

## Success Story: MAGMA - Mission Technology Group, Inc.

**The Challenge:** - Tim Miller is the president of MAGMA – Mission Technology Group, Inc., a 20-year-old technology company with significant customer traction in the high-performance computing space. Big data applications in life sciences, finance and other industrial applications provide an opportunity for MAGMA to accelerate its growth for which Mr. Miller plans to raise capital to fund the technology development.

Cognitive computing is projected to be over \$2B in size by 2018 with projected growth at over 100% per year for the next five years. Cognitive Computing represents a fundamental shift in the computing paradigm across numerous market segments with the most important being medical and life science.

**Our Solution:** PBA assisted in developing a strategy for re-positioning the company for a pivot into the cognitive computing market, the latter requiring a compelling investor presentation. MAGMA leveraged their relationships with two industry giants, IBM Watson and Cisco, as well as their relationship with the Graphical Processing Unit (GPU) developer Nvidia to execute the pivot. MAGMA's technology allows the standard server to expand, providing high-speed connections between all high-speed processing elements as well as storage devices used for data pre- and post-processing within the single server. This provides a "Cognitive Computing turbocharger" to accelerate standard servers. For customers this means addressing bigger problems, increasing their competitiveness and accelerating decision making.

With investment in the MAGMA "turbocharger" and in conjunction with strategic partners IBM, Cisco and Nvidia, MAGMA is poised to grow rapidly achieving greater than \$50M in revenue by 2021. Initial funding required is approximately \$3M in equity to finance technology development and growth capital to execute MAGMA's Cognitive Computing strategy.

**Our Success:** PBA facilitated introductions to a variety of marketing and financial domain experts as well as entrepreneurs to critique the investor presentation. PBA's contacts to a variety of entrepreneurs, investors and private equity firms led to a number of follow-up meetings, one of which led to a successful acceleration of MAGMA's objectives.

"Ruprecht is a strategic thinker with a wealth of experience guiding and mentoring early stage companies through the formative stages of business plan development, validation and funding. Ruprecht provided a proven framework for crystallizing our core enterprise value proposition into an actionable and fundable launch strategy," said Tim Miller, president MAGMA – Mission Technology Group, Inc. "One of his most valuable contributions for me was his ability to tap into a broad network of experienced entrepreneurs and early stage financial and marketing professionals. He rallies these experts to come together to critique, provide feedback and offer insights for constructing a truly market-ready business strategy."

**Contact:** To learn more about PBA, contact Ruprecht von Buttlar, PBA Managing Director, at [ruprecht.vonbuttlar@procopio.com](mailto:ruprecht.vonbuttlar@procopio.com) or 619.906.5758.