

CATALYST

venturecatalyst.io

Catalyst has a distinguished record of taking your business to the next level. We have developed expertise in a range of industries including retail, product manufacturing, real estate, restaurants, and services.

SERVICES

- Business, Marketing, & Financial Advising & Strategy
- Business/Strategic Planning
- Social Media, Email, & Digital Ad Management
- Quickbooks, Bookkeeping, & Financial Strategy
- Asana & Project/Operations Management
- Business Financing Assistance

WHY CATALYST, YOU ASK?

We work with our clients to:

- **Crush** the business and strategic planning process
- Build revenue streams and cut costs for **sustainability & growth**
- Make Quickbooks work for them and understand their financials – **yes, really!**
- Be **known** and **visible** by their communities and target customers
- Utilize social media in a way that actually makes them **interesting, relevant, and engaging**
- Provide **user-friendly charts** that tell them how their business is really doing
- Raise or find funds to **start and grow the business** – just like the Sharks taught you!



HI, I'M JESSE

My work has led many organizations in the business and strategic planning process, development of new revenue streams and cost cutting tactics, the implementation of better financial management processes, and the integration of strategic initiatives to improve organizational visibility, data analysis, and growth initiatives. I have been involved in assisting companies in raising funds and/or financing loans for up to several million dollars. Here are some things you might want to know about me:

- **Geeks out on Business Strategy**
- **Masters in Management & Entrepreneurship**
- **Doctorate in Business Administration (focus in Strategy & Innovation)**
- **Coffee of Choice: Double Cortado**
- **Asana Certified Pro**
- **Quickbooks Online ProAdvisor**
- **Epic instrumental music is my jam**
- **Certified Entrepreneurship Center Manager**
- **Batman Enthusiast**

WE ASK THE TOUGH QUESTIONS

- How do Google searches on your business impact customers coming through the door?
- When should I post on social media, send emails, and how do I get people to respond?
- Which products or services sell more often, and which should you remove?
- How do I implement marketing without breaking the bank, and still get real results?
- Does my supply chain support the growth of my business and how do I mitigate future risks?
- Is my business really doing well, and how can I grow?



We were able to assist in succession from the original owner to a new owner at Nana's Cakery. The transition was almost seamless to customers with some improvements. We helped to improve their social media presence, streamline internal processes for improved margins, and to create data collection and visualization opportunities for better company oversight. For Nana's, we were there through every step of the process, walking the purchaser through the process of owning and operating the business, how to handle financial data, reviewing the formal agreements, and implementing the new operational processes after the business purchase.

"As a new business owner, it has been great to have someone that I can learn from and get instruction on what needs to be done to operate and improve the business. Whenever I have a new challenge, I call Catalyst to help to ask questions and talk through my best path forward."

Miguel Gonzalez, CEO

OUR CLIENTS LIKE US!



Ravenspring Creative came to us with a few needs such as improving their Quickbooks setup and developing a better strategy got gaining new clients. Catalyst helped clean up several years of transactions, found ways to optimize their costs to save them money, and provided detailed reports that showed the company how they were really doing. This led to new strategies that have brought in new and more consistent clients to grow the business.

"Catalyst is great with strategy, both for starting your business or to keep your current business growing. They help with your marketing strategy to ensure your business keeps growing. Catalyst asks all the right questions and has the tools to implement the answers. Who you should market to, where you should focus marketing, and what platform would serve your business to connect with your audience. Ravenspring Creative is proud and excited to be utilizing Catalyst's services."

Brian Prairie, CEO



**SPARK
MONTESSORI**

Catalyst developed and implemented several Google ad campaigns for Spark Montessori as they were preparing to open their doors. This process not only helped perfect their ads over time (and bring in more potential customers) but also pointed out some optimization that could be done with their website to improve their position on Google and make their ads more impactful. Once we fixed some of the backend issues on the website with their provider, not only did the website look better, but the ads began to bring in new leads almost immediately.

"Catalyst was instrumental in helping to launch Spark Montessori as they connected us to a financial partner that filled in a critical gap for our funding. They offer guidance on a wide range of small business issues, and the advice is always straightforward and practical, which is not common among consultants. They are reliable, approachable, and I have referred them to multiple friends of mine."

Sara Hruska, CEO



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