

PICO-TESLA

MAGNETIC THERAPIES, LLC

**‘Self-made’ by 40,
entrepreneur
wants to
‘give back’**

ALLEN BRASWELL shepherds a breakthrough therapy for Parkinson’s disease

By RONALD C. TRAHAN

By the time he was 40 years old, Allen Braswell, the oldest son from a middle class family, had made enough money so that he never had to work a day in his life again.

He had been recruited 12 years earlier by his father, Allen Sr., to join his father’s company, **Circuit Test Inc.** (Tampa) as Vice President of Sales in 1985. (Circuit Test repaired printed circuit boards for Fortune 500 computer manufacturers.) In ‘91 Allen was promoted to President and in ‘93 to CEO. When he joined Circuit Test, the company’s annual revenue was \$2 million, and the company employed 25 persons. When Circuit Test was acquired by EFTC Services in ‘97, Circuit Test’s annual revenue approached \$50 million, and the company employed nearly 1,000 people. Allen credits his entrepreneurial success, partly, to what he learned as a cadet at the United States Military Academy. “West Point taught me how much you can get done in 24 hours,” he recalls.

But Allen has always been an ‘achiever’. Indeed, Circuit Test’s growth in the ‘90s is attributed to its game-changing strategy of partnering with logistics giants **FedEx** and **UPS**. In 1992, Allen convinced FedEx to allow Circuit Test repair technicians to be located *within FedEx facilities* in Memphis, Tenn., to offer computer manufacturers a one-day turnaround time for products needing repair. This groundbreaking strategy soon became the industry standard. A few years later, Allen achieved the same arrangement with UPS in Louisville, Ky.



“Our platform is unique in the neuromodulation space.

No other company is doing what we do,”

insists Pico-Tesla’s Allen Braswell.

Initially, Allen Braswell expects to develop the Magneceutical™ Therapy for symptomatic relief from Parkinson’s disease.

So, what does an ‘achiever’ like Allen do when he has attained enough financial success that he no longer has to work, but still has half of his professional life ahead of him? It took him several years to find an opportunity to build a business in a field that would be good for society. “Our healthcare system is a mess, ripe for new ideas that can cut costs and help sick people get better,” says Allen. In time, he accepted the position of CEO with **Pico-Tesla**, a fledgling company with groundbreaking technology in dire need of an ‘achieving’ CEO. He, along with his two partners, also invested \$4 million in the Company.

Initial focus: Parkinson’s disease

Pico-Tesla Magneceutical Therapies, based in Littleton, Colo., is focused initially on Parkinson’s disease. PD affects 1.5 million people in the U.S., with 60,000+ new cases diagnosed each year. PD is a chronic and progressively degenerative disease of the brain that

The Rise of Allen Braswell, Jr.

Born:

June 1, 1958, Keesler Air Force Base, Biloxi, MS

Job History:

Oct. 2006-Present: President and CEO of Pico-Tesla

Magneceutical Therapies, Littleton, Colorado

First Homerun: Circuit Test Inc. Upon graduation from the Univ. of Florida, Allen practiced law as a criminal defense attorney in Pinellas County for three years.

Recruited by his entrepreneur father, Allen Sr., Allen Jr. grew his father’s company, Circuit Test, from \$2 million in revenue and 25 employees in 1985 into a global business with approximately \$50 million in annual revenue and nearly 1000 employees at the time of its sale to EFTC Services in 1997.

Education:

1976-1978: U.S. Military Academy (West Point)

1978-1980: University of Florida, Bachelor of Science, Business Administration (Finance)

1980-1982: University of Florida, Juris Doctorate

Hobbies:

Mountain-biking, racquetball, snowboarding

Personal:

Three children, two grandchildren

impairs motor control, speech, and other functions. The popular actor **Michael J. Fox**, who has PD, has raised awareness of the disease through the Michael J. Fox Foundation for Parkinson’s Research (MJFF).

About 70% of people with Parkinson’s have **tremors**, making this one of the most common symptoms. It usually starts in one limb and can affect the arms, legs, feet, lips and head.

Magneceutical™ Therapy

Is there a *cure* for Parkinson’s? No. But Allen Braswell is convinced that his Company’s **Magneceutical™ Therapy** is a breakthrough for treating PD.

‘Magneceutical’ Therapy involves the use of an extremely low-level electromagnetic field (EMF) applied by a specially designed device—the **Resonator™**, along with proprietary therapeutic protocols—intended to improve a number of the symptoms of Parkinson’s, such as tremors.

“Unlike other treatments for PD, ours is designed to be a non-invasive, non-significant risk, and thus far we’ve seen no adverse side effects,” Allen explains.

“What makes our business so exciting,” he adds, “is that we cannot be successful unless we help lots of sick people, and we cannot help lots of sick people unless we’re successful.” ■

CAUTION: The *Resonator™* device is an Investigational Device limited by federal (or United States) law to investigational use. The *Resonator™* device is not for sale, nor is the *Magneceutical™* Therapy generally available outside of Investigational Review Board (IRB)- approved clinical studies.