

## Young entrepreneurs: WSU junior designs Web sites

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Adam Fisher, a junior in computer science at Wright State University, designed his first Web site for free for a local church youth group in high school, using basic software. "The first one wasn't very good," he admitted. "When I did it for the Venturing Crew, I never intended to do it professionally — they just needed a Web site."

"But once I got the hang of it," he added, "I found it to be really fun."

Fisher decided to try to design for money in 2004, and launched his first Web site using a free domain name and a free Web host. Back then, it was Go Media. Eventually, he changed the name to Acquient Media and launched a more-costly, more professional-looking Web site.

He's used "mostly word-of-mouth advertising" to gain three more clients since the business' launch, and made his first profit in 2005 when he designed a Web site for the Dayton chapter of the League of Women Voters.

This year, Fisher has started to call local businesses to offer his services. "I think probably the fact that I'm a kid and I'm younger than most people that are probably in the Web design field, (businesses) are probably like, 'Well, gee, he's just working out of his basement or something,'" he said.

"I think there some stereotypes, but then I think there are some people who realize that young people are tech savvy. If you can get it done, then that's what's important."

Fisher is optimistic about Acquient's potential to attract customers. "What I really have to focus on now is cold calling ...There are a lot of businesses right now with 1995 designs that are just out of date," he said. "It's important that their Web site matches their brand name."

**Venture:** Web site design, update, maintenance and Java programming

**Founder:** Adam Fisher, 20

**Founded:** 2004

**Initial Investment:** \$0

**Web site:** [www.acquientmedia.com](http://www.acquientmedia.com)