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EXECULLENCE INTRODUCES NEW CAPITAL ACCELERATOR SERVICE FOR GROWTH STAGE DIGITAL HEALTH COMPANIES

LAS VEGAS, October 27, 2019 – Growth-oriented digital health and technology-enabled service companies seeking strategic funding can now improve their odds and condense their timeframes to raise capital, thanks to the launch today of **Capital Accelerator** by Execullence. The new service offering, geared toward growth-focused businesses, helps them tailor and hone their messaging, value proposition and business plans to meet the requirements and expectations of key investor audiences, rapidly accelerating the time and process to closure of capital.

Since 2011, the [Execullence](#) team, comprised of C-suite veterans with extensive leadership experience from startups to multinationals, have helped emerging and mid-sized B2B companies in healthcare, technology and business services drive topline growth through effective go-to-market planning and execution. Until now, Execullence engagements have typically required budgets and time commitments that younger companies have been unable to afford. Capital Accelerator was created to help bridge that gap, enabling organizations with the tools needed to overcome hurdles in their quest to advance their business objectives.

The new offering, delivered over a four-week period for a nominal fixed fee, features a package of core deliverables required for successful capital raises, including development of a “best fit” investor profile, design and production of send-ahead materials, pitch decks and executive summaries, presentation coaching sessions and assistance navigating on-line funding platforms for optimal results. Capital Accelerator clients also benefit from awareness across the extensive Execullence network of capital sources, including high-net-worth individuals, family offices, venture capital and private equity firms.

“We’re proud and excited to debut this new program,” said David Moss, Managing Director at Execullence. “Capital Accelerator opens the door to critical support that is too often out of reach for early-stage companies, who can now access the tools and help they need without overtaxing their resources. Following a deep discovery session and a few weeks of close collaboration, our clients are rapidly enabled to confidently pitch their business plans to the right types of investors.”

Accessing Capital Accelerator expertise at an earlier stage can be critical to a company’s ability to secure funding at a time when it is most needed. San Antonio-based Remote Patient Monitoring (RPM) company MR3 Health spent over two years putting together its investor communication package on its own before engaging Execullence to give it a more professional look, feel and

cadence. Stan Marett, president of MR3 Health, said the critical changes Execullence recommended not only made it much more influential, but also enabled MR3 Health to win a top spot in the Temple (Texas) Health & Bioscience District Pitch Competition, earning the company valuable exposure to investors it would otherwise not have reached.

“Execullence took the time to make sure they fully understood the space we are in and what we were trying to accomplish, then produced a pitch deck with more graphics and fewer words that was much easier to comprehend. They also worked with us on delivering the presentation more effectively, refining our script and providing presenter notes below each slide to prompt us through it. They even recorded themselves delivering it so we could train our team on the recommended cadence and content of the presentation.”

“Working with Execullence was easy,” Marett added. “They know the key points that investors are looking for and have great experience building them into presentations. The value they bring for a young company that lacks that experience is immeasurable. They delivered something we never could have conjured up.”

Principals from Execullence will unveil Capital Accelerator this week at HLTH, the premier conference for health innovation. Attendees interested in learning more or scheduling a preliminary consultation session should contact David Moss, at david.moss@execullence.com or (908) 200-1391.

About Execullence:

Execullence was founded in 2011 on the premise that strategic capitalization and revenue growth should be by design, not by default, and is the key to both profitability and optimal valuation. Drawing on the expertise of a team of C-suite veterans, each with decades of experience leading companies at all stages of maturation, its proven methodology helps growth-focused B2B businesses in healthcare, technology and business services chart and follow a Roadmap to Strategic Growth. For more information, visit execullence.com, call (847) 494-5790, write to info@execullence.com or follow Execullence on [LinkedIn](#).