

2008 Finalists: America's Best Young Entrepreneurs

Meet tomorrow's moguls today. For this year's roundup of 25-and-unders, we had a record crop of nominations.



CoolTronics

Tyler Dikman, 24
www.cooltronics.com
Tampa, Fla.

This is Dikman's second time as a finalist, having last year been featured as a co-founder of Redux. He founded CoolTronics in Tampa as a 15-year-old in 2000. "I started off basically teaching grannies how to surf the Web," he says. Dikman describes CoolTronics as a "concierge for technology," meant to be a one-stop shop for small businesses and home office users. Now a 15-person company, Dikman says it brought in \$3.25 million in 2007.

Here's how it works: Clients call CoolTronics and describe their technology needs—such things as getting rid of viruses, setting up a network, training workers on new software, or upgrading equipment. Then the team works on-site with customers to resolve the problem, charging an hourly rate for services. "We don't want our customers to ever have to think about having to call another company," he says.

CoolTronics has over 700 clients in the Tampa Bay area, and a smaller client base in San Francisco, where Dikman now lives. He doesn't advertise—Dikman says most clients come through word-of-mouth referrals.

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By Nick Leiber, Stacy Perman, John Tozzi, Ricky McRoskey

This summer, BusinessWeek set out on its fourth annual search to discover the most promising young entrepreneurs in the U.S. As in previous years, we asked *BusinessWeek* readers to nominate candidates aged 25 and under who are running their own companies that show potential for growth and establish the talent of the founders behind them. After the call for nominations ended in late July, our staff sifted through the nominees to ensure founders and co-founders met the age criteria. Then we asked Richard Branson, *BusinessWeek* contributor and Duke University executive-in-residence Vivek Wadhwa, and the [Kauffman Foundation](#)'s Bo Fishback to help us pick the most impressive from among this batch.