

Dyn Spin-off Finding its Wings



Richard Turcott, CEO of Mill33

A former startup, **Dyn** is on a mission to help other microbusinesses grow, and the internet juggernaut's newest hatchling is **Mill33** in Manchester.

Mill33 offers high-volume email marketing services that help organizations create, deliver and manage large-scale email campaigns. It uses technology designed to ensure those emails actually wind up in inboxes. It can accommodate any list size and customers are only charged for emails sent. And Mill33 already rolled out a new release of its product based on customer feedback, says Richard Turcott, who joined in September as CEO.

Mill33's clients include **Southern NH University**, **Dyn**, the **NH Lottery**, **Manchester Monarchs** and **Griffin, York & Krause**. Pricing ranges from an annual fee of \$5,280 for 1.2 million emails to \$480,000 annually for 1.2 billion emails. The company declined to give any sales or email volume, but says business is growing.

Mill33 has its roots in Send Labs, an email delivery company launched in 1999 in Manchester that was acquired in 2010 by Dyn. Dyn took a portion of Send Labs's business—

email marketing—and spun it off into Carrier Pigeon. DYN CEO Jeremy Hitchcock is also on the board of **Incutio**, a SaaS solutions provider based in the United Kingdom, which opened its U.S. office in Manchester in 2011 and incubated Carrier Pigeon.

The Carrier Pigeon name was dropped for Mill33 in November mostly because web searches resulted in information on pigeons, not the company.

Hitchcock, along with Dyn executives Kyle York and Gray Chynoweth, and Andy Piggot, founder of Incutio, sit on the board of Mill33 (York recruited Turcott). Turcott has 20 years' experience in technology marketing and has held senior marketing roles at several Bay State startups, including Constant Contact.

Mill33 has eight employees and will be hiring more as sales ramp up, Turcott says. "We have a mandate for the next five years to become the most recognized name in email marketing for the enterprise market," he says. "Hardly a business exists today that doesn't use email marketing. It has huge market potential." For more information, visit www.mill33.com.

Good Vibrations Lead to Egg-cellent Sales



Jennifer and Matthew Barker

Overworked, sleep deprived, stressed, and can't relax—that is where engineer Matthew Barker found himself last year. So Barker developed the Ohm egg, a smooth plastic egg you hold in your hand that vibrates like a metronome, helping with relaxation and meditation by letting you know when to breathe.

"Jennifer [his wife] told me one day I was too stressed and needed to meditate," says Barker, who owns **Jenivox Manufacturing** in Gilmanton Iron Works. "But when I tried to meditate, numbers kept going through my head and I couldn't concentrate. I first built a little prototype with my daughter's Easter egg. I just intended it for me."

It worked so well, the couple brought it to market this past fall. They have already sold more than 500 eggs, which are priced at \$100 each, and raised \$150,000 from angel investors. All sales to date from the Concord business have been wholesale to spas, but the company plans to expand to the medical market to help treat anxiety and stress disorders.

The Ohm holds a charge for 12 hours and comes with a USB connector. People can adjust the vibration pattern, and the company is building a library of vibration patterns that can be downloaded from the website. The Ohm is designed to feel like a river stone, which some people use to meditate.

Ohm Universe is in negotiations to become a preferred partner with Healing Hotels of the World, an association of luxury hotels focused on wellness. The company is developing new products, one a hands-free Ohm to strap on a person's arm and meant for use during walking meditation, yoga or even for runners or cyclists looking to maintain a steady pace.

"We've unofficially dubbed it rOHM-ming," Barker says. The company is on track to make \$350,000 in sales in 2013. For more information, visit www.ohmuniverse.com

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