



A BRIGHTER FUTURE



Crossroads LED produces single and multicolor LED arrays such as this that are designed for high output amusement park lighting and exterior and interior entertainment venue accent illumination. The multicolor LED system can generate seven vibrant colors and six special effects that chase, scan and fade the LEDs.

Orders for LED lighting products began pouring in to Crossroads LED even before the papers of incorporation were completed in February – and business continues to flourish for the electronic engineering and manufacturing company based just outside of Owasso in Collinsville.

“We had not even advertised, we had not even finished our website when we had the first order from an amusement park ride manufacturer in Ohio,” said Dana Stefanoff, Crossroads LED president and co-founder with her husband, Buddy. “I had to do a mad dash to Oklahoma City to make sure we had everything in order.”

Crossroads LED designs and manufactures high output LED lighting displays that are used by the automobile aftermarket industry, amusement parks, race tracks and other entertainment venues. LEDs are solid state electronic devices that emit light when electricity is passed through them.

In its first year of existence, Crossroads LED won contracts to produce long-lasting LED displays for amusement parks from Ohio to New Mexico as well as the massive Texas Motor Speedway outside of Fort Worth.

The project for the Texas speedway used 5,540 amber LEDs separated into 8-foot and 3-foot arrays. When completed in time for a NASCAR race in the spring, the LED system turned into flashing caution lighting along the entire spectator fence that lines the speedway.

“It was our first large contract and brought us recognition both locally and nationally,” Dana Stefanoff said. “It was the first-of-its-kind project and is one of the longest controlled LED arrays in operation. It is one of the designs in our patent-pending portfolio.”

With the success of the Texas Motor Speedway project, Crossroads LED is seeking contracts for other racing venues, as well as amusement park ride manufacturers. It has secured contracts to provide lighting for two

of the three largest original equipment manufacturers of amusement rides in the industry.

All this has been accomplished by a husband-and-wife team operating out of their Collinsville home. The business has taken over their garage and two bedrooms, where they will operate until capital is secured to expand into a free-standing building and add new employees.

Buddy Stefanoff is an electrical engineer and long-time LED industry veteran who designs the colored light displays and circuit boards that power them. He previously operated a company that focused on the automotive industry, but saw a niche in amusement parks and entertainment venues and co-founded Crossroads LED with Dana.

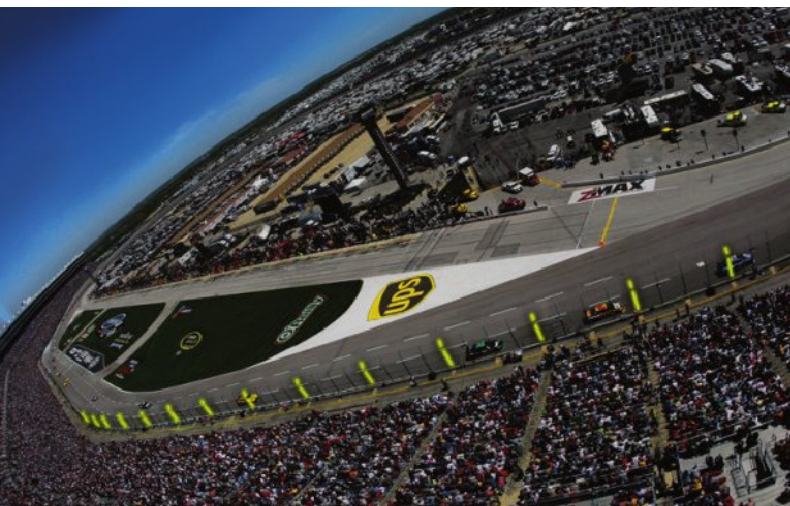
The Stefanoffs sought i2E's assistance in developing their business soon after launching it, and describe the assistance they have received from executive advisor Richard Gajan as "invaluable."

"We have received input and guidance that have allowed us to avoid some of the pitfalls into which some new start-up companies stumble," Dana Stefanoff said. "i2E has been an advocate for our company and has made itself available to assist in aiding us in multiple ways. We would not be at this stage in our company were it not for the assistance of i2E."

The Stefanoffs emphasize the quality of their products and their dependability in delivering them on time to their customers. They are establishing manufacturing processes while working out of their home in anticipation of future demand and a bigger location.

"We have worked out many of the manufacturing issues on the small scale, which will leap-frog us when we have the funding available for the large scale," Dana Stefanoff said. "We wholeheartedly believe that we are limited only by our imaginations."

The yellow caution lighting system shown here at Texas Motor Speedway was created by Crossroads LED using 5,540 amber LEDs separated into 8-foot and 3-foot arrays.



Dana D. Stefanoff, President

Year started: 2010

Location: Collinsville

Employees: 2

Product or technology: LED lighting arrays designed by Buddy Stefanoff, vice president and senior design engineer. The LED arrays consist of thousands of LED lights, circuit boards and controllers.

Market: Amusement and entertainment venue lighting

Future plans: New markets include interior design (curio, bar and under-cabinet lighting) and gun range (security/safety lighting). As soon as growth capital is secured, the company plans to add four additional employees immediately and additional employees as company growth dictates.

Funding: The company has been entirely self-funded and has not secured investment capital to date. As second place winner in the 2010 Tulsa Entrepreneurial Spirit Awards, Crossroads won \$5,000.

Successes: Crossroads LED has secured the business of two of the three largest original equipment manufacturers of amusement rides in the United States; a major project for the Texas Motor Speedway project was successfully completed June 4.

crossroadsled.com

