

## OPERATIONAL INVESTMENT™

# for Investors



“One thing is abundantly clear: there is no money to be made by sitting on the sidelines.

Investors have to get back into the market but with a clearer understating of the realities facing their portfolio companies.”

*Steve Moore, Co-Founder  
Management 3.0*

Tough times call for tough decision-making. Each portfolio company must stand on its own two feet or fall by the wayside. You need solid intelligence from experts with the leadership experience to provide realism. Management 3.0 provides you with the knowledge to make sound decisions, the strategies and programs to achieve your goals, and the resources to make it all viable.

### WHERE TO, NOW?

Some of your portfolio companies probably look as valuable today as they did last summer. Others look a lot more vulnerable in today's realities. So where to from here?

A new round of diligence isn't a bad idea. Maybe an audit. But, at the end of the day you're going to make a hard decision to re-invest, stand pat or walk away.

### GAIN INSIGHT FROM OUR EXPERIENCE

With more than 80 years of combined start-up leadership experience, Management 3.0 understands the phases each company experiences, what it takes to move to the next level and the triggers to re-investment. We can provide you with a detailed, industry-expert perspective on

the health and status of your portfolio companies.

We can also help you build individual strategies for each of your investments and help implement those programs to achieve your goals.

### DO MORE, WITH LESS

Whether you are looking for a short-term plan to realize asset value, a go-to-market program to grow top-line revenues, or an intelligent austerity program to attain short-term profitability, we have the discipline, the experiences and the know-how to help execute your new vision,

To learn more, please visit us at [www.em3oh.com](http://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.

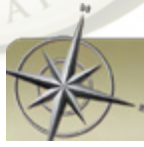


## M3.0 TECHNOLOGY

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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