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Zero Time Labs

Press Release

Zero Time Labs announces Enterprise Clinic™ and book signing for *The Art of Business*.

The Enterprise Clinic to help small businesses develop into ethical, high performance industry leaders.

Austin, TX: Zero Time Labs L.L.C will launch the Enterprise Clinic™ (EC), a business clinic that helps small businesses develop into high performance industry leaders, at 10:00 a.m. on Thursday (October 28) at the Austin Technology Incubator, MCC Bldg. 3925 W. Braker Lane, 3rd floor.

A book signing for *The Art of Business*, the EC's strategy guide, will follow from 5:30 p.m. to 7:00 p.m. at One American Center, Suite 2300, (offices of Fullbright & Jaworski).

"The EC is dedicated to helping young enterprises 'Do the right thing, then do things right.' Small businesses form the backbone of our country, creating three out of every four jobs, so it's crucial that we give them a good start with solid strategic planning," said EC founder and *Art of Business* author Raymond Yeh.

Yeh added that the EC would act much like a pediatrician's clinic for startups and small businesses, using regularly scheduled sessions with a variety of experts to look after the cultural, infrastructure, learning, and process aspects of the enterprise.

In recognition of recent corporate fiascos like Enron and Worldcom, the EC will devote special attention to helping their client businesses develop in ethical and meaningful ways. "Doing the right thing means developing a vision to make the world better in some way—that prevents companies from becoming the Enrons of the world. Doing things right means successfully implementing that vision with a strong strategy," added Yeh.

Yeh is donating half of all proceeds from the book signing to Austin's Meals on Wheels.

ZTL is launching the EC in partnership with the Austin Technology Incubator, part of the University of Texas IC2 Institute, and JTEC.

ATI brings more than 20 years experience facilitating the growth of emerging technology companies. JTEC, with its web-based enterprise management platform, provides essential management tools for real-time global operations.

Yeh's goal is to develop hundreds of ECs worldwide to help young enterprises grow into industry giants such as the ones profiled in *The Art of Business*: Southwest Airlines, Wal-Mart, Dell, Medtronic and Intel.

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For Immediate Release