

growthink



Media Kit

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Established:

August 1999

Leadership:

Dave Lavinsky,

Co-founder & President

Jay Turo

Co-founder & CEO

Jeff Jones

Vice President

Brittany Lawson

Director of Engagement Mgt.

ABOUT US

Growthink helps entrepreneurs become more successful. Since 1999, we have helped over 500,000 entrepreneurs to successfully start, grow and/or exit their companies.

Growthink accomplishes this through our suite of services and products that solve the key needs of entrepreneurs. These needs include: expertly identifying and pursuing new opportunities, developing business plans, raising capital, building marketing and growth strategies, and developing and executing on exit plans.

OUR STORY

In 1999, at the height of the Internet bubble, Growthink co-founders and serial entrepreneurs Dave Lavinsky and Jay Turo graduated with their MBAs from UCLA's Anderson School of Management. At that time, Lavinsky and Turo identified an interesting opportunity; thousands of businesspeople wanted to launch Internet ventures, but they didn't know how to start, finance and build them.

So, Lavinsky and Turo used their market research, finance, and small business backgrounds plus their recently gained MBA skills and mentalities to systematically help these entrepreneurs succeed. Since that time, Lavinsky and Turo have built Growthink's team, client base, and service and product offerings in pursuit of their mission of helping all entrepreneurs succeed.

OUR MISSION

Growthink's mission is to help all entrepreneurs succeed so they can create jobs, grow economies, offer customers better products and services, realize great personal satisfaction and wealth, and fund programs that make the world a better place.

OUR SERVICES & PRODUCTS

Growthink is organized into 3 groups to serve the unique needs of entrepreneurs:

1. Growthink Consulting Group provides one-on-one, full service strategic advisory services, including business plan development, feasibility studies and exit strategy planning.
2. Growthink Publishing offers a suite of do-it-yourself products to help entrepreneurs start (e.g., business plan templates, market research guides, etc.), grow (marketing plan templates, leadership and productivity programs, etc. and exit (exit planning programs) their businesses.
3. Growthink Securities* offers investment banking services, specializing in raising equity and debt capital and advising on business sale and acquisition transactions for emerging and middle market companies. (*Member FINRA, SIPC)

OUR CLIENTS

Growthink has helped over 500,000 entrepreneurs, in all industries and at all stages of development, achieve success. Some of our more successful clients include:





DAVE LAVINSKY

President and Co-Founder – Growththink

Dave Lavinsky is an internationally renowned expert in the fields of business planning, exit strategy planning, capital raising, and new venture development.

Over the past decade, Dave has guest lectured at top universities, and has written hundreds of articles on entrepreneurship, business planning and capital raising. He has also developed entrepreneurship guides and products that have helped over 500,000 entrepreneurs to successfully start, grow and/or exit their companies.

Within Growththink's consulting practice, Dave has managed more than 150 client engagements. He particularly enjoys helping early stage companies prepare for significant growth as he has done with Dakim (brain fitness products for Alzheimer's prevention), Sandel Medical (innovative medical supplies and safety solutions), XCom Wireless (MEMS-based radio frequency solutions) and numerous other businesses. Dave also conducted the market research and wrote the initial business plan for Keyspan Energy Services, now part of National Grid, which grew from zero to over \$1 billion in revenues in less than three years.

Dave walks the talk. He is a successful serial entrepreneur, having started and exited multiple Internet and product-focused ventures, including Emerge Juice and Nutrition Systems, a wellness products developer and distributor; Shoutmouth, a niche music-focused social networking site; Z Reporter LLC, owner of over 3,000 niche-focused information websites; and TopPayingKeywords, a Search Engine Marketing & Optimization research data firm.

Dave is a past board member of the Los Angeles Regional Technology Alliance and a winner of the Anderson School at UCLA's Knapp New Venture Competition.

Prior to Growththink, Dave gained professional management consulting, marketing consulting and market research experience with FIND/SVP (now ORC International), PIRA Energy Group, BPA International and The NPD Group.

Dave has an MBA from the Anderson School of Management at UCLA and earned his Bachelor's degree from the University of Virginia. He lives in New York with his wife and two children.

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JAY TURO

CEO and Co-Founder — Growththink

Growththink's co-founder and CEO, Jay Turo has led Growththink's emergence as one of the nation's largest strategic advisory and investment banking firms focused on the entrepreneurial marketplace.

In his 12 years at Growththink, Jay has advised dozens of emerging, middle market, and corporate clients regarding their growth and capital formation strategies. His corporate clients have included Deutsche Bank, McKesson, Infospace, Samsung, Porsche and Paramount Pictures.

He has worked with a wide host of emerging companies including Accelerant, C8 Medisensors, Dakim, DCIP, Free Conference, Fresh Games, Green Medical, Integreon, L3D3, Mobeze, MyPublicInfo, Nolatek, Ometric, Pocketsonics, Precision Time, Raise Capital, Recoup IT, Research Scientists, Sandel Medical, Spring Medical, Telveer, Thrombovision, XCOM Wireless, and Xorbent, among others.

Jay is an active angel investor and speaker and writer regarding private equity, entrepreneurship, and technology. His column appears on the Growththink blog on Mondays.

Jay has an MBA from the Anderson School of Management at UCLA and earned a Bachelor's degree with Distinction and with Departmental Honors from Stanford University. He lives in Los Angeles with his wife and two sons.

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WHAT CLIENTS SAY ABOUT GROWTHINK



INTEGREON

I worked with the team at Growththink to accelerate the development of the original Integreon business plan. They are a sharp, creative, and results-focused group. I recommend them highly to companies of all sizes looking to turbo-charge the development of their strategic business plans and their businesses.

- Liam Brown, CEO



V STARR INTERIORS

I loved working with Growththink. The staff are passionate about their work and committed to what they do in a way that can only be achieved when you love what you do. They helped keep us on track to achieve our planning goals. I am looking forward to continued success working with everyone from Growththink in the future.

- Venus Williams, Professional Tennis Player and CEO



VIAP INTERNATIONAL

When forming VIAP's business plan, we came across the Growththink platform and were immediately impressed by the simplicity and effectiveness of the template structure. We knew our business strategy was comprehensive, but Growththink helped us ensure we had all the key elements covered and in the right amount of detail.

Our final strategy was presented in way that both VC and Angel investors connected with, as VIAP has now raised more than USD\$1m of investment capital in a short space of time.

- David McGrath - Partner & CEO



GREAT EXPECTATIONS

Like all entrepreneurs (and, I'm a serial one), we all tend to fall in love with our own creations (and words to describe them). We have to! If we're not our biggest cheerleader, who is?

This is why Growththink helped birth my company. They got to know both me and my vision. They helped 'smack me upside the head' to help make sure I was realistic, about meeting expectations. As a result, they helped craft, draft and construct the right written presentation. As a result, I got my funding.

- Jeffrey Ullman, Founder & CEO



REEMAK MORTGAGE FUNDING

Growththink wrote the business plan for my mortgage company. Their research work was very accurate, and the average sales, revenue and cash flow data prepared me to make realistic decisions. They are a group of committed, dedicated and knowledgeable professionals who are with you during the process, and after.

With Growththink on your side, you are in a win-win situation. They placed themselves in my situation and analyzed my business as if it were their own business. I could never recommend any firm but Growththink to provide business planning services at this level of quality.

- Prem K. Kapani, CEO



SANDEL MEDICAL INDUSTRIES

In helping us prepare our business plan, Growththink showed a tremendous understanding of our issues and prepared an excellent business plan.

- Dan Sandel, Founder & CEO



LEARNFRAME

The Growththink team was extremely professional and organized. I was particularly impressed with the speed at which they learned the intricacies of our business and our target markets.

- Ron Sanders, VP Product Management