



# PRAS MURTHY

BUSINESS ENTREPRENEUR

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## ABOUT

Pras Murthy is a highly successful and seasoned entrepreneur with over two decades of professional experience. He is a co-founder and CFO of Doctor Multimedia, an industry-leading digital marketing firm for medical professionals. Pras has a strong track record of building, scaling, and selling businesses. He holds dual bachelor's degrees in Mathematics and Philosophy from Pomona College, which underpins his analytical and strategic approach to business.

## EXPERTISE

- **Startup and business growth:** A proven ability to build and scale companies.
- **Operations and financial management:** Proficient in optimizing processes and building scalable systems.
- **Digital marketing strategy:** Deep knowledge of SEO, website design, and social media.
- **Strategic leadership:** Pras is skilled at optimizing business processes, building robust operational systems for scalable growth, and fostering strong customer relationships.

## ACQUISITION TARGET

Minimum SDE \$200,000

Pras is an ideal buyer for a semi-absentee business that can benefit from his operational and strategic expertise. His preference would be for a business with a solid foundation that he can grow and scale by implementing his proven strategies for operational efficiency and customer relationship management. Skilled in service based recurring revenue, a business with an existing structure (or one that could be added) would be an ideal target.

## MOTIVATION

Having recently returned to Paradise Valley, Pras is looking to re-establish roots in the community where he lived and operated his first business from 2005-2013. With his core businesses in San Diego, Pras travels often to oversee operations there, but is looking to fill his increasing time in Arizona with business pursuits. Contributing to the business community and building connections are just as valuable as any additional income.

## VALUE PROPOSITION

Pras offers more than just capital; he provides transformative leadership and operational excellence. His track record shows he can generate significant value by optimizing processes and scaling growth.

## PREVIOUS BUSINESS EXPERIENCE

Pras's experience highlights his entrepreneurial spirit and ability to generate value:

- Mathnasium Franchise: Purchased, grew, and sold the franchise for a 15x return.
- Doctor Multimedia: As co-founder and CFO, he scaled the company to \$30 million in annual revenue.