

## Menlo moves into new downtown office

Thursday, July 13, 2006

**BY BRIAN HAMILTON**  
[bhamilton@mbizreview.com](mailto:bhamilton@mbizreview.com)

---

Ann Arbor-based software development firm Menlo Innovations will move into 4,500 square feet on the third floor of the Kerrytown building this summer.

It's a significant upgrade for the 5-year-old firm, which will leave 1,200 square feet at 212 N. Fourth Ave, just a few hundred feet from the new office.

The company has a short-term goal of doubling its billable hours to 75,000 in the next few years and the new space will allow the company to expand enough to double that figure, said CEO Rich Sheridan.

The company, which specializes in the process of software development, has about 15 employees and uses about 30 outside contractors, Sheridan said. At any one time the company has up to nine ongoing projects, he said.

Last fall, Menlo purchased English Communications Services LLC, which helps people lose accents that hinder communications, and Sheridan said there could be more acquisitions of companies that can expand with the aid of software development.

"We'll seek out people with an incredible idea and passion around that idea that can be leveraged around software," Sheridan said.

Another impetus for growth, Sheridan said, is Menlo's plan in which it offers reduced rates for start-up companies in return for an equity position. Menlo has been rolling that out over the last 18 months or so, Sheridan said.

"That's an interesting option for some of our clients," said Sheridan, who hopes the strategy will eventually account for about half the company's revenue.

"I believe we do a great job eliminating the technical risk that a startup incurs...And we're climbing right into the boat with them."

The new space is completely open and Sheridan said there would be no offices or cubicles, in

keeping with his current office's layout.

Sheridan said he wanted to keep the business downtown because he likes the ambience and he believes it makes Menlo "a more interesting company to work for."

*Brian Hamilton can be reached at (734) 302-1725 or [bhamilton@mbizreview.com](mailto:bhamilton@mbizreview.com).*

© 2006 Used with permission.  
© 2006 Michigan Live. All Rights Reserved.