



# THE SURVIVAL GUIDE FOR THE KENTUCKY FOUNDER

How we went from near-bankruptcy to a "2026 Startup to Watch" in 12 months.

**THE HOOK:** "Everyone celebrates the leap. No one prepares you for the year you land on your face and keep walking."

**ABOUT THE BOOK:** *The Last Year* is not a hero's journey in pitch-deck form. It is the raw, unvarnished story of walking away from a \$200k+ salary, navigating emergency surgeries, and building two startups (SafetyVue & DealVue) while raising a family.

From coding on a rolling desk at 4:00 AM to negotiating "The Pact" at the kitchen table, this book documents the brutal reality of the "Valley of Death"—and the specific playbook used to survive it.

**MEET TIM WOLTER:** Tim Wolter is a builder, a survivor, and the founder of **AvantVue**. After walking away from a corporate career to build **SafetyVue** and **DealVue**, Tim navigated a brutal year of financial brinkmanship and health crises to lead his companies to be named one of **Louisville Business First's "2026 Startups to Watch."**

He currently serves as an **Entrepreneur in Residence at Amplify Louisville**, where he mentors the next generation of Kentucky founders.

## KEY CREDENTIALS:

- **Founder:** SafetyVue & DealVue
- **Role:** Entrepreneur in Residence, Amplify Louisville
- **Recognition:** Louisville Business First "2026 Startup to Watch"
- **Location:** Elizabethtown, KY

# STORY ANGLES

## SUGGESTED STORY ANGLES

**1. THE "VALLEY OF DEATH" REALITY CHECK** Most Kentucky startups die quietly. Tim Wolter shares the 3 specific warning signs he saw as a COO that forced him to resign and pivot.

- **The Signal:** When AI started "eating the bottom out of the business" and projects shrank.
- **The Decision:** Why he chose to "take himself off the payroll" to save the company's runway.
- **The Lesson:** How to recognize when a business model is broken before the cash runs out.

**2. THE "MARRIAGE PACT" THAT SAVED THE COMPANY** Co-founding a company is hard; doing it with your spouse while raising three kids is harder. Tim and Chelsie Wolter created a "Kitchen Table Pact" with three non-negotiable rules:

- **Rule 1:** Separate business problems from marriage problems.
- **Rule 2:** Never weaponize the startup in arguments.
- **Rule 3:** The kids are never on the hook for the parents' risk.

**3. THE "COUCH BOSS": PARENTING WHILE BUILDING** We talk about "hustle," but we don't talk about the reality of coding while a sick toddler sleeps on the couch next to you.

- **The Reality:** Working at 3:17 A.M. with a sick child ("The Couch Boss") and an investor demanding data room files.
- **The Strategy:** How to handle investor calls without hiding your family life—and why transparency actually builds trust.

**4. THE PIVOT: FROM "RE: DATA ROOM" TO "STARTUP TO WATCH"** The story of how a frustrating email from an investor birthed a new company.

- **The Spark:** Tim realized the tools he needed to survive due diligence didn't exist.
- **The Build:** Coding **DealVue** from a rolling desk after emergency surgery because he couldn't sit in a chair.
- **The Result:** Turning a personal pain point into a product that landed him on the "Startups to Watch" list.

# INTERVIEW GUIDE

## SUGGESTED INTERVIEW QUESTIONS

- "You call your book *The Last Year*. What does that title actually mean?"
- "You identify '3 Signs Your Business is Dying.' What are they?"
- "Can you explain the 'Kitchen Table Pact' you made with your wife before you resigned?"
- "What is 'DealVue,' and how did a personal frustration turn into a product that got you named a 'Startup to Watch'?"
- "You talk about 'connecting the dots' throughout the book. What is that concept?"
- "What is one piece of advice for a Kentucky founder staring at a short runway right now?"

## PRAISE FOR "THE LAST YEAR"

"Brutally authentic... unlike anything I've seen in the startup world. I meant to skim it, but despite being buried in my own work, I kept reading straight past page 30." — **Vance VanDrake, Author of *The Patent Game***

"Founder therapy disguised as a memoir. Raw, vulnerable, and beautifully written." — **Mike Bowers, Entrepreneur & Mentor**

"A very human look into the behind-the-scenes reality of what an entrepreneur with a family actually goes through." — **Peyman Shahmirzadi, COO, Peachscore**

# CONTACT & DETAILS

## BOOK DETAILS:

- **Title:** *The Last Year*
- **Subtitle:** *How We Walked Through Fire, Built Two Startups, and Refused to Quit*
- **Author:** Tim Wolter
- **Publisher:** AvantVue Press
- **Launch Date:** March 2026
- **Availability:** Amazon, Barnes & Noble

## MEDIA CONTACT:

- **Name:** Tim Wolter
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**FULL BIO:** Tim Wolter doesn't think in straight lines. He sees dots—messy, chaotic, and out of order—and connects them into solutions that save lives and deals.

Tim is the Founder and CEO of AvantVue, the holding company for SafetyVue and DealVue. His journey began in the construction industry, where a friend's injury inspired him to build SafetyVue. In 2025, facing a 'last year' of financial brinkmanship, he pivoted to build DealVue, landing his ventures on Louisville Business First's "2026 Startups to Watch" list.

Tim documents this unvarnished reality in his memoir, *The Last Year*. He lives in Elizabethtown, KY, with his co-founder and wife, Chelsie, three of their four children, and a Bengal cat who thinks he's a dog.