

OPERATIONAL INVESTMENT™

for CEOs



“Great companies are getting left by the side of the road as investors re-think their portfolios and investment strategies.

We believe in great ideas, great leadership and in the amazing potential of Healthcare IT to transform our healthcare system.

In short – we believe!”

*Bob Pinkerton, Co-Founder
Management 3.0*

Driving your company to the next level requires four core components: a world-class team, compelling solutions, sufficient operating capital and the strategy and programs to win. Management 3.0 builds collaborative and long-term relationships with its portfolio companies to maximize asset value, accelerate growth and achieve your fullest potential.

WHAT STAGE ARE YOU AT?

From a great idea to a struggling start-up; from first customer to an emerging company; from revenue growth to profitability; from growth stage to exit strategy. Every phase is different with differing needs, management skills, capital requirements and, sometimes, different people.

We know because we’ve been in your shoes. With more than 80 years of combined start-up leadership experience we’ve faced many of the challenges you face today and some you haven’t gotten to – yet.

EXPERIENCE AT WORK

The impetus behind Management 3.0 is to help our portfolio companies develop the strategies and programs to move out of

their current phase and into the next. Whether that requires additional capital, people or product development capabilities, we offer a single source of the core components on which extraordinary companies are built.

ACCELERATE YOUR PLAN

When you partner with Management 3.0 you can expect the utmost in professionalism, practical ideas, a proven model and a resource network that connects you with the best and the brightest in a range of disciplines. Don’t get left by the side of the road. Management 3.0 is the new model for start-up success.

To learn more, please visit us at www.em3oh.com or call Bob Pinkerton at **425.999.4265 x801**.





M3.0 PROGRAMS

Whether you are an advocate of Sun Tzu, von Clausewitz or NIKE®'s Just Do It®, the right strategy and tactics are imperative.

We've figured out what works (*sometimes the hard way*) and we'll help you to build general business or discipline-specific plans and programs - and then help you implement them.

Our direct experience includes:

- » *Fundraising & Finance*
- » *Sales / Channel Development*
- » *Business Development*
- » *Marketing*
- » *Product Management*
- » *Engineering / Development / QA*
- » *Customer Service*



M3.0 PEOPLE

When you need a single, key executive or to build-out an entire department, **M3.0 People** can help. We've partnered with the leader in outsourced IT recruitment to streamline the hiring process and bring you ideally matched candidates.

Our proven process includes:

- » *Development of job descriptions and compensation plans*
- » *Candidate sourcing*
- » *Candidate screening and checking*
- » *InterviewStudio™ online candidate review*
- » *Development of offer letters*

Additionally, our team can provide you with the Human Resource building blocks to ensure compliance and get the most out of your team.



M3.0 TECHNOLOGY

One of the lessons we've learned is that sometimes renting is better than buying. Nowhere is this more accurate than in product development. Yes, some capabilities are vital intellectual property and need to be captive. But, in our experience, many start-ups waste valuable capital funding "me too" projects.

We've partnered with several of the most sophisticated outsourcing companies, and created innovative financing programs, to deliver world class software development capabilities at a fraction of the cost of building in-house.

And, when the project is complete, we'll ensure you have the key individuals and relationships in place to enhance and maintain the functionality.



M3.0 CAPITAL

At the end of the day, no matter what kind of business you've built, it's money that fuels the company.

As traditional capital sources have dried up, **M3.0 Capital** maintains an extensive network of individual and institutional investors who are agreed on one thing: making money requires placing bets.

We will help you plan your fundraising program, ensure your investor materials meet their expectations, and introduce you to our network of investors. We'll help you review your **planned use of funds and explore creative mechanisms beyond simple equity financing.**



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