

TRANSFORMING INNOVATIVE CONCEPTS INTO GROWTH PHASE EXECUTION

Jackson Bay Group specializes in the realization of new ventures. We help startup management teams make the big decisions and execute on those decisions. Young companies face a short window of opportunity with limited resources to bring a new product successfully to market. From strategy to commercialization, we provide a strategic partnership that delivers the support you need when and where you need it most to meet or exceed your business goals.

Looking at a business as an integrated, cohesive whole and with a creative and open-minded approach, JBG finds solutions others may miss and works with you to make them happen—transforming innovative concepts to commercial realization and next growth phase execution.

Jackson Bay Group partners with your management team through a select suite of services.

STRATEGIC PLANNING » EXECUTION ARCHITECTURE » NEXT GROWTH PHASE CYCLE

STRATEGIC PLANNING & INTENT

Developing a core strategy in a challenging business climate is key to a successful launch. We help young companies analyze the internal and external factors critical to success and formulate a go-to-market roadmap and action plan across the organization to reach their goals.

EXECUTION ARCHITECTURE

One of the critical challenges companies face is the transformation of concept to realized value—the Execution Phase. JBG specializes in clearly defining the execution aspects to the five implementation phase of your business, putting you on track to realize your full revenue potential

- Defendable innovation
- Market strategic value
- Go-to-market strategy & implementation
- Sales & marketing program execution
- Operational execution

NEXT GROWTH PHASE STRATEGY & EXECUTION

Reaching the next growth phase through both effective execution at the current level and planning for the next can make or break a company's momentum in the market and with investors. JBG strengthens your company's ability to achieve the next level of growth with a keen eye on business model framework from distribution channel development to market expansion.

FUNDING STRATEGY

Critical to realizing your goals is a solid financial foundation. Presenting your company in the right way is essential to achieving this foundation. Funders are looking for novel technologies that have the potential to generate high returns. JBG helps you put the right picture in place to achieve your funding goals.

“With Tony's excellent interpersonal skills, strong business ethics, his understanding of the market and a pragmatic approach to business, he was a key element in setting up a business relationship between our companies and turning the contract into reality.”

Martin Wulfert, CEO,
Utimaco Safeware

Learn more about how we can transform your innovative ideas into the next growth phase

CONTACT US AT:

Jackson Bay Group
T. 650.485.2570
info@jacksonbay.com
www.jacksonbay.com

ABOUT JACKSON BAY GROUP

Jackson Bay Group is a business consulting firm that helps startup and small technology companies thrive. We work with your management team, delivering creative solutions tailored to your specific business needs, providing them the edge they need to excel in a competitive market. JBG specializes in turning your innovative ideas into successful ventures through a select suite of services from strategic planning to market delivery.

Strategic Planning • Execution Architecture • Next Growth-phase Strategy • Funding strategy

ANTONIO J. ESPINOSA

Managing Partner



A senior executive with a 20 year record of significant success world wide, Antonio is known for excellence in business acumen, strategic thinking, and management of tactical operations. Antonio's business expertise includes P & L Operations, channel infrastructure, Sales, Business Development, and Marketing.

Antonio has consistently met or exceeded revenue and contribution targets with start-ups and public multi-million operations. His sweet spot is ground floor start up to \$100M technology-based companies. Antonio's experience includes:

- Successful CEO of two venture-backed technology companies
- Experienced venture capital fund-raiser
- Broad-based experience in Internet, security, clean-tech, database, and networking
- Domestic and International sales, marketing and operations experience
- Turn-around specialties: sales, corporate strategy, operations, next growth-phase execution

Some of Antonio's achievements took companies to:

- Top 100 clean tech company
- Top 10 hottest high tech companies to watch
- Realized separate TAM's of \$1B+ & \$120M
- Triple digit growth phases
- World wide channel infrastructure multiple times
- P & L operations leading to profitability

Antonio's education includes Engineering (BSEE, MSEE) and Business (MBA) degrees from the University of California, Davis and post-graduate degree at Stanford University.

"With natural people skills that enable him to genuinely and effectively manage relationships, Tony is a p&l guru who keeps the ops-spend in check while adeptly contributing to the strategic next steps of the sales pipeline."

James A. Mercurio, Managing Director, Reactivity

"I highly recommend Tony for CEO positions given his track record of strategic agility, enormous drive, results orientation and an uncanny ability to assemble high performing teams. Tony is a wonderful example of a CEO who combines head and heart to achieve success"

Ivy Ang,
President & Owner,
OD Consulting, Visionlinc

ROBERT STEFANSKI

Managing Partner



Robert has a highly unique combination of business and legal experience and is known for his pragmatic approach to finding innovative ways of achieving business objectives, particularly in early stage start-up environments. His 20 years of experience includes executive management, investment, board and legal across the technology sector.

Bob understands the importance of having uncompromising focus and discipline, balanced with persistence and flexibility, in achieving business success. Bob's services comprise a broad range of business expertise, including:

- Strategic planning
- Early stage growth strategies from \$0 to \$100 million
- Customer acquisition and partner strategies
- All aspects of capital raising to achieve optimal funding with minimal dilution
- Experience across the technology sector, including software, mobile and Internet
- Board of Directors strategies, including all aspects of board formation, membership composition, organization, governance and management
- All aspects of start-up "nuts and bolts" (e.g. entity formation, founding documentation, incorporation, by-laws, shareholder agreements, stock option plans, employment agreements, lease agreements)
- Intellectual property protection (patents, copyrights, trademarks, trade secrets)
- Contract negotiations and drafting, intellectual property licenses, marketing agreements, distribution agreements, partnership agreements, co-development agreements, financing agreements and other commercial agreements

Bob was a founding officer of TIBCO Software, a global enterprise software company based in Palo Alto, where he served as Executive Vice President, Corporate Development and General Counsel, as well as Secretary of the Board. He served on the executive management committee responsible for all day-to-day business operations, while having direct management responsibility for corporate development, relationships with key shareholders, legal and HR, international expansion and all board-related matters.

Bob has also been a board member of both public and private companies, including Zi Corporation, a leader in mobile interface software (acquired by Nuance Communications in 2009), eSelf, a business intelligence and knowledge management software company, and mobile software company Viafo.

Bob has advised a variety of start-up businesses in diverse markets, including technology, Internet and professional sports. He has also provided legal representation for a range of companies and organizations, including Computer Associates, Reuters, Franklin Templeton, Genentech, American Airlines, WordPerfect, Stronghold Sports, the NBA Players Association, MLB Players Association, NFL Players Association, Front Door Insights, Women's Professional Soccer and Matsushita.

Bob is a graduate of The University of Michigan Graduate School of Engineering (MS Computer, Informational & Control Engineering 1986), The University of Michigan Law School (JD 1989) and Northern Michigan University (BS Mathematics, Computer Science 1984).

CONTACT US AT:

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261 Hamilton, Suite 315 Palo Alto, CA 94301 T. 650.485.2570 info@jacksonbay.com www.jacksonbay.com