

On-Demand Expertise.....

Race Rocks Management provides experienced, executive level, strategic management, technology and product expertise, providing on-demand resources for emerging companies.



Start-up ventures and emerging companies are challenged with increased competitiveness in the marketplace and for investment dollars. An innovative idea needs to be backed by the right plan and by the experience to execute. As most founders and entrepreneurs have experienced, it is often difficult to balance the three ingredients for success:

» Innovation » Experience » Investment Dollars

Early-stage ventures are generally characterized as nimble, aggressive companies that are focused on meeting milestones as they “bootstrap” along with limited funds. This dynamic puts the innovation, and the business, at risk.

The Race Rocks team provides interim management for emerging companies. The company’s range of experience provides comprehensive, cost effective leadership to drive corporate growth and investor confidence. Race Rocks’ dedicated executives will often become part of the client’s team, doing the work, not simply advising. Race Rocks provides access to a team with real world successes across a full range of competencies. From Finance to Business and Product Development - from Strategic Planning to Raising Financing, the company can provide the complimentary expertise to meet important business milestones.

As a resource to an emerging venture, in addition to broadening expertise, the Race Rocks executive team also provide added organizational capability and breadth - *a senior management team in a box*. Think of it as “on-demand,” experienced, affordable management.

In today’s era of rapid innovation, it is imperative to work with dynamic and adaptable partners. Adding value to an emerging company is a function of knowledge, experience and relationships.

The principals at Race Rocks, Adrian Somers, Stephen Martin and Tom Walker, have over 65 years of executive management experience in a wide range of product and service companies. With international reach, Race Rocks serves businesses across North America and Europe directly, and through the company’s extensive partnership network.

Race Rocks can cost effectively deliver required expertise in very specific areas such as business and product development, strategic planning, regulatory (healthcare), corporate finance, quality systems, governance and other specialty areas.

Key Competencies

- Strategic Management
- Business Plan Development
- Financial Management
- Business Development
- Product Development
- Operations
- Advisory Services

Value

- Organizational Expertise
- Effectiveness of Execution
 - Business Planning
 - Operational Alignment
 - Product Development
 - Financial Management
- Objectivity
- Accountability
- Investor Readiness

www.racerocksmanagement.com



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