

eePulse, Inc. History

1987

- Theresa Welbourne begins studying human resource management strategy in entrepreneurial firms and companies going through change.

1992 - 1995

- Theresa Welbourne receives her Ph.D. and joins the faculty at Cornell University. She focuses on teaching, research and consulting with fast growth and high change firms.
- Dr. Welbourne meets Bob Felton, CEO of The Indus Group, a successful, fast-growth software company. She works with him and other CEOs looking for an innovative measurement process.

1996

- Bob Felton invites Dr. Welbourne to study the Indus Group through their IPO and merger processes.
- Rather than use traditional, time-consuming methods, Dr. Welbourne creates a general scale, "The Pulse," to measure employee energy levels at work. She sends this question to all employees on a weekly basis via e-mail.
- Respondents provide open-ended, work-related comments in addition to their Pulse score.
- Just a few days after each "Pulse," Dr. Welbourne aggregates the numbers, ensures the anonymity of each respondent and gives summary reports to Bob Felton, Indus Group CEO.
- Mr. Felton is very impressed with the simple, e-mail tool and encourages Dr. Welbourne to form a company by funding the venture.
- eePulse, Inc. is initially founded as Valour, Inc. by Dr. Welbourne, and the company begins working with premier clients such as Amazon.com, Citigroup, IBM, and more.

1996 to 1999

- Dr. Welbourne wins numerous awards for her research studies and continues publishing articles and journals internationally.

1999

- Dr. Welbourne becomes an Associate Professor of Organizational Behavior and Human Resource Management at the University of Michigan Business School.
- Valour, Inc. moves to Ann Arbor, Michigan and changes its name to eePulse, Inc. to better reflect the company's ability to "take the pulse of organizations".

2000 - Present

- eePulse releases Measurecom™ (measurement + communication), a scalable, Web-based software solution that provides flexible, immediate reporting, group responses and increased data security.
- Success stories spread, and eePulse attracts major clients in various industries including technology, medical, human resources, financial, etc.
- Today, eePulse, Inc. continues to expand its list of premier clients, products and services.