



plazabridge
G R O U P
Corporate Brochure



"From the beginning of PlazaBridge Group's creation we have strived to bring cohesive teams with knowledge of the latest success practices to clients seeking innovation and revenue growth. Our core competency and differentiation has evolved out of a maniacal commitment to our client: deliver passionate teams that can have an immediate impact on revenue. The PlazaBridge Group associate is passionate, energetic and, most of all, never complacent with the status quo. We change ourselves. We change our clients. We grow together knowing that today's global business shortens the life of those that stand still. PlazaBridge Group is exclusively focused on the science and art of growing revenue."

Teresa Spangler

Founder and Chief Executive Officer

TRANSLATING INNOVATION INTO REVENUE.

ORGANIZING AND DIRECTING TALENT.

BUILDING SUSTAINABLE PROCESSES.

PlazaBridge Group delivers talent, creative programs and practices to expand the possibilities of success for our clients. The firm brings real change and impact to organizations seeking revenue growth and organizational realignment. PlazaBridge Group associates act as change agents, with intimate knowledge of how to apply entrepreneurial action to meet strategic objectives. Cross functional teams are placed to supplement the objectives of client management. Armed with verifiable quantitative assumptions, our teams implement insightful commercialization strategies through a variety of sales and marketing functions. PlazaBridge Group's reputation was built on driving the financial and market growth of our clients by growing markets, diversifying product lines and streamlining lead generation processes. Started in 2007, the firm impacts companies in the Healthcare, Technology, Medical Services, Government, Consumer and Web-enabled markets.

Additional information can be found at: PlazaBridgeGroup.com

Our History

PlazaBridge Group began as a small consulting firm targeting early stage technology companies growth challenges. As entrepreneurs themselves, the principles understood the unique challenges of establishing value propositions that met the demands of a challenging business environment. The founders became recognized leaders in effectively tackling market acceptance of new products. From this foundation the firm grew to add increased capabilities in quantitative assessment, process re-engineering and cross-functional organizational change. Combined, these strengths began to provide PlazaBridge Group with the unique capability to bring resources adept at growing revenue, quickly and with minimum disruption to established organization practices. An engagement process evolved that follows a set pattern: assessment, limited project engagement, measurement of impact, team placement to broaden success, implementation of processes for sustainable revenue impact. Today the firm has clients in a variety of industries that seek PlazaBridge Group professionals to bring growth. The firm excels at product planning and management, new media implementation, sales process re-engineering, startup and innovation strategy and customer assessment and research. Our clients tell us that PlazaBridge Group is uniquely capable of effecting real success to new market opportunities faster than other firms or, certainly, faster than the use of repurposed internal groups.

2004

CLAdventures, LLC begins developing on-line media services.

2007

CLAdventures merges assets and resources with PlazaBridge, LLC in a new partnership.

2007

Teresa Spangler elected to Board of Directors of nationally recognized Council for Entrepreneurial Development.

2008

PlazaBridge develops a variety of services for entrepreneurs including DEALDESK™, Million Dreams Across America™ and Reap™.

2010

PlazaBridge surpasses 100 startups assisted with various programs and engagements.

2010

PlazaBridge Group is formed from PlazaBridge, LLC and add new associates.

2011

Raymond Sipperly joins PlazaBridge Group and opens office in New York.

2011

PBG joins Association for Corporate Growth, Raleigh and New York chapters.

2011

PBG annualized revenue grows 120% year over year.

Future

PBG establishes and manages new Micro fund to encourage entrepreneurial growth in North Carolina.

Client Diversity

PlazaBridge Group has established clients in a variety of industries and markets. Clients are at different stages of maturity from classic startup seeking new capital to global, multi-divisional organizations with diverse operations managing a portfolio of product and services offerings. History has demonstrated a general trend from our engagements: clients are attracted to PlazaBridge Group and our partners excel when engagements fall into three categories:

Evaluation to Execution: Companies seek PBG to help assess and discover new options for growing revenue. From that discovery comes a codified execution plan that is implemented with either PBG guidance or PBG associates and partners. From strategy to execution, we bring innovation, insight and experience that materially impacts shareholder value. New value propositions are created to grow customer loyalty. New business models emerge from customer's needs and wants. The cycle of conception to reality is pursued with passion and energy.

Evolving Programs: Often comes have established a moving forward strategy that is born from the company's expertise and knowledge of their industry and customer base. The best practice execution methods are sought to ensure carefully crafted plans meet the expectations of management. From the optimum placement of sales processes and social media customer development to growing technical infrastructure, PBG brings resources and knowledge on process engineering, global supply chain management and personnel alignment.

Project Management: PBG clients also seek to add resources to existing projects that have either lost momentum or are accelerating beyond available internal resources. PBG's diverse workforce can apply personnel resources quickly and efficiently. By leveraging a diverse network of professionals our engagement teams facilitate and gain momentum where specialized knowledge is sought.

The PBG team is experienced in the art of engaging clients without unnecessary disruption to existing organizational norms; unless, of course, the objective is to change the organization. Even in this scenario we bring skills in productive change that evolves the organization while protecting revenue.

Engagement Philosophy

PlazaBridge Group personnel are experienced change agents with backgrounds in innovation and organizational development. Our processes are derived from years of engagements; processes that have proven to bring the best results for our clients. Behind these processes is a philosophy grounded in quantitative foundations combined with practical experiences. Nothing ever works exactly as planned. The ability and instinct to adapt from plan to meet the challenges of reality is fundamental to PlazaBridge Group's market distinction and brand value. Our approach begins with a perspective focused on creating success, in the right opportunities, in the fastest possible time.

We engage with clients by examining where revenue opportunities exist in the market. We seek hidden value in the company's product and services. We build ecosystems of partners that bring leveraged value. We add innovative product strategies to maximize revenue. We bring knowledge of how the world's best companies take advantage of early success to build sustainable market advantage.

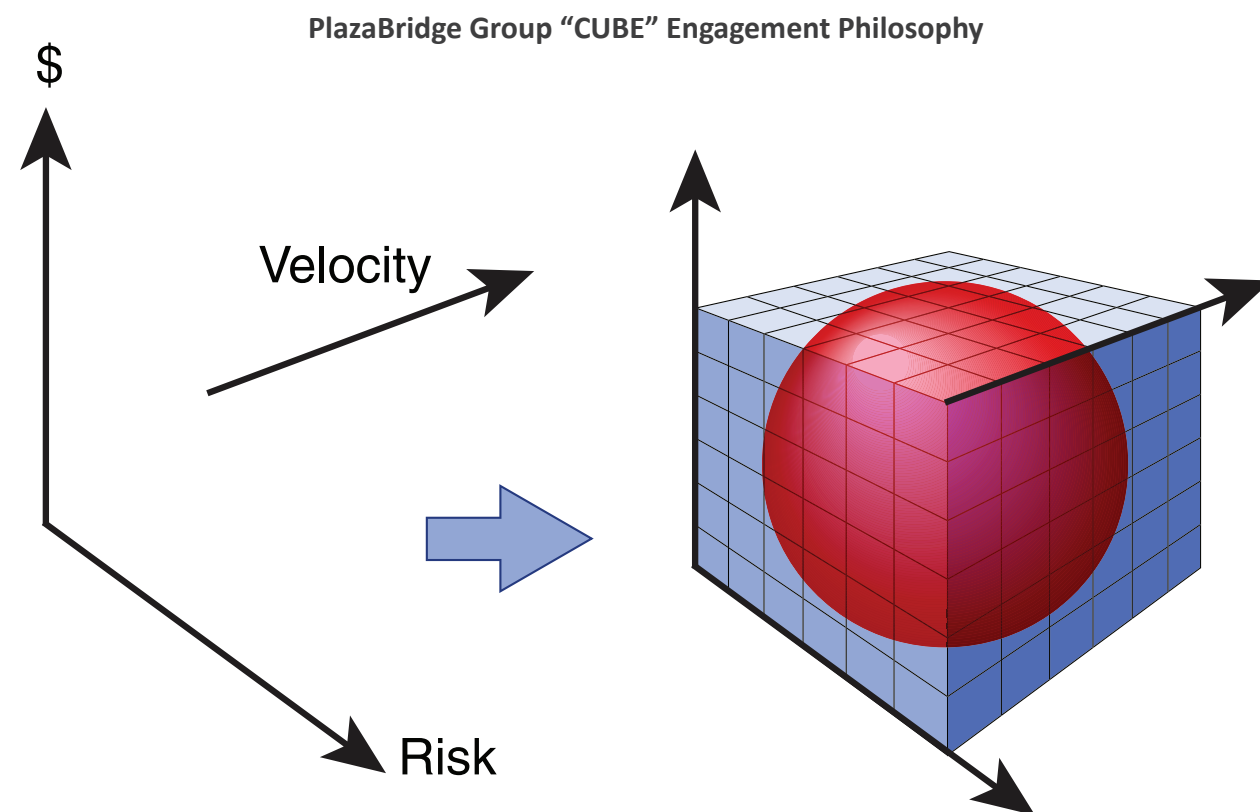
PBG seeks to reduce market risk through mitigating false starts and adding insight to entrepreneurial development. We know how to protect client's capital and brand equity in the pursuit of uncharted markets. As importantly, protecting momentum often becomes the difference between a program's ultimate success and a missed opportunity. Removing execution risk is central to PlazaBridge Group's way of engaging clients.

PlazaBridge Group brings a passion for execution velocity to each and every engagement. We bring velocity to learning our client's products and services; to seeking and finding competitive weaknesses; to uncovering new ways of presenting value to customers; to articulating distinction to the market in support of management's need to quickly realize shareholder value.

Business change is a function of strategic vision and the adaptation of a cross functional team with the experience to implement that change.

Revenue growth requires mitigating risk through a ramp up of teams and expenditures; not by implementing a huge infrastructure before the knowledge of market acceptance.

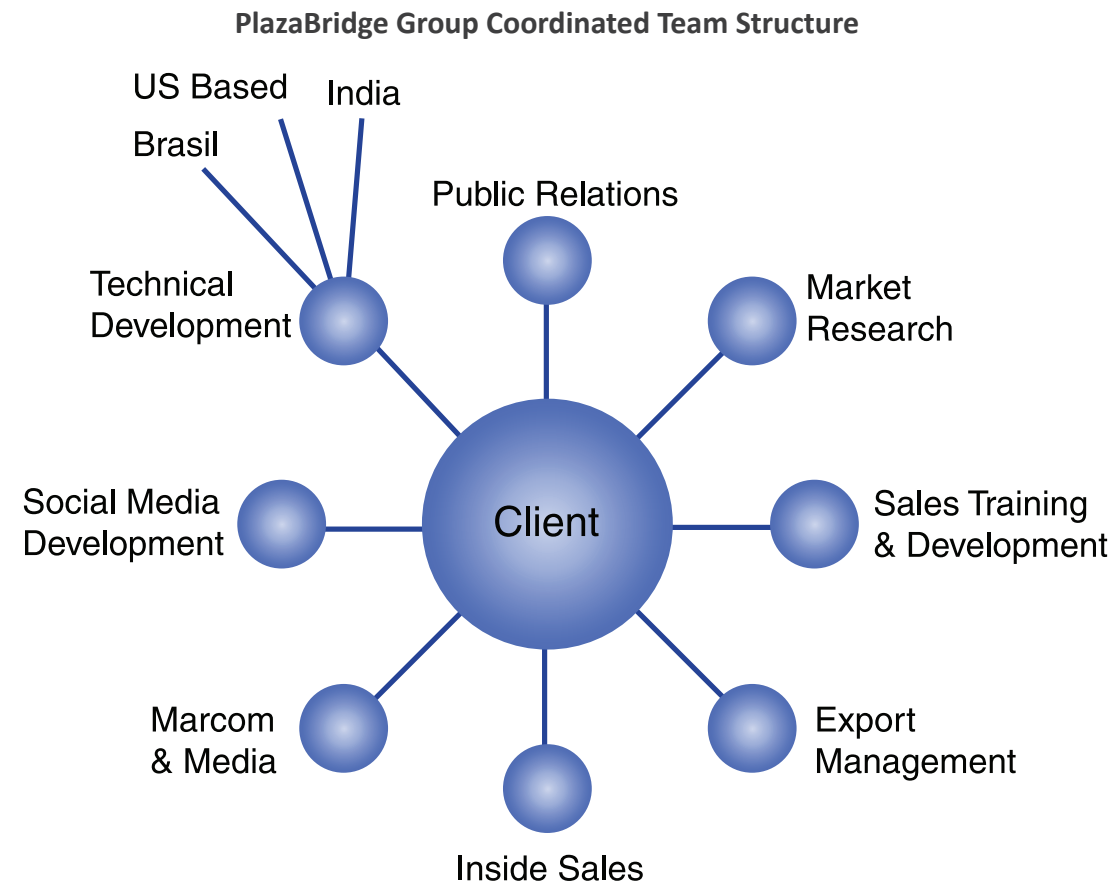
The use of analytical talent is necessary but not sufficient to create real change: the team has to be experienced in building revenue success.



Engagement teams deliver early value through passionate focus on outcomes

Our Services

PlazaBridge Group is about revenue growth. We distinguish ourselves by providing services that grow revenue which is second to none. Although no business effort is without risk, our partners and associates deliver on plan and leave with sustainable, positive change. Our whole purpose is to generate revenue for our clients. This goal takes us into a variety of sales and marketing, corporate development and product management roles.



The PlazaBridge Group team is diversified and coordinated

Providing roles as specific as SCRUM and AGILE development project management to as far reaching as M&A assistance, our teams are from backgrounds steep in experience and academic credentials.

Product Launch Process: The implementation of a proven process that culminates in a market launch that generates brand awareness and initial sales leads. The PBG process relies on both an understanding of academic research guiding efficient use of resources and insightful trade practices for generating copy.

New Market Development: Through persistent challenging of the status quo and the relentless pursuit of customer driven value propositions, PBG brings rapid movement to market knowledge. Creative use of leverage strategies and unique business models is central to our distinction.

Product Development & Project Management: For both on-shore and off-shore development projects our teams know how to implement the latest in project management modalities. Our experience tells us quickly if projects are off track and how to resurrect team coordination and direction.

Sales and Marketing Alignment: A consistent, supportive marketing and sales effort is the key to revenue velocity. PBG was founded on expertise in revenue generation; the impact our teams make are attested to by our clients.

Partner Program Development: Implementing a partner program can bring greater market reach and contain sales and marketing costs if designed correctly. Different value statements speak to different constituents: PBG understands how to attract partners who contribute more than a name on a page.

Market Research Management: PBG fills the gap between simple quantitative market research projects and managements unease with entering a new market. We ensure the research actually delivers on the central questions needing answers. We then apply the findings appropriately to market entrance strategies

International Market Expansion: The partners at PlazaBridge Group have global experience, market knowledge and government contacts. We are able to use this to our client's advantage during engagements that accelerate the time line to revenues.

Business Model Re-engineering: Often the difference between success and failure is the creative adaptation of a distinctive business or revenue model to the reality of the marketplace. What should have been valued by the customer but was not could be a function of buying patterns, process barriers or alternative choice. We quickly challenge assumptions and shape the model to make it easy to buy.

Organizational Realignment: We are change agents that bring passion to projects and provide leadership to bring groups and departments into common objectives.

Corporate Strategy: Regardless of a company's stage of growth or revenue position, effective strategic insight can generate momentum throughout the entire organization. When this insight is translated to action great things happen.

“We knew we needed an outside perspective to help our sales effort. With PBG we got much more in the deep understanding of the need for a coordinated approach to revenue growth”

“The partners at PBG guided us in new ways to think about product strategy. This led to a broader product offering that smooths the demand cycles that were killing us”

“We were spending way too many development dollars for what we were getting. PBG streamlined our processes, allowing us to trust the timelines and expenditure projections.”



112A Broadway Street
Durham, NC 27001
www.plazabridgegroup.com
919-627-7970