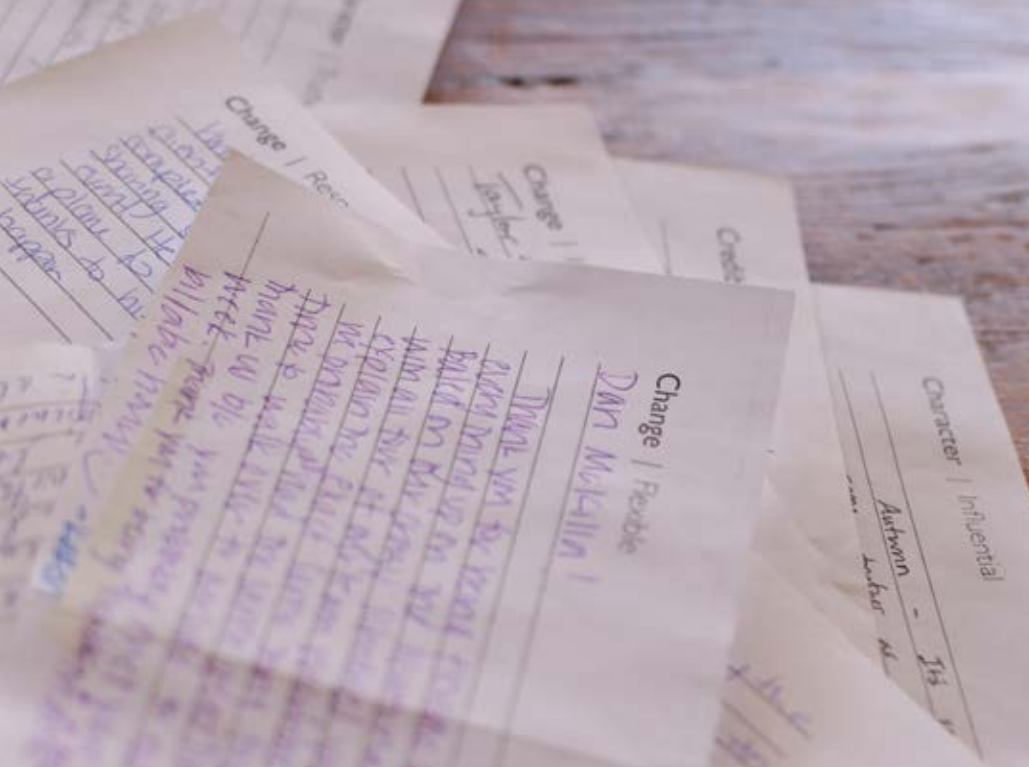


**UNBRIDLED
EMBRACES
TECHSTART
FOR
REMOTE
WORKERS**



UNBRIDLED



We want to restore people and places. Restoring main street in small towns is a core precept of Unbridled Contractors and Unbridled in general.

STAN BULLIS
 Founder & Managing Partner,
 Unbridled Solutions

UNBRIDLED CULTURE

When Stan Bullis founded Unbridled back in 2001, he wanted a company that was built on values. The company would be known more for who it was than what it does. Character, willingness to change, credibility, and community would be at the heart of the company.

But these attributes are not simply representative of Unbridled. Bullis has gone on to help found and fund 17 more companies. These attributes embody each of companies and cascade into core principles (see figure below).

"We hire people not positions," Bullis notes. "We want to get to know our employees and put them in a position where they feel they add value and will stay for a long time."

To foster engagement, Unbridled Solutions embraces a 20-20-60 model: 20 percent of profits go to charity, 20 percent goes back into the infrastructure of the business, and 60 percent is shared among partners. Through its nonprofit arm UnbridledACTS, Unbridled's family of 17 companies have given over \$1.5 million to charity to date.

CHARACTER

- BE TRUSTWORTHY
- BE POSITIVE
- BE INFLUENTIAL

CHANGE

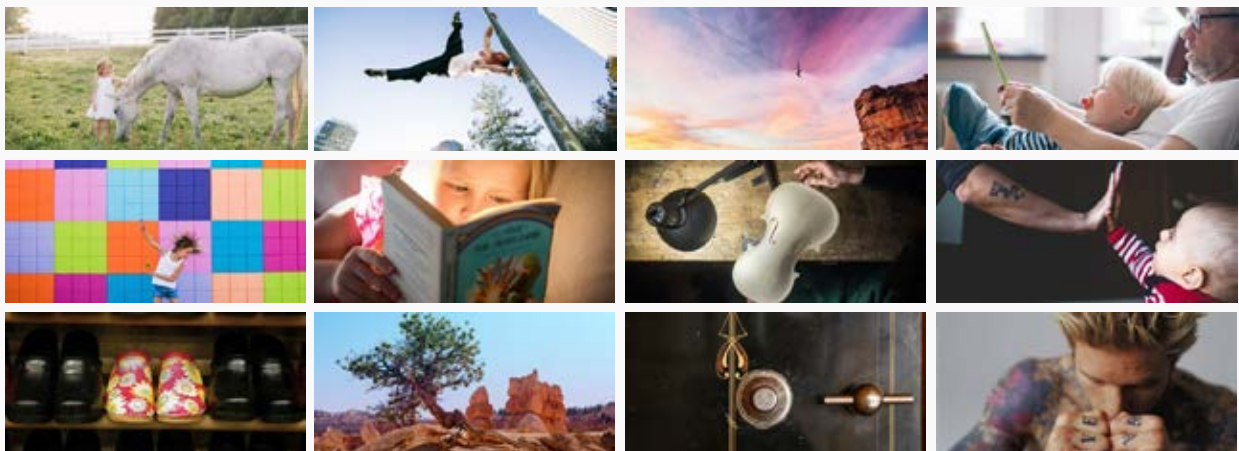
- BE FLEXIBLE
- BE IMAGINATIVE
- BE RESOURCEFUL

CREDIBILITY

- BE COMMITTED
- BE KNOWLEDGEABLE
- BE ACCOUNTABLE

COMMUNITY

- BE ENGAGED
- BE CARING
- BE PASSIONATE



GRANT STREET MANSION

Unbridled Solutions means it when it comes to restoring places and people. Back in 2014, the company launched a full-scale restoration of the Grant Street Mansion in the Capital Hill neighborhood of Denver. The restoration was intended for a family—the family of Unbridled Solutions.

In May 2016, the restoration project was complete—and Unbridled and its employees moved into the space. You see, the Grant Street Mansion was renovated to serve as the company's new headquarters. Not only did Unbridled Solutions aim to restore the four-story, 16,000 square foot building, but it sought to restore the people who built the mansion in the first place back in 1892.

Originally crafted as the dream home of Dennis Sheedy, a Denver entrepreneur and Renaissance man, the Grant Street Mansion was declared a National Historic Landmark in 2004. When Unbridled Solutions embarked on the renovation of the mansion, the

company wanted to ensure that the character and life of Sheedy and his family was reflected in the construction. Thus, the renovation included the creation of special spaces throughout the mansion and the installation of various plaques containing quotes from Sheedy, his architects, and family members. These celebrate their lives and provide historical details about the planning and thought that went into the mansion's design and construction.

CAÑON CITY

When Unbridled Solutions' Founder and Managing Partner Stan Bullis took a trip out to Cañon City, Colorado to examine the historic Hotel St. Cloud, he didn't realize the extent of the journey he was taking. Restoring communities and people is the core principle of the 17 different companies comprising the Unbridled family of companies that Stan has founded and funded. He felt restoring the historic hotel was the perfect project for Unbridled Contractors, ultimately purchasing the property for \$80,000 when it was put up for auction.

"We want to restore people and places," Bullis says. "Restoring 'Main Street' in small towns is a core precept of Unbridled Contractors and Unbridled in general."

GOING FOR THE APEX

But Hotel St. Cloud was not the only purchase Bullis made in Cañon City. The historic Apex building was undergoing significant renovation at the time by the Fremont Economic Development Corporation's (FEDC) TechSTART.

TechSTART's focus on building a tech-sector community in Cañon City was what got Bullis' attention. "TechSTART is focused on restoring the Cañon City economy while enabling entrepreneurs and small businesses to do the same," Bullis explains. The building was for sale, and Bullis elected to acquire his second property in Cañon City. "The acquisition made a lot of sense," Bullis adds. "In addition to having already invested on Hotel St. Cloud, TechSTART's charter and values look very much like those of Unbridled. TechSTART is reinvigorating

The acquisition [of TechSTART] made a lot of sense. In addition to having already invested in Hotel St. Cloud, TechSTART's charter and values look very much like those of Unbridled.

STAN BULLIS
Founder & Managing Partner
Unbridled Solutions

All of the business capabilities a new worker needs are already installed and configured in the TechSTART offices. Justin simply needed to plug in his laptop and phone, and he was off and running.

SHERILYN VILLAREAL
Director of Interactive Operations
Unbridled Solutions



the technology community in Cañon City, helping to facilitate collaboration between the different technologists while drawing even more to the city."

ADOPTING A HYBRID WORKFORCE MODEL

Unbridled places a huge premium on the connections between its employees and contractors. For example, its Denver headquarters—which is located in the historic Grant Street Mansion—is designed to facilitate unique connections (see sidebar). "We look for candidates with whom we can develop long-term relationships—professionals not only with the right skill sets but who are the right cultural fit," explains Sherilyn Villareal, director of Interactive Operations at Unbridled. With this in mind, until a couple years ago, the company wanted its workers and employees onsite and rarely hired remote workers.

But a thriving technology market began to create headwinds for Unbridled. "Increasingly, we were anticipating problems finding and hiring qualified candidates with the right skill sets," remembers Villareal. "Our head of HR recruiting conducted a study and found that for every technologist looking for a job in Denver, there are five positions open."

Even for a company with a great work culture and reputation like Unbridled, this job market proved to be a difficult challenge. "We posted one job for a technical position with our Denver headquarters as the location for the role, and we received only a handful of applications—and only a few were qualified," Villareal recounts. "We posted the same job again but listed its location as remote and received an overwhelming response with many more qualified candidates."

Today, Unbridled embraces a hybrid workforce and workplace model. "Technological advancements such as video conferencing and other communications and project management tools shrink the gap for collaborative interactions and relationship-building for remote workers," Villareal relates.

ADDING REMOTE WORKERS IN TECHSTART

Unbridled has full-time employees and freelancers working from three satellite offices. "Our decision to embrace a remote workforce has been a good decision for our event technology team," Villareal says. Unbridled added a fourth—the TechSTART building in Cañon City—when Sherilyn needed to hire a new web administrator on her

team. "We decided to hire someone to work from Cañon City," she notes. "The professional we hired—Justin Farr—grew up in Cañon City and will be able to help us build a connection with the local community. He also is a great fit with Unbridled's unique culture."

Getting Justin up and running proved seamless for Villareal. "All of the business capabilities a new worker needs are already installed and configured in the TechSTART offices," she says. "Justin simply needed to plug in his laptop and phone, and he was off and running."

Having previously worked from his home office in past roles, Farr is really excited about the change. "Working from my home office meshed my work and personal lives together," he says. "With TechSTART, I gain a separation while also getting access to a community of fabulous technologists and entrepreneurs who are doing some really exciting things."

Sherilyn also points out that TechSTART conference rooms come with all of the presentation and technology tools resident businesses and workers need. "My team has already been to Cañon City several times for meetings, and we found the conference rooms to be an invaluable asset," she says. "Instead of

With TechSTART, I gain a separation while also getting access to a community of fabulous technologists and entrepreneurs who are doing some really exciting things.

JUSTIN FARR
Web Administrator, Unbridled
Tenant in TechSTART



stuffing the team into my TechSTART office, we can use a conference room that facilitates collaboration and connections," Farr adds.

But the advantages TechSTART provides its tenants extend beyond the building itself and the technology capabilities it offers. "We're really excited about the local internship program and how TechSTART is plugged into it," Villareal comments. "Just as other businesses in TechSTART have tapped local high school students for learning and mentoring opportunities, we plan to pair some in internship roles with Justin. This will help him drive productivity and

business outcomes while also giving him, as a member of Unbridled, the means for building deeper connections with the local Cañon City community."

Friday TechSTART lunch meetups are also something that excites Villareal. "The business chair for TechSTART provides residents with an update on various programs such as internships and grant wins," she observes. "He also arranges for other TechSTART tenants to provide updates on their business or to solicit feedback and ideas from other tenants. Finally, as many tenants are entrepreneurial startups, information on business support systems such as capital programs, Small Business Administration loans, among other

topics are covered. I really look forward to these when visiting TechSTART, as I always walk away having learned something new."

JUST GETTING STARTED WITH TECHSTART

The success Unbridled is realizing with TechSTART is just beginning, according to Villareal. "We anticipate hiring more workers—full time and freelance—in Cañon City," she states. "All of the required infrastructure is in place, and the TechSTART culture is a close embodiment of our own. I'm very grateful to be in a position to help build our presence in TechSTART, helping both Unbridled and Cañon City."



All of the required infrastructure is in place [for onboarding new workers], and the TechSTART culture is a close embodiment of our own. I'm very grateful to be in a position to help build our presence in TechSTART, helping both Unbridled and Cañon City.

SHERILYN VILLAREAL
Director of Interactive Operations
Unbridled Solutions



