My Plan was

- To stay alive till September 2001, since I was hoping things will be change
- Laid down staff
- Planned the costs according to the money we have

And Event - 4

- Last trouble was September 11th
- All business stopped
- and was as if ... sign of end of long and thin way..

Depression Days

- In September, I admitted by myself I made a mistake by do not close the doors
- I began to think and plan to close the doors. There was no light.

UNECE Project

- In the beginning of October, I was at a Rotary launch. I heard there, 9 women had been chosen from Turkey for Unece project and one was me..
- That was the light I was hoping. Gave me strenght and hope again.

December 2001

- * And decided to no close the doors. But began to work much more hard
- * In december 2001, a company called me to ask a cooperation. And that was the sign of end of bad times and business is coming......
 - * In 2002, our revenues were 2.5 times than 2001 (there was a project from 2000)
- * In 2003, in 3 months, we made ½ of 2002. Our budget is 2 times of 2002.

What we did during crisis period

- With minimum staff, we tried to strenghten our **infrastructure**
- We created our systems-software as inhouse
- We kept the quality of our service, at the top
- We created **new projects** and ways to make revenues..

What is our new projects

- Joint Venture type cooperations
- To spread online publishing to the public by giving some services
- To work in mobile industry and create software for them

smsMatik.com

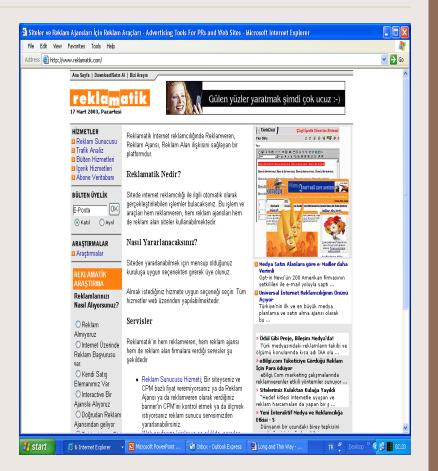
- A web site to send SMS messages to all GSM operators..
- We are organizing partnership model of this

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Reklamatik.com

A site for Turkish
 Online Advertisement
 Sector

- Things can be realise over web site like media planning
- Serving tools to the web sites



Now.. What was moral of that journey

- To trust your own and work hard
- Never to give up
- To be woman is not an excuse. I worked as by myself during all that period..
- Family is important. It is stupidness to ignore them for business..