

# Meet Field Nation, Meet Mynul Khan

Field Nation is not Mynul Khan's first startup, but it is the one into which he has poured all of who he is. Mynul is the Founder and CEO of Field Nation; the leading online work marketplace for connecting people to get work done. His programming and data analyst background, as well as a honed "growth hacking" business acumen, combine in the form of a humble and soft-spoken man who is uniquely driven.

When asked what motivates him, Mynul said, *"I've always been motivated to build a great company. A great company starts with a great culture. From day one I was focused and attentive on creating a company with a very strong culture. Discovering and concurrently creating the DNA of our organization is exciting, challenging and profoundly rewarding."*

Mynul is humble in this dogged pursuit of greatness. When he speaks about organizational culture, he recognizes that it does not stop at the office doorway. Rather he includes the tens of thousands of registered users of the Field Nation.com platform. The recognition of those who use Field Nation's platform is intrinsic to the company's corporate culture, and Mynul is uncompromising when it comes to their inclusion.

The Field Nation business model goes well beyond a simple "reverse auction" marketplace that has become popular in offshore and remote work delivery spaces. Because Field Nation specializes in on-site service delivery, the people who deliver expert service and the people who request and oversee it are unable to hide behind the anonymity of distance and internet aliases. *"Our users show up, shake hands, smile and engage with each other face to face,"* Mynul notes. *"This means that the human relationship, rather than a technical request, is central to every engagement. It is the way we start to un-crowd the crowd and restore trust to contract engagements."*

Mynul puts his money where his mouth is. Field Nation is completely free to use for both service buyers and service providers. The company only gets paid when a project is successfully completed and after the service buyer pays the service provider with whom they contracted. It is a model that is clearly working. Field Nation was named as number 43 on the Inc. 5000 list of Fastest Growing Private Companies in America in 2013 and has seen exponential growth measured in the thousands of percent.

The rapid year-over-year growth is proof that the market is yearning for a service that demonstrates the trust and dedication to greatness of that drives Mynul. That Mynul and the company he founded have experienced such success through word-of-mouth referrals and without raising massive external capital is testament to a vision that works.



## Business & Current Activity

Mynul Khan founded Field Nation in 2008 in Minneapolis, Minnesota. In early 2012 the company expanded into Canada and continued to grow across the United States. In the summer of 2013, and based on the strength of partnerships that Mynul was directly involved with establishing, Field Nation expanded into Mexico, Brazil and 12 countries across Europe with a focus on the United Kingdom.

2012 marked an important inflection point for Mynul and Field Nation. The team was forced to deal with the growth brought by early success. This maturation time is a crucible for any start-up business. Founders have to bring in new staff in order to scale the business while letting go of some traditional roles and responsibilities. It is a topic that is written about in almost any start-up book in any book store. Fortunately, Mynul is a voracious reader in addition to his prior start-up learning experiences.

He enjoys reading about the success of other organizations. He had read In The Plex by Levy, and both The Innovator's Dilemma and The Innovator's Solution by Christensen, and these helped to guide him through growth. While sometimes a challenge, Mynul's focus on culture allowed him to hire additional senior leaders who could help accommodate and accelerate the amazing growth that Field Nation experienced early on.

The plan is working.

Mynul also understands that work must be balanced for true success. While he regularly arrives at his office early and stays late, he sets aside specific time blocks to work on the business, not just in the business. He also jealously guards his family time, regularly having breakfast dates with his wife and exploring new venues in Minneapolis and St. Paul.

## Innovation & Future Plans

Mynul believes the old days of work as a dreary place you go because you need a paycheck will all go away. A dynamic, flexible and results-oriented global workforce is the future. Mynul's vision of the connected and available global workforce is not wishful thinking. Today, Field Nation has registered users on every corner of the globe. With a business model that is based on a win-win-win requirement, Mynul has focused Field Nation directly on the impact point of business — getting work done. Because Field Nation only makes money (their win) after the service provider is paid (his or her win), which only happens when the project is successfully completed (the service buyer's win), Mynul has created a system and built a company uniquely invested in the success of others.

This focus on bringing people together to accomplish great work drives everything that Field Nation does. Field Nation creates partnerships with organizations that offer professional development for service providers — from technical certifications to business insurance. Mynul sees this as a way to deliver value to service providers who will in turn drive more work through the platform. Field Nation develops technical integration partnerships with key business platforms and thereby makes it easier for service buyers to get more work done through streamlined business processes.

Mynul's drive to deliver value to each user at each stage of the business relationship guides future growth plans, and those plans are aggressive. The next year sees rapid innovation in work and project management with a clear roadmap for updating Field Nation's superior workflow, process and payment management platform. During the next three years, Field Nation will continue expanding around the world, adding geographical reach and serving new industries. Wherever skilled people are needed on-site, any time for any project, Field Nation will be the first choice. Whether independent contractors, temporary labor or traditional W2, full time employees, Field Nation will be the first and last stop for all work and project management, workflow, payment and reporting.

## Company Initiative & The Future

Today, Field Nation has full-time staff in Georgia, Pennsylvania, Missouri, Minnesota and Bangladesh. They count thousands of users, service companies and service buyers from all over the world as important users and participants in the company's vision. Mynul Khan and Field Nation bring people together to accomplish great work, and Mynul is quick to share the success with the team. When praised for his rapid success, he said, *"All of our accomplishments are due to our team work and all of our contribution, and I participated in the team just like others did."*

Field Nation's online platform combines a deep expertise marketplace with a complete project and work order workflow management platform to deliver skilled, onsite professionals anytime and anywhere they are needed. From vital business analytics, reporting and integration to the most popular ticketing and accounting software, Field Nation delivers the practical tools and actionable insight that makes it easier for organizations to complete important projects and achieve their goals. Whether companies with just one employee or 1,000 need to manage and staff internal projects, contingent workforce tasks or source local service for immediate needs, Field Nation is the choice to get work done.