

Rajeev Singh is president and chief operating officer of Concur Technologies Inc., a Redmond corporate travel software company. Recently, Singh joined his friend, Seattle developer Greg Smith, in investing in PublicCola, a Seattle news website founded in January by Josh Feit and Sandeep Kaushik. Feit is a former news editor at the Stranger, a Seattle alternative weekly newspaper. Kaushik is a former Stranger writer.

WHAT WILL YOUR ROLE BE AT PUBLICCOLA?
 Josh and Sandeep will really be the guys on the ground. My role is one of an investor and a member of an advisory board that is really providing some counsel on how they can take PublicCola from where it is today in a startup mode to the type of business they long to be down the road.

YOU ARE NOT QUITTING YOUR DAY JOB THEN?
 No, my day job is very much my focus every single day and many, many nights.

WHY ARE YOU INVESTING IN THIS STARTUP NEWS SITE? The media is being reinvented. I think PublicCola is doing some very smart things in helping define what that ought to be. We started Concur 15 years ago, two guys in an apartment. When you have an opportunity to deliver something from the ground up, build it the right way, there's an

immense satisfaction in that. I think these guys have the same type of vision of what they want to do at PublicCola, and I was excited to be a part of it.

AS AN ADVISER, WHAT ARE YOU BRINGING TO THE TABLE? This feels like a job interview. I've lived in the high-technology space for the past 15 years. Readers of today's media want instant accessibility. They want to get their news from multiple sources. They want the content to be multimedia and interactive. They want to participate in how the news is actually perceived. Those things have a significant bent of technology associate with them.

HOW DO YOU MAKE PUBLICCOLA PROFITABLE?
 Another way to put this is, how do you make media profitable. People are reading multiple sources of information, so the value of your content has to improve. You do that by specializing,

by getting tighter and tighter around a core specialization. PublicCola will be very focused in covering all things in Seattle, and they will start with news and politics.

HOW MUCH MONEY ARE YOU KICKING IN?
 We're not talking about the numbers because at this stage there are a couple of investors including Sandeep and Josh, and Greg Smith, who is a green real estate developer in Seattle.

WHAT ARE YOU GETTING FOR YOUR INVESTMENT?
 Some ownership in a business that I think will be very, very profitable down the road and the chance to participate in something that I am very passionate about. Media has a large responsibility in a democracy like ours. And assuring that the press continues to play that role will be the role of new media.

HOW DO YOU GET TO THE POINT OF INVESTING?

Greg and I are friends. And Greg introduced me to Josh and Sandeep. The idea of new media has always resonated with me. PublicCola is somewhere between traditional media type and the kind of Wild West of the blogosphere. Somewhere between those two is what is required to be successful.

OK, I'M ALMOST DONE WITH THE JOB INTERVIEW, NOW COME SOME QUESTIONS THAT WILL REVEAL HOW YOU REALLY FEEL ABOUT JOURNALISM — READY — JIMMY OLSEN OR CLARK KENT? I'm going to go with Clark Kent.

BRENDA STARR OR LOIS LANE? Brenda Starr.

THIS IS A REALLY TELLING ONE. MAD MAGAZINE OR THE ECONOMIST? Oh, I am going to come across as such a square. The Economist.

— Interview conducted and condensed
 BY GREG LAMM

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QUESTIONS FOR | RAJEEV SINGH

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