

SignalMate Case Study Companion PDF

From Executive to Equity

How Dave McDonough Leveraged BlackmoreConnects + SignalMate to Reinvent His Career

Overview

Dave McDonough was a successful medical device executive. He scaled a company from \$7M to \$20M in revenue and \$3M in EBITDA-yet remained locked in a W2 role with no equity, no exits, and no real upside.

His transformation began with two tools:

- BlackmoreConnects, for expert mentorship and PE relationship access
- SignalMate, to turn strategy into action through deal intelligence, tracking, and insight

This document is more than a story-it's an interactive blueprint. As you PDF and upload this to your SignalMate dashboard, you'll unlock new ways to explore your thesis, monitor your journey, and elevate your equity path.

Dave's Transition: Key Moves & Milestones

Phase | What Dave Did | SignalMate Layer

1. Defined Investment Thesis | Focused on underperforming medical device companies in the \$10-30M range | Used SignalMate Alerts to track live market movements
2. Built Credibility | Learned PE language, valuation strategies, deal terms | Used SignalMate Insights for prep
3. Networked with Precision | Joined PE and seller calls via BlackmoreConnects | Used SignalMate CRM Tracker
4. Built a Qualified Deal Funnel | Created shortlist aligned to thesis | Used Pipeline Builder to compare
5. Moved Into PE-Led Roles | Transitioned into active negotiations | Used SignalMate Playbooks to model returns

Using This PDF Inside SignalMate: Suggested Use Cases

Thesis Check

- Ask: Is my investment thesis as sharp and data-driven as Dave's?
- Use Market Pulse to stress test with real-world comps.

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Conversation Prep

- Use Dave's journey in PE firm calls.
- Pull data from SignalMate to boost credibility.

Signal-Based Questions

- What hidden signals am I ignoring?
- Are there thesis trends I should track?
- How do my targets compare?
- What seller behaviors should I watch?
- What does my ideal exit look like?

Strategic Planning

- 3 firms to pitch this quarter
- 5 sellers to contact
- 1 thesis to evolve and test with data

Conclusion: Invoke Your SignalMate Like Dave Did

This document isn't just for reading-it's for running your playbook.

By combining this case study with SignalMate, you can:

Turn passive insights into active deal motion

Shape conversations with facts, not hope

Build confidence and credibility

Track toward ownership-not employment