# PROCOPIO BUSINESS ADVISORS, LLC

Procopio Business Advisors, LLC (PBA) provides high level strategic business advisory services to small-medium enterprises seeking to re-accelerate their growth potential.

“

Ruprecht’s coaching was instrumental in the fine-tuning of our business model. It is thanks to his advice that our pitch has been so well received.”

Mark Wilson, Co-Founder and CEO
MatriSys Bioscience, Inc.

## WHY PROCOPIO BUSINESS ADVISORS

Procopio Business Advisors, LLC (PBA) counsels small to medium-sized businesses on how to re-energize and re-align company growth and profitability. As markets evolve, companies must work vigorously to remain current and relevant with changing technology and consumer demands.

Our advisors have experience across a wide variety of industries providing business management, marketing and financing advice, from business plan development and funding to developing differentiation strategies and go-to-market plans, creating compelling investor presentations, recruiting executive leaders and board candidates and analyzing profits and business metrics.

Like-minded networks connected to PBA include various San Diego based incubator/accelerator programs such as CONNECT, Tech San Diego, San Diego Venture Group, Mentor Network, Alumni Network, Investor Network, Economic Development Councils and Service Provider Network.

procopio.com/pba

## THE PBA DIFFERENCE

Backed by a powerful regional law firm with a trusted global network, PBA helps businesses re-energize and jumpstart their success in the market, starting with an analysis of the business and the identification of any obstacles (people, process or technology driven) that may be impacting the company’s growth.

As we work together, PBA provides clients with the tools needed to shift forward, including offering:

- Access to experienced entrepreneurs
- A network of technology and domain experts
- Outsources to help streamline operations
- Recruitment services for executive and board candidates
- Introductions to potential investors

## OUR LEADERSHIP

Ruprecht von Buttlar is responsible for the direction and development of non-legal consulting projects for new and existing clients. He brings significant senior level experience that helps position PBA as the premier consulting and strategic management company in San Diego.

Prior to joining Procopio, Ruprecht was Vice President, Business Creation & Development for CONNECT, where he developed a number of initiatives, including the internationally recognized Springboard program, access to capital, technology transfer acceleration and Global Services. During Ruprecht’s stewardship of the Springboard program, more than 400 companies were launched in San Diego, across the life science, technology, clean-tech, sports innovation and consumer products verticals. The survival rate of these companies is 65% and they raised $ 1.5Billion in capital to date.

Ruprecht’s past leadership roles include global chief executive, general management and business development positions in the Internet and communications industries with companies including Motorola, DSC Communications (Alcatel), Nortel Networks, Scientific Atlanta and Aegis Broadband

## LAUNCHPAD

PBA also supports technology start-ups with LaunchPad, an incubator program founded in 2012. The LaunchPad helps companies with their business and investor pitches and metrics, provides access to operating space, conference rooms and amenities, legal counsel from Procopio lawyers and business advice from successful entrepreneurs and domain experts.

# CASE STUDY

MAGMA – Mission Technology Group, Inc., is 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.

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 leverages 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 Nvida, MAGMA is poised to grow rapidly achieving greater than $50M in revenue by 2021.

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.

# CLIENT TESTIMONIAL

"PBA's team of strategic thinkers brings a wealth of experience guiding and mentoring early stage companies through the formative stages of business plan development, validation and funding. One of their most valuable contributions is to tap into a broad network of experienced entrepreneurs and early stage financial and marketing professionals. They rally these experts to come together to critique, provide feedback and offer insights for constructing a truly market-ready business strategy."

Tim Miller
President, MAGMA Mission Technology Group, Inc.

Procopio
Business
Advisors, LLC

# ABOUT US

Procopio Business Advisors, LLC (PBA) provides clients with business and management counsel, working with and recruiting entrepreneurs with deep domain experience specific to our clients' industry and needs. PBA clients receive a situational analysis, action plan and leadership support in implementing the strategies necessary for sustainable growth and/or becoming an attractive acquisition opportunity.

Entrepreneurs and domain experts recruited by PBA provide commercial and intellectual property experience and apply proven tools to assist clients in developing a strategic business plan and a compelling investor presentation that can open doors for investment and further due diligence conversations. The business plan includes a refined business model, competitive positioning and market entry plan that assist the company to accelerate growth, along with a financial model to support financial sustainability. After completing the onboarding process, the PBA client may be ready for the next step, including meeting with capital providers and strategic partners.

Procopio Business Advisors, LLC (PBA) is a wholly owned subsidiary of Procopio, Cory, Hargreaves & Savitch LLP. PBA was founded to provide a wide variety of strategic consulting services to small and mid-sized businesses.


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# YOUR TEAM

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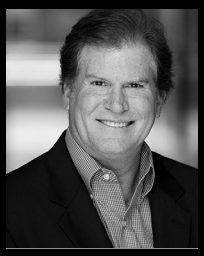


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