

Background

Most private company owners would like to have an advisory board. But it's often not clear how to proceed in constructing one. A variety of questions need to be addressed. How do you find a diverse, but small collection set of potential members with a broad array of functional expertise? How much time and effort will the search take? How about relevant industry (e.g. manufacturing) and specialist (e.g. bank financing) expertise? With substantial C-level experience generating practical, rather than theoretical guidance? Can the advisory board develop a coherent, pragmatic, and sustainable strategy for growing my business? And will the advisory board members be compatible and collaborative?

Concept

The Minnesota Consulting Consortium (MCC) has developed an advisory board offering that addresses all of the questions above. Three seasoned C-level executives, now focused exclusively on consulting and advisory work, have decided to offer “one-stop shopping” for a three-member board, each with broad and deep expertise in finance, operations, and sales/marketing.

MCC will provide clarity, focus, and an integrated strategy. We will do so with a holistic, aligned, and collaborative approach that can be implemented by the owner and the leadership team. A single agreement provides a cost-effective advisory board with minimal administrative effort.

You have five annual meetings with your advisory board – one for orientation or annual planning and four on a regular quarterly basis, reviewing prior quarter results and opportunities in the coming quarter.

Client Qualifications

Revenues: \$10 million to \$250 million. Smaller businesses will be selectively considered.

Maturity: In business for at least 5 years. Start-ups are not our core competence.

Industry sectors: Preference for manufacturing or B2B services. Any other sectors, except retail.

Structure: Single CEO, with formal management team.

Finances: Consistently profitable with positive cash flow. We are not a “turnaround” team.

Values: Demonstrated commitment to honesty, integrity, and transparency with customers, partners, employees, and the community.

Value

For less than the salary of a receptionist, you can contract for those five annual meetings, with fixed expenses, except for mileage outside the Twin Cities metro area. Every 12 months you will evaluate your return on investment and decide whether to renew for another year. Our standard annual fee, assuming a “not to exceed” number of hours, is less than the cost of an entry-level staffer. MCC can provide a custom quote for your custom needs.

Your Advisory Board Members

Mark Capaldini – Board Chair (non-profit), President or CEO of 3 companies with revenues \$10-47 million. CMO for revenues \$3-500 million. Focus on marketing, sales, product development, recurring revenue models, subscriptions, SaaS in B2B services. www.linkedin.com/in/markcapaldini

Mark Spiczka – Board member, CEO, President, CFO in B2B manufacturing companies with revenues \$10-50 million. Focus on strategy development and execution, business and strategic planning, financial management. www.linkedin.com/in/markspiczka

Heinz Wortmann – Board member, COO & CSCO of domestic and internationally operating B2B/B2C manufacturing companies. Experience in revenues from \$5-500 million. Focus on engineering, supply chain, manufacturing, operations, quality, logistics, lean six sigma. www.linkedin.com/in/heinzwortmann

Service Summary

The following number of hours are assumed for the annual planning cycle and the four quarterly meetings:

a. Meeting objectives and overview of materials coming for review	up to 1 hour
b. Review of materials, creation of notes with questions and comments	up to 2 hours
c. Meeting time – at client office or mutually agreed upon location	up to 4 hours
d. Follow up emails, research, or calls	up to 2 hours
Total	up to 9 hours

With three board members, this corresponds to “up to 27 hours” per cycle.

Administrative Details

1. Agreement: In order to make this attractive pricing possible, MCC works on an annual contract basis. We can schedule your meetings once we receive your signed agreement.
2. Schedule: MCC will work with you to schedule all meetings for the full year, on mutually agreed dates and times. We will make best efforts to accommodate any schedule changes, but cannot guarantee availability if dates or times are changed less than 90 days in advance.
3. Billing: Billing occurs on a quarterly basis. Payment must be received and cleared in advance of any meetings for a quarter.

For more information

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