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# **MyBizzTube.com Launched By Foster, Fong, Partner For Networking**

Facebook hatched in a Harvard dorm room. YouTube emerged from a California garage.

In the slightly more affluent pond of Palm Beach, two local entrepreneurs are working to duplicate the success of the social networking and video-sharing Internet phenomena by incorporating similar elements into an online portal for business people.

William Foster and Henry Fong joined businessman Gary Sherman, of Arizona, to launch <http://mybizztube.com> about two weeks ago. The Web site features space where high-end specialty companies across the country can post streaming video about their businesses and advertise a particular service.

Current clients include a California food distributor, an Arizona company selling battery-operated cigarettes and luxury automobile dealership Chariots of Palm Beach.

As of Friday, the Scottsdale company had about 150 clients, and Foster, the president, plans to add at least seven more this week during a trip to Denver.

"MyBizTube.com provides a forum for people to tell the world about their business and tell their story the way they want it told," the Palm Beach resident said. "I think it's a very personal way of being able to get your story out."

By paying a hosting fee of between \$300 and \$500 a month, clients can post a [video](#) about their company, a description of what the company does and a link to the company's main Web site.

Some clients, like Chariots of Palm Beach, use their own videos, but additional fees can buy the time of MyBizTube.com's professional videographers. Generally, video footage features the head of the company so prospective customers will become familiar and comfortable with the management. B-roll footage shows the services or products being made or used.

The Web site's content is free for viewers and searchable by industry.

Sherman, a former business partner of Foster's, started MyBizTube.com as the site [onlinecapitalconference.com](http://onlinecapitalconference.com). He contacted Foster looking for investors and advice.

"We thought he should expand that to not just include streaming videos for companies and shareholders to tell their story but also for professionals and commercial ventures and advertising on the Internet," Foster said. "We wanted to make it a complete full-service streaming video Web site."

Eventually, Foster and Fong want to include links to financial Web sites, current event postings and forums for sharing ideas.

"This could be a MySpace or Facebook for the corporate segment," said Fong, a director of the company and source of strategic planning.

"Bill has ideas of setting up chat rooms where corporate people can chat back and forth: 'What do you think of the bailout plan? What do you think of Obama's economic plan versus McCain's?'"

Foster said he believes MyBizTube.com's success will spring from the fact that it's a "leaning-in" type of advertising: Unlike a banner ad or pop-up video, Web surfers will actively seek the content and pay attention to the message because they want a specific product or service.

"People have to make a cognizant decision to go to the Web site to find out about a company," Foster said. "If they want to find a company, find an investment, find a product or a restaurant or a fashion place, they can go to MyBizTube.com."

Chariots of Palm Beach President Hugh Bate said he chose to advertise with MyBizTube.com about two months ago.

About 60 percent of the dealership's customers are from outside Florida, and Bate saw it as an opportunity to direct even more customers to the dealership's Web site.

"It's an extremely good idea," Bate said. "It's just another way of reaching people."

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