



# YOUNG TECH ENTREPRENEUR LAUNCHES HER BUSINESS IN FREMONT COUNTY



One might assume that being a young woman technology entrepreneur in rural America might be a difficult undertaking. Cañon City entrepreneur Madi Weber who founded and owns Positive Computing has found it to be the exact opposite. “I initially didn’t tell my customers my age, including

those next door at Fremont Economic Development Corporation’s TechSTART office,” she relates. “I was afraid there would be a level of disrespect, but that has been far from the case. They treat me like a peer and regularly seek me out for my ideas and support.”

# YOUNG WOMAN IN RURAL TECH

Madi grew up in a small town south of Wichita, Kansas. She was singled out not only as a nerd in high school but one who was a female. “We didn’t really have any computer support, and I became quite interested in hardware and software. I also became interested in Linux which gave me a deeper understanding of operating systems and how software works.”

Madi graduated from high school and began working on an associate’s degree in industrial engineering at Wichita State University. “Often, I was the only woman in the room for the math and computer programming classes,” she notes. “It was an interesting experience—but it left me thinking about how much work still needed to be done for women in STEM.”

Upon finishing her associate’s degree, Madi moved to Cañon City where her brothers had recently moved. “What isn’t to love about Fremont County,” she relates. “And I felt there would be more opportunities for me.” For her bachelor’s degree, she elected

to switch paths to Accounting and completed her degree at the University of Colorado at Colorado Springs (UCCS). “I wanted to combine my interest in technology with business management,” she explains. “My grandfather ran a very successful life insurance company, and being able to work alongside him growing up taught me the importance of business.”





# CHOOSING WHICH FORK IN THE ROAD TO TAKE

Now that Madi had completed her two degrees, it was time for her to decide what career path to follow. “I had numerous options,” she relates. “I could have been a project manager. I could have gone into accounting. I could have gone to work in Industrial Engineering. But all of these would have required me to move to Denver, Colorado Springs, or Pueblo. I had been in Cañon City for about two years, really loved living here, and simply couldn’t envision living anywhere else.”

Madi sat down with her husband Chase, who works at Second-61 as the Chief Technology Officer (aka Tech-Sherpa), to sort through her options. “Ultimately, it boiled down to what I am passionate about,” she says. “We kept coming back to my passion for customer service combined with my background in computing.”

Rather than working for someone else, she decided to open her own shop. “I just love people and helping them solve their technology problems,” she adds. In most cases,

people who come to a computer shop aren’t having a positive day. They’re having the exact opposite. So, I decided to name the business Positive Computing. My goal with every customer interaction is to provide them with a positive experience. I want them to leave feeling good about technology.”

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***– Madi Weber, Owner of Positive Computing***





# SERVING B2C & B2B CUSTOMERS

While a significant amount of business for Positive Computing still comes from consumers, Madi continues to take on businesses as clients—and not simply those from FEDC TechSTART. The Canon City Rotary Club, for example, has become a huge advocate for Positive Computing, leveraging Madi for internal projects as well as referring business to her.

Recently, the John C Fremont Library District in Florence issued a request for proposals to update all of its computer systems and network. As normally is the case, the library received proposals from vendors in Pueblo and Colorado Springs. Feeling the proposals were overpriced and many of the vendors lacked the customer service focus she wanted, the head librarian approached Brad Rowland, the general manager of Emergent Campus, for advice. He immediately recommended Madi for the job.

“It was a great project,” she notes. “I completely upgraded all of the computers and overhauled the network. Since I need to be in the store during the day, I did the work in the evenings and on the weekends.”



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***– Madi Weber, Owner of Positive Computing***



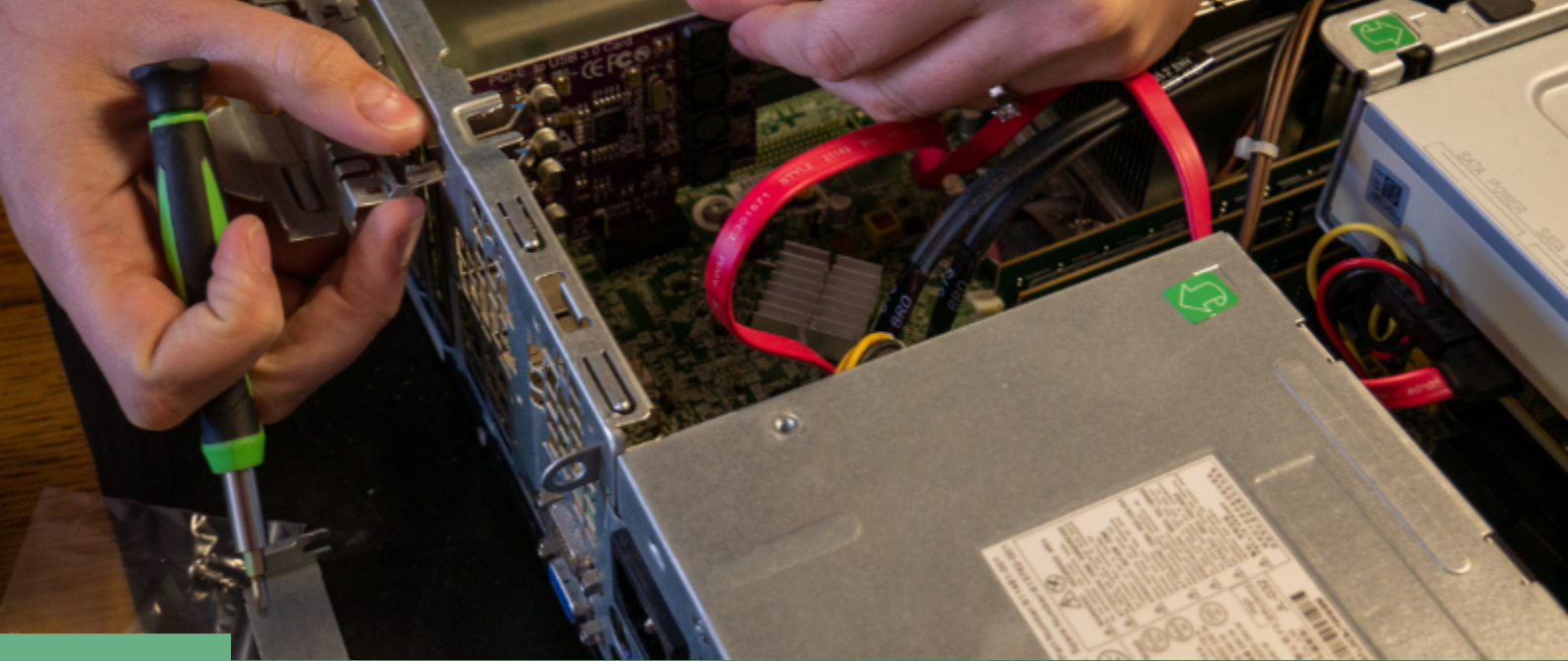
# LEVERAGING FEDC TECHSTART TO EVOLVE THE BUSINESS

Even though Madi doesn't have a workspace in TechSTART today, that doesn't mean she doesn't take advantage of TechSTART programs. "Tech Night Out on Wednesdays is a blast," she comments. "Sometimes we get to hear from TechSTART members and what they are doing. It is a great way to keep up with each other and have stimulating conversations about tech in general. We learn something new all of the time—not to mention the great networking opportunities."

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# EMPOWERED AS A TECH ENTREPRENEUR

Being a tech entrepreneur in Fremont County is invigorating to Madi. “Choosing to remain in Fremont County and open my own business was one of the most important professional decisions that I’ve made so far in my career,” she recounts. “I’ve never felt more empowered to be a female in technology. And I am just getting started.”

## FEDC TECHSTART

Fremont Economic Development Corporation is a 501(c)6 professional economic development organization focused directly on business attraction, retention and expansion in Fremont County, Colorado. With an established and growing network of business, academic and governmental partners, we directly assist companies with competitive location or expansion projects by connecting them with the right people, the appropriate resources and the most meaningful and relevant information. FEDC’s TechSTART program is an award-winning tech sector co-working community, creating an innovation catalyst for rural Colorado. FEDC TechSTART is a proud supporter of the Upper Arkansas Technology Sector Partnership, the second tech sector partnership in the state of Colorado.