

Texas Startup Blog

SPURRING INNOVATION AND ENTREPRENEURSHIP.

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Startup Profile: IPCybercrime.com

May 29, 2008



Located in Dallas, Rob Holmes started IPCybercrime with his last paycheck from his prior employer as well as his trusty credit card. His is still bootstrapping his six employee firm with \$650,000 in revenue for 2007 and estimated revenues of \$750,000 this year. The company assists luxury brands and large companies manage their counterfeiting problems. Their technology scours the Internet for infringements, allowing them to make undercover buys and ultimately to bring bad guys to justice. They handle around 1,000 cases per year, and believe that with additional capital (i.e. to hire people) they could sell even more.

Rob, who started the company because he was underpaid and under-appreciated at his last gig of seven years, runs the business with with his brother Jason Holmes. Rob was inspired to start the business by his father:

In 1980, former NJ State Trooper Robert L. Holmes Sr. obtained his private investigator's license and began implementing some of the world's first swap meet anti-counterfeiting enforcement programs for many famous brands. In 1988, he became one of the first PIs to utilize then-new computer databases to solve his cases, renaming his firm Holmes Hi-Tech. From 1989 to 2001, he was retained by the world's

largest brands to lead their anti-counterfeiting efforts on the streets of New York. Here, he became one of the world's most renowned experts in brand security and Asian organized crime. Years after Bob's untimely passing in 2004, my brother & I continue to practice his strategies on a worldwide scale, the Internet.



Rob's office is alive with music as he listens to LPs on his circa 1970 record player (what is that?). His music helps him deliver information to his employees as he explains, "The deal is: If you hear Willie, Bruce, Frank, Elton, come on in. But when Eddie Rabbitt is playing, you leave Rob alone! I also make my employees laugh as much as I can do so, including the occasional pratfall."

Rob hopes to reach \$1MM in revenue next year. He is looking for capital. We would love to profile your company too, just complete our [application here](#).

| | |
|---|---|
| Name | Rob Holmes |
| Your Title | Founder & CEO |
| Phone | (972) 422-2100 |
| Email | rob@ipcybercrime.com |
| Your blog (you have a blog don't you?) | http://www.knockoffreport.com/opinion |
| Linked Profile Page | http://www.linkedin.com/in/holmespi |
| Twitter Profile | http://twitter.com/HolmesPI |
| Company Name | IPCybercrime.com LLC |
| Web Site | http://www.ipcybercrime.com |
| Company Founded | <u>17 October 2001</u> |

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Key Executive (include name and title) Rob Holmes, CEO

Key Executive (include name and title) Nastassia Holmes, CFO

Key Executive (include name and title) Jason Holmes, COO

How is your startup funded? We were originally funded with my last paycheck from my prior firm and credit cards. We are still bootstrapping it and self-funding.

Number of Employees 6

Yearly Revenue (2007) 650000

Estimated Revenue (2008) 750000


Estimated Revenue (2009) 1000000

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