

IN THE COURT OF COMMON PLEAS
CUYAHOGA COUNTY, OHIO

PFG VENTURES, L.P.
880 East Pleasant Valley Road
Cleveland, Ohio 44131

Plaintiff,

v.

GREG MUZZILLO
2910 W Barcelona St., Unit 2303
Tampa, Florida 33629

Defendant.

) CASE NO.

) JUDGE

) **COMPLAINT FOR MONEY**
) **DAMAGES, DECLARATORY**
) **JUDGMENT, AND**
) **INJUNCTIVE RELIEF**

) **(JURY DEMAND ENDORSED**
) **HEREON)**

Plaintiff PFG Ventures, L.P. (“Proforma”), for its Complaint against Defendant Greg Muzzillo (“Defendant”), states and alleges as follows:

INTRODUCTION

1. This action arises from Defendant’s materially false and misleading statements regarding Proforma’s business operations and financial performance.

2. Defendant’s actions and conduct constitute, among other things, violations of the Ohio Deceptive Trade Practices Act and tortious interference with business relations.

3. Due to Defendant’s actions and conduct, Proforma seeks monetary damages, a declaratory judgment as to the rights between Proforma and Defendant, and injunctive relief preventing ongoing irreparable harm.

4. Proforma authorizes and initiates this action to redress direct and concrete harm and injury to Proforma and its business operations, business interests, and goodwill.

PARTIES

5. PFG Ventures, L.P. is a limited partnership organized under the laws of the State of Ohio, with its principal place of business in Independence, Ohio. PFG Ventures, L.P. does business as Proforma.

6. Proforma is an international franchisor operating in the United States and Canada.

7. Proforma is one of the leaders in the printing, promotional products, and packaging industries, with almost 500 member offices and average annual system-wide sales of approximately \$650 million.

8. Proforma offers franchise opportunities for business owners to access its industry-leading marketing and technological services, as well as services related to financial support, credit insurance, lead generation, recruiting, shipping, supplier networks, and back-office support, among others.

9. Proforma also offers opportunities for aspiring sales leaders to turn their sales experience into business ownership.

10. Proforma's standing in the marketplace and ability to attract business and individuals interested in its services is predicated on, inter alia, true and accurate representations of its business operation and financial performance, as part of Proforma's overall business reputation, standing, and goodwill.

11. In addition, as a highly regulated and scrutinized franchisor, Proforma has the right, interest and duty to ensure that such statements and representations are true and accurate to protect Proforma's regulatory standing and the business interests of Proforma and its clients and potential clients.

12. Proforma is a federally registered trademark.

13. Proforma is a subsidiary of Proforma, Inc. (“Holding Company”).

14. Defendant is the founder of Proforma but, as of July 2025, is not an officer, employee, agent, or authorized representative of Proforma.

15. Defendant is a director of Holding Company and, in his capacity as a director, has fiduciary duties and obligations to Holding Company and its subsidiaries.

JURISDICTION AND VENUE

16. Defendant’s actions and conduct alleged herein have caused tortious injury by acts or omissions inside and outside Ohio, under circumstances where Defendant has engaged in a persistent course of conduct within Ohio and derives substantial revenues from operations and services in Ohio.

17. Defendant presently serves as a director of Holding Company, which is incorporated and has its principal place of business in Ohio.

18. Defendant has transacted business in Ohio.

19. This Court properly exercises personal jurisdiction over Defendant for reasons including the following:

- a. Defendant has purposefully directed activities at and within Ohio that have caused and continue to cause concrete injury and harm to Proforma;
- b. This action arises out of Defendant’s actions and conduct; and
- c. It is reasonably foreseeable that Defendant would be required to defend in Ohio an action brought by Proforma to redress injury and harm Proforma has suffered that Defendant caused and continues to cause through his intentional and purposeful conduct.

20. This Court has jurisdiction over this matter under R.C. §§ 4165.02 and 2721.01, *et seq.*

21. Proforma has suffered direct and concrete injury and harm arising from Defendant's wrongful actions and conduct alleged herein, which injury and harm Proforma suffered is redressable in this action and by the relief requested herein.

FACTUAL BACKGROUND

22. Following Defendant's departure from Proforma, Defendant formed or created Dream Big Ventures International, LLC ("Dream Big"), which purports to provide goods or services to entrepreneurs.

23. Based on materials Defendant has published, Defendant is seeking to promote Defendant and Big Dream on the basis of and by disseminating materially false and misleading statements of fact relating to, *inter alia*, Proforma's business operations and financial performance.

24. Defendant has knowingly made false statement of material fact relating to Proforma's business and operation including, but not limited to, Proforma's revenues and number of franchises.

25. Defendant has knowingly portrayed himself as associated with Proforma despite the fact that Defendant is not an officer, employee, agent, or authorized representative of Proforma as of July 2025.

26. Defendant has knowingly made false statements of material fact regarding Proforma's business operations and finances in a video he posted on his Facebook page. (*See Ex. 1.¹*)

¹ Exhibit 1 is a screen capture the thumbnail of the video Defendant posted to his Facebook page. Proforma has saved a copy of the video and will make it available to the Court in any format requested.

27. In a video he posted to Facebook on June 7, 2026, Defendant states that Proforma “does almost \$1 billion dollars in sales.” (*Id.*)

28. Defendant posted a series of images on Facebook on June 9, 2026 allegedly tracking Proforma’s growth.

29. In the final image in this series, Defendant imputes that he grew Proforma “from \$200 to a nearly \$1B business.” (*See* Ex. 2.)

30. Defendant has knowingly made false statements of material fact regarding Proforma’s business operations and finances on his website for Dream Big.

31. Defendant’s Dream Big website states, “[t]oday Proforma® has more than 900 franchise offices with sales approaching \$1 billion.” (*See* Ex. 3.)

32. Defendant’s Dream Big website also includes a graphic imputing that Proforma has “Near \$1B In annual system-wide sales” and “900 Franchise Offices Worldwide Empowering entrepreneurs globally.” (*Id.*)

33. On Dream Big’s homepage, Defendant posted a video of himself stating that he grew Proforma to a company worth nearly \$1 billion. (*Id.*²)

34. Dream Big’s “Meet Our Founder” page further states, “[f]rom a \$200 investment [Defendant] built Proforma® into a global franchise organization, generating over \$1B in annual system wide sales supporting over 900 franchise offices globally.” (Ex. 4.)

35. Defendant’s statements regarding Proforma’s sales and franchise offices are false, in direct conflict with Proforma’s own statements published on its website, and are made and disseminated in and for Defendant’s self-promotion and personal interests.

² Exhibit 3 is a screen capture that includes the thumbnail of the video Defendant posted to his Dream Big webpage. Proforma has saved a copy of the video and will make it available to the Court in any format requested.

36. Defendant's Dream Big website contains other information regarding Proforma that falsely states, conveys, suggests, or implies that Defendant and Big Dream are related or connected to Proforma, including as an agent or representative. (*Id.*)

37. In public comments on a June 9, 2026 Facebook post, Defendant responded to a Proforma client who asked about Defendant's current involvement with Proforma, stating, "first let me welcome you to the [P]roforma family. I played a key role in the discussions and am excited for all." (Ex. 5.)

38. Defendant further stated, "[t]he mission of [P]roforma is to help our owners [sic] dreams come true, and since my life mission is to be truly helpful...i [sic] will always be available to [P]roforma family and friends for whom I can be helpful." (*Id.*)

39. Defendant posted additional videos to his Facebook page, including but not limited to videos posted on August 10, 2026, August 13, 2026, and August 18, 2026, in which he makes false and misleading statements about his role at Proforma and his contributions to Proforma's success.

40. Defendant posted additional images to his Facebook page, including but not limited to images posted on August 26, 2026, in which he makes false and misleading statements about his role at Proforma and his contributions to Proforma's success.

41. On September 29, 2026, Defendant posted an image to LinkedIn stating that he founded Proforma and "[b]uilt a network of more than 900 franchise owners." Defendant's post includes Proforma's registered trademark. (Ex. 6.)

42. Defendant's false and misleading statements have harmed Proforma and will continue to harm Proforma's business reputation and business prospects to the extent Defendant claims or infers he was instrumental to Proforma's success and/or that Proforma would not have

succeeded without his alleged contributions. Defendant's Big Dream website also includes a notification that businesses should contact Proforma if they operate in the printing and promotional products industry, which falsely states, conveys, suggests, or implies that Defendant and Big Dream are related or connected to Proforma, including as an agent or representative. (*See* Ex. 7.)

43. Defendant's public statements on his website for Dream Big and his Facebook page disguise the fact that Defendant has not had any affiliation with Proforma since July 2025.

44. On information and belief, Defendant has knowingly made false statements of material fact on occasions other than the examples provided herein.

45. Defendant's public statements, actions, and conduct regarding Proforma's business operations and financial performance have been and are made for the promotion, benefit and interest of Defendant and businesses of Defendant that are entirely separate from and unrelated to Proforma.

46. On information and belief, Defendant has exercised and continues to exercise complete dominion, direction and control over Dream Big such that Defendant is the alter ego of Dream Big.

47. Defendant's actions and conduct in making and dissemination false statements of material fact regarding Proforma's business operations and financial performance have created or risk creating confusion and misunderstanding as to the source, authorization, affiliation, association, approval, or certification of such factual information by, of, or on the part of Proforma and under circumstances where Defendant lacks any actual or apparent authority to make or disseminate statements of fact relating to Proforma.

48. Proforma's tradename and mark are highly valuable business assets of Holding Company and Proforma, and Holding Company and Proforma have the legal right to protect such

tradename from injury and harm, including injury and harm caused by false, misleading, and unauthorized communications by former personnel.

49. Defendant has falsely stated, represented, and implied that he has actual or apparent authority on behalf of Proforma.

50. Defendant has performed, directed, controlled, and orchestrated the actions and conduct alleged herein for and on behalf of Defendant, for Defendant's benefit, and in furtherance of Defendant's interests.

51. On information and belief, actual and prospective Proforma clients have been exposed to and interacted with Defendant's materially false and misleading statements related to Proforma.

52. Defendant's actions and conduct in making materially false and misleading statements of fact relating to Proforma and Defendant's involvement with Proforma have injured and harmed Proforma including with respect to the actual and imminent risk that:

- a. Existing or prospective Proforma clients are and/or could be misled regarding Defendant's actual or apparent affiliation or agency with Proforma;
- b. Existing or prospective Proforma clients are and/or could be misled regarding Proforma's business operations and finances; and
- c. Materially false information regarding Proforma enters the marketplace, threatening Proforma's business operations, reputation, regulatory standing, competitive position, and goodwill.

53. As a highly regulated and scrutinized franchisor, Proforma must exercise control over the dissemination of materially false or misleading facts relating to Proforma's financial performance and must take affirmative steps to address and remedy such statements.

54. Proforma faces an actual, concrete and imminent risk of suffering irreparable harm caused by and arising from Defendant's dissemination of materially false or misleading statements of fact relating to Proforma's business operations and financial performance.

55. Defendant at all times relevant possessed and had access to information that proves his statements and representations of fact regarding Proforma's business and operations were and are materially false, untrue, and misleading.

56. Defendant lacks any right or privilege to make materially false or misleading statements relating to Proforma for any reason including but not limited to the purpose of inflating Defendant's accomplishments in connection with marketing or promoting a new business or service for or on behalf of Defendant that is separate from and unrelated to Proforma.

57. As a director of Holding Company, Defendant owes fiduciary duties and obligations to Holding Company and its affiliates.

58. As a fiduciary, Defendant has an affirmative obligation to refrain from actions and conduct that could harm or injure the business operations, interests, and prospects of Holding Company and Proforma, adversely impact Proforma's financial performance, or risk Proforma's business reputation, goodwill, and regulatory standing.

59. Defendant breached his fiduciary duties of loyalty and care by disseminating false statements of material fact regarding Proforma's business operations and financial performance to promote his self-interests.

COUNT ONE
Violation of Ohio Deceptive Trade Practices Act (R.C. § 4165.02)

60. Proforma incorporates the allegations contained in the preceding paragraphs as if fully rewritten.

61. Defendant has made and disseminated materially false and misleading statements of fact regarding Proforma's business operations and financial performance.

62. Defendant's materially false and misleading statements of fact are likely to cause confusion or misunderstanding as to Proforma's sponsorship, approval, or certification of Defendant's goods or services.

63. Defendant's materially false and misleading statements of fact are likely to cause confusion or misunderstanding as to affiliation, connection, or association with, or certification by Proforma.

64. Defendant has and continues to represent that his goods or services have sponsorship, approval, status, affiliation, or connection with Proforma when Defendant's goods or services do not.

65. Defendant's materially false and misleading statements of fact have deceived or have the tendency to deceive a substantial segment of the target audience.

66. Defendant's materially false and misleading statements of fact are likely to influence purchasing or contracting decisions.

67. Proforma is harmed and damaged by and as a result of Defendant's wrongful actions and conduct.

COUNT TWO
Unfair Competition

68. Proforma incorporates the allegations contained in the preceding paragraphs as if fully rewritten.

69. Defendant has made and disseminated materially false and misleading statements of fact regarding Proforma's business operations and financial performance.

70. Defendant's materially false and misleading statements of fact have caused deception or have tendency to cause deception regarding his affiliation and association with Proforma.

71. Defendant's materially false and misleading statements of fact falsely advertise that he is affiliated or associated with Proforma.

72. Defendant's materially false and misleading statements of fact have deceived or have the tendency to deceive a substantial segment of the target audience.

73. Defendant's materially false and misleading statements of fact are likely to influence purchasing or contracting decisions.

74. Proforma is harmed by and as a result of Defendant's wrongful actions and conduct.

COUNT THREE
Tortious Interference with Business Relations

75. Proforma incorporates the allegations contained in the preceding paragraphs as if fully rewritten.

76. As a highly regulated and scrutinized franchisor, it is imperative for Proforma that it exercises control over the dissemination of materially false or misleading facts relating to Proforma's financial performance for the protection and benefit of both Proforma and market participants.

77. Materially false or misleading information regarding Proforma entering the marketplace, including materially false and misleading facts that are falsely disseminated as having the authorization or imprimatur of Proforma, threatens Proforma's business operations, reputation, regulatory standing, competitive position, and goodwill.

78. Exposure of Proforma's clients and prospective clients to false or misleading statements regarding its financial performance risks not only misleading such clients but also eroding their trust in true and accurate statements regarding Proforma.

79. Defendant possesses knowledge and awareness of business relationships and prospective business relationships between Proforma and clients or prospective clients.

80. Defendant's materially false and misleading statements of fact have intentionally interfered with the business relationships or prospective business relationships of Proforma with its clients and prospective clients.

81. On information and belief, Defendant's materially false and misleading statements of fact have adversely impacted Proforma's business relationships and dealings between Proforma and its clients and prospective clients.

82. Proforma has been or is likely harmed and damaged by and as a result of Defendant's wrongful actions and conduct.

COUNT FOUR
Unjust Enrichment

83. Proforma incorporates the allegations contained in the preceding paragraphs as if fully rewritten.

84. Defendant benefitted and continues to benefit by and from falsely affiliating or associating himself with Proforma.

85. Defendant knowingly affiliated or associated himself with Proforma for his own benefit and to the detriment of Proforma, including by making false and misleading statements of fact regarding Proforma's financial and/or operational performance, Defendant's role in Proforma's business, and Defendant's affiliation, association, or authorization with or by Proforma.

86. Defendant's retention of this benefit is unjust.

87. Proforma is harmed by and as a result of Defendant's wrongful actions and conduct.

COUNT FIVE
Declaratory Judgement (R.C. § 2721)

88. Proforma incorporates the allegations contained in the preceding paragraphs as if fully rewritten.

89. A present and justiciable dispute exists between Proforma and Defendant arising from Defendant's actions and conduct as alleged herein, which dispute is subject to judicial declaration of the rights, claims, interests, and defenses of and between Proforma and Defendant.

90. Pursuant to R.C. §§ 2721.03 and 2721.04, Proforma and Defendant are interested persons whose respective legal rights and obligations are affected by Defendant's actions and conduct as alleged herein, and thus Proforma seeks a judicial declaration of its rights.

91. Proforma has the legal right and authority to protect Proforma's business, its tradename and mark, and its business reputation, regulatory standing, competitive position, and goodwill from and against false, inaccurate and misleading statements of fact, including statements regarding Proforma's business operations and financial performance made by former personnel who falsely purport to speak with the authority or imprimatur of Proforma.

92. Defendant has no actual, implied or apparent authority to disseminate any statement of fact relating to Proforma's business operations or financial performance or to otherwise hold himself out as having any current or ongoing affiliation with Proforma.

93. A judicial declaration of rights will remove uncertainty between Proforma and Defendant regarding, inter alia, Proforma's legal right and interest to control the dissemination of false and misleading statements of fact regarding Proforma's business operations and financial performance, which legal right is critical to preserve and maintain Proforma's business, client relationships, goodwill, competitive position, and regulatory standing.

94. The uncertainties regarding Defendant's actions and defenses hereto are creating business risk, disruption and uncertainty that is harmful to Proforma and which will be redressed by an adjudication of the rights and obligations of the parties.

95. Plaintiff seeks a judicial declaration of the following rights:

- a. Defendant has made or disseminated materially false or misleading statements of fact relating to the business operations and financial performance of Proforma in connection with and/or for the promotion, benefit or advantage of Defendant and/or business interests of Defendant that are separate from and unrelated to Proforma, including but not limited to in connection with Defendant's promotion of Dream Big;
- b. Defendant has falsely represented, suggested, or implied that Defendant has an actual or apparent affiliation with Proforma or has the approval, affiliation, authorization, or association by, from, or with Proforma; and

- c. Defendant has no right to promote or use Proforma's website, tradename, and mark in connection with and/or for the promotion, benefit or advantage of Defendant and/or business interests of Defendant that are separate from and unrelated to Proforma.

COUNT SIX
Injunctive Relief

96. Proforma incorporates the allegations contained in the preceding paragraphs as if fully rewritten.

97. Proforma's injury and harm caused by and arising from Defendant's actions and conduct, while direct, substantial, concrete and imminent, is not readily quantifiable and thus Proforma lacks an adequate remedy at law.

98. Proforma's injury and harm caused by and arising from Defendant's actions and conduct, including the loss of business goodwill and increased operational and business risk, is irreparable and could not be fully restored, repaired, or fairly compensated via a monetary judgment.

99. Proforma seeks a preliminary and permanent injunction prohibiting Defendant from any action or conduct as follows:

- a. Defendant shall not make or disseminate any materially false or misleading statement of fact relating to the business operations or financial performance of Proforma in connection with and/or for the promotion, benefit or advantage of Defendant and/or business interests of Defendant that are separate from and unrelated to Proforma;

- b. Defendant shall not represent, suggest, or imply that Defendant has an actual or apparent affiliation with Proforma or has any approval, affiliation, authorization, or association from, by, or with Proforma; and
- c. Defendant shall not promote or use Proforma's website or any tradename or mark in connection with and/or for the promotion, benefit or advantage of Defendant and/or business interests of Defendant that are separate from and unrelated to Proforma, including but not limited to in connection with Defendant's Dream Big website or any promotional activities associated with Defendant or Dream Big.

WHEREFORE, Proforma respectfully requests that judgment be entered in its favor against Defendant as follows:

- (1) This Court award Proforma damages against Defendant for his violation of the Ohio Deceptive Trade Practices Act in an amount to be proven at trial;
- (2) This Court award Proforma damages against Defendant for his unfair competition in an amount to be proven at trial;
- (3) This Court award Proforma damages against Defendant for his tortious interference in business relations in an amount to be proven at trial;
- (4) This Court award Proforma damages against Defendant for his unjust enrichment in an amount to be proven at trial;
- (5) This Court enter an order fully and finally declaring the rights as between Proforma and Defendant as requested herein;
- (6) This Court enter a preliminary and permanent injunction against Defendant as requested herein; and
- (7) This Court order such other relief in Proforma's favor as may be just and required under the circumstances of the case.

Respectfully submitted,

/s/ David D. Yeagley

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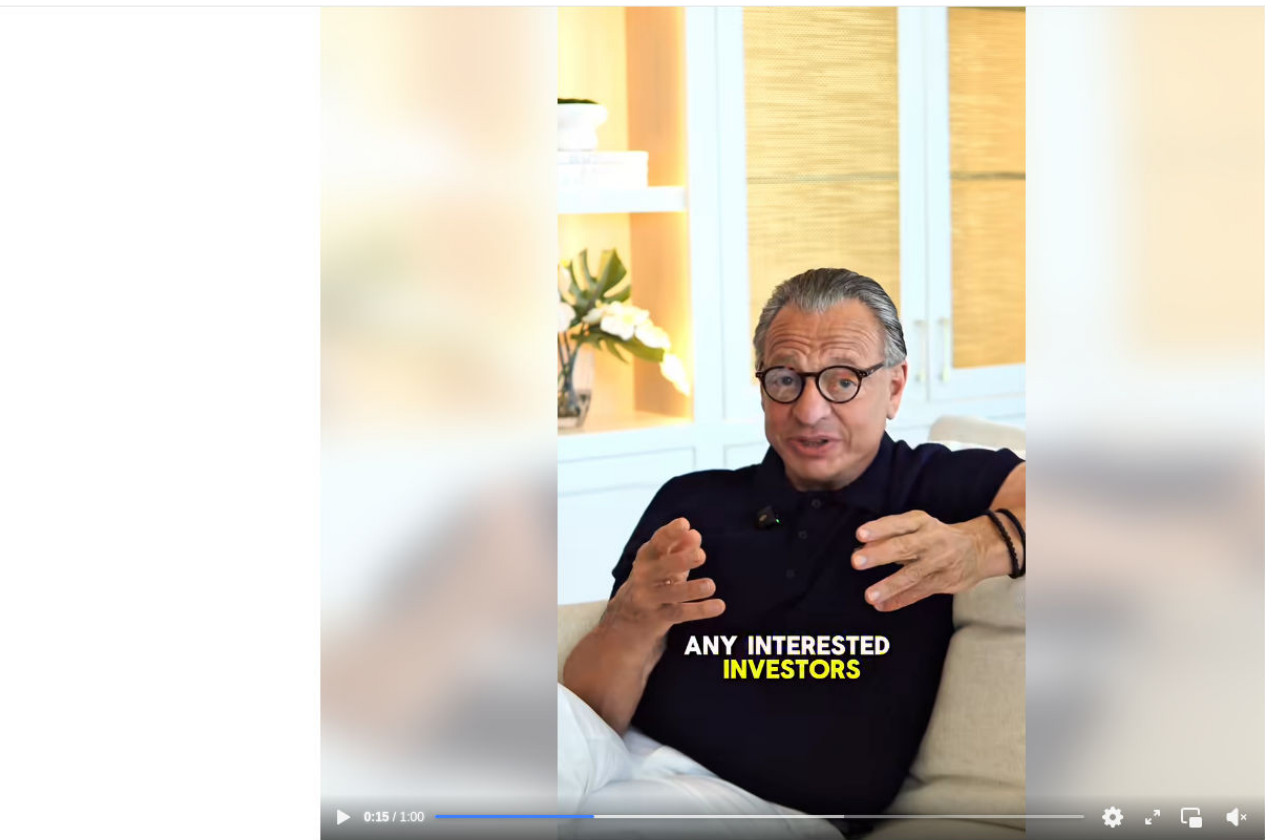
JURY DEMAND

PFG Ventures, L.P. demands trial by jury.

/s/ David D. Yeagley
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Attorneys for PFG Ventures, L.P.

EXHIBIT 1



From \$200 to nearly \$1 billion in annual sales. Hello, I'm Greg Muzzillo. For the past 50 years, I've been building businesses, solving problems, taking risks, and learni...

 Like Comment Share

148 · 31 comments · 6.7K views



Greg Muzzillo

June 7 at 4:54PM · 🌐

 Follow

Overview

Comments

From \$200 to nearly \$1 billion in annual sales.

Hello, I'm Greg Muzzillo.

For the past 50 years, I've been building businesses, solving problems, taking risks, and learning lessons along the way.

On this page, I'll share what I've learned in hopes that it helps you on your own entrepreneurial journey.

Welcome. I'm glad you're here.

Let's have some great conversations.

See less

Greg, what you built is one of the great stories of this industry. I watched it unfold from the publishing side. Congratulations on every hard-won dollar of it.

1d Like Reply

10



 Author

Greg Muzzillo ✓

██████████ thank you for your kind words. All my best to you. I'm loving your new posts

1d Like Reply

Reply to [REDACTED] ...

Greg, in the promo business there are four primary ways to scale a business

1. Buying Group/Biz Opportunity
2. Developing/acquiring salespeople
3. Company store
4. E-commerce

You did a fantastic job building Proforma. It will be interesting to see how companies scale using AI.

1d Like Reply

10



 Author

Greg Muzzillo

██████████ it sure will be interesting to see how the industry and business in general is impacted by ai. My

1d Like Reply 1

1d Like Reply 3

Reply to [REDACTED]...

2d Like Reply 2

1d Like Reply 1

Reply to [REDACTED]

I use Ai as a tool in my business and cannot imagine not having it. Nothing is always perfect, but the hours it has saved me is incalculable.

21h Like Reply 1

1d Like Reply 2

1d Like Reply

Reply to [REDACTED]...

2d Like Reply 2

1d Like Reply 1

Reply to [REDACTED]...

2d Like Reply 2

1d Like Reply

Reply to [REDACTED]...

2d Like Reply 1

1d Like Reply

Reply to [REDACTED]...

10



Reply to [REDACTED]

2d Like Reply 1

Congratulations, Greg! Dream Big is a perfect name for this next chapter. You've accomplished so much already, and I have no doubt the best is yet to come.

1d Like Reply

1

Author

Greg Muzzillo

thank you for your kind words and sharing your great ideas.

1d Like Reply

Reply to

I love this! It's great to see people who have already done it, share inspiration and guidance with others. Dreaming big is what it's always all about. Thanks Greg!

2d Like Reply

1

Author

Greg Muzzillo

thanks for the kind words. I always enjoyed working with you

1d Like Reply

1

Reply to

Keep it going. It's what you are called to do!

19h Like Reply

1

Author

Greg Muzzillo

thanks i love business and i love helping others. hope all is awesome for you

19h Like Reply

1

Reply to

Looking great!

2d Like Reply 1

Author

Greg Muzzillo

thanks

1d Like Reply

Reply to

Congratulations on all your hard work. A long way up the ladder.....tell bro I said hello!

2d Like Reply

1

Author

Greg Muzzillo

did you know passed?

2d Like Reply

I am so sorry. No, I had no idea whatsoever...

2d Like Reply

Reply to

Smart, honest and kind!!!! Dream big!!!!

1d Like Reply

1

Author

Greg Muzzillo

awww. Thank you for the kind words. Did you recognize the background??

1d Like Reply

Greg Muzzillo yes it's perfect

2h Like Reply

1

Reply to Greg Muzzillo...

Reply to

2d Like Reply 1

Write a comment...

EXHIBIT 2



EXHIBIT 3



WHAT'S YOUR *BIG DREAM*?

My Big Dream Is To
Grow My Business

My Big Dream Is To
Sell My Business

My Big Dream Is To
Franchise My Business

My Big Dream Is To
Start a New Business

LET'S DREAM BIG TOGETHER!

Dream Big With Someone Who's Done It Before

At Dream Big Ventures, we understand Big Dreams because we've built them. Our Founder & CEO, Greg Muzzillo, has achieved many Big Dreams of his own and helped over a thousand entrepreneurs turn their Big Dreams into thriving businesses.



Turning Dreams Into Successful Businesses

40+ Years
Of Business Leadership
Over \$10 billion in total sales.

Near
\$1B
In annual system-wide sales.



Greg Muzzillo: The Man Who Turned Big Dreams Into Reality

- 1 In 1978 our Founder and CEO started his company, Proforma®, with a \$200 investment to buy some business cards, stationery, and a phone answering machine.
- 2 Muzzillo quickly grew Proforma® to several million in sales and was recognized by Inc. Magazine on their list of the Inc. 500 Fastest Growing Companies three years in a row.
- 3 In 1986 Muzzillo started franchising the business.
- 4 Proforma joined the International Franchise Association (IFA), and Muzzillo served on its Board of Directors for 8 years.
- 5 In the mid-1990s Fred DeLuca, the Founder and former CEO of Subway, took a strong interest in Proforma's unique franchising model and made an investment in the company.
- 6 Today, Proforma® has more than 900 franchises with annual sales approaching \$1 billion.
- 7 Over 100 Proforma® franchise owners have been recognized by Inc. Magazine in the Inc. 5000 listing of fastest growing businesses.

CRAIN'S CLEVELAND BUSINESS

40 UNDER 40: 1991

Gregory P. Muzzillo,
37
President, ProForma Inc.

ALL <PREV NEXT> [X] TWITTER [F] SHARE [V] VIDEO

Although he's only 37 years old, Gregory P. Muzzillo has experienced a lifetime's worth of triumph and agony with his business products company, ProForma Inc.

Mr. Muzzillo and former partner Craig Allen started Brooklyn Heights-based ProForma as a supplier of business forms with little more than a telephone answering machine in 1978. The company met with almost immediate success as sales between 1981 and 1985 grew 520% over the four years, to \$4.8 million.

In 1986, the company decided to expand via franchising. That year, it was recognized as one of Inc. magazine's 50 fastest-growing companies and, in 1987, was among Venture magazine's 50 fastest-growing franchisers in the country.

However, quick growth presented problems, Mr. Muzzillo said.

"We were undercapitalized for such quick growth," he acknowledged. "Three years ago, our bank decided it didn't want to be our bank anymore. We were in the throes of bankruptcy."

Not only had the company grown too quickly, but concurrently, Mr. Muzzillo also bought out his partner.

With the help of the management consultants at Deloitte & Touche and a new bank, Mr. Muzzillo pulled the company out of trouble and continued expansion.

[Read the Inc. Magazine article ↗](#)



Our Ideal Partners

Inc. Magazine in the Inc. 5000 listing of fastest growing businesses.

Our Ideal Partners

Dream Big Ventures partners with:

Business owners ready for dynamic growth

Entrepreneurs ready to take their business to the next level with the right partner.

Business Owners Considering an Exit

Business Owners who are considering selling their business and want to maximize their exit opportunities.

Businesses with Franchise Potential

Established companies considering franchising their business.

Experienced Entrepreneurs with New Ideas

Individuals with proven experience who are ready to launch a new business concept.

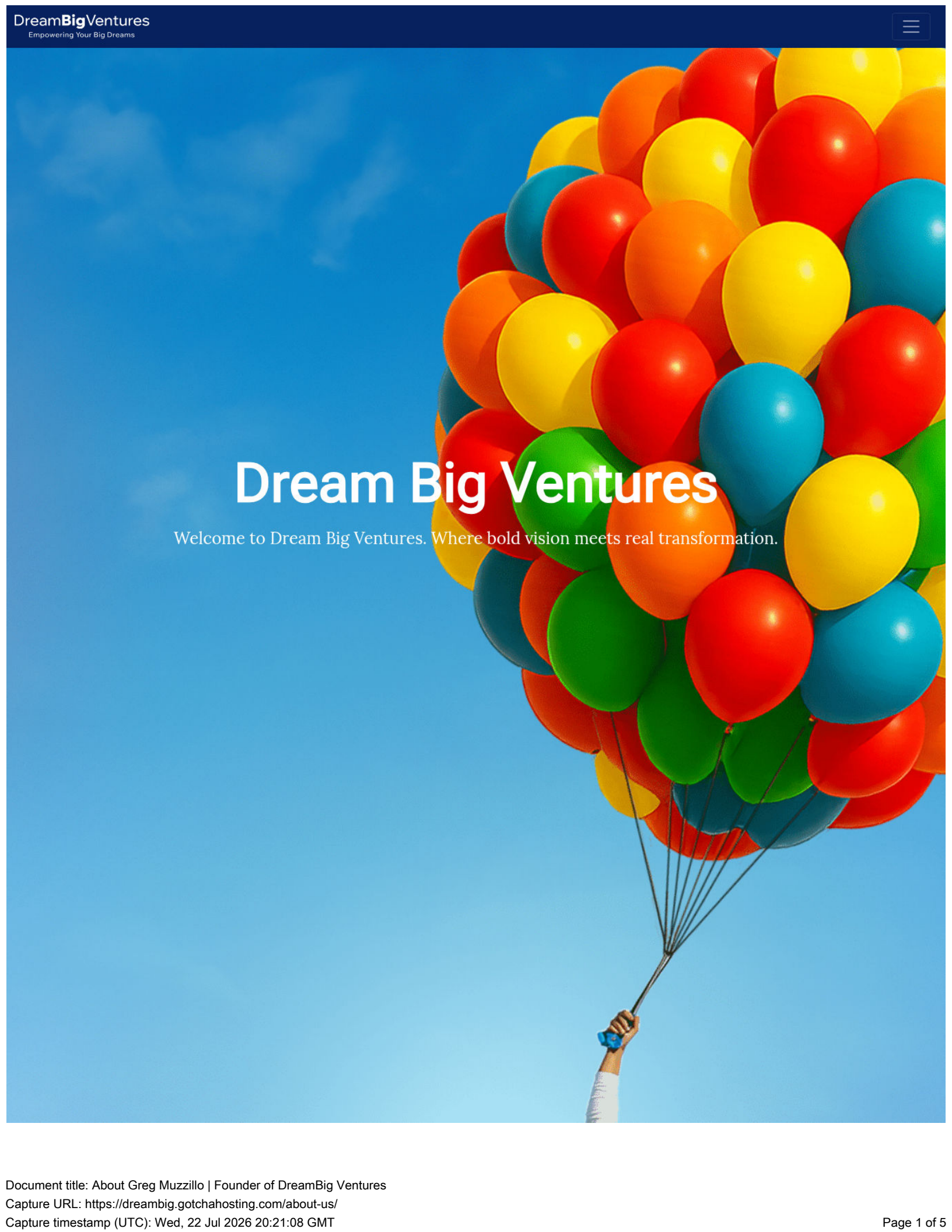
Let's Talk

Empower Your Big Dreams Today!

Take the first step toward turning your vision into reality. Connect with us today and discover how Dream Big Ventures can help you achieve lasting growth and success.

Let's Talk

EXHIBIT 4



Dream Big Ventures

Welcome to Dream Big Ventures. Where bold vision meets real transformation.

Our Mission

We exist to empower entrepreneurs, business owners, and ambitious dreamers to turn their big dreams into reality.

Whether your goal is to grow your business, sell your business, franchise your business, or start a new venture, we're here to guide you every step of the way.

Who We Are

Dream Big Ventures is built on a simple belief: that every dream deserves the opportunity to come true. We combine expertise, resources, and passion to deliver meaningful, lasting success.



Meet Our Founder Greg Muzzillo

For almost 50 years Greg Muzzillo has dedicated his life to helping entrepreneurs transform their dreams into meaningful success.

From a \$200 investment he built Proforma® into a global



For almost 30 years Greg Muzzillo has dedicated his life to helping entrepreneurs transform their dreams into meaningful success.

From a \$200 investment he built Proforma® into a global franchise organization, generating over \$1B in annual system wide sales supporting over 900 franchise offices globally.

He mentored over 1000 business owners and helped more than 100 companies earn recognition on the prestigious Inc. 5000 list of America's fastest-growing businesses. His proven track record of helping entrepreneurs make their dreams come true is a testament to what vision, leadership, and commitment can create.

Today, that same passion fuels Dream Big Ventures. Greg founded the company to become a true partner for business owners who dream big. Dream Big Ventures exists to bring real experience, proven strategy, and long-term dedication to businesses with strong foundations and untapped potential, helping entrepreneurs build not only successful companies, but lasting legacies.



Brand & Marketing Strategist – Growth Partner

Luandra Reis

Luandra Reis is a strategic leader focused on building scalable businesses through clear positioning, disciplined execution, and long-term growth strategy.

With a background in Business Administration and a Master's degree in Marketing, she brings a structured approach to aligning brand, strategy, and market relevance. Her work centers on helping founders define direction, strengthen credibility, and create clarity in how businesses communicate, position themselves, and lead in competitive environments.





Partnerships That Build The Future

Dream Big Ventures partners with entrepreneurs and business owners who are ready for growth, transformation, and long-term success.



Business Owners Ready for Growth

We bring our proven success, strategy, resources and leadership to help scale your sales and profits; and build long-term growth and value

Who they are:

Entrepreneurs ready to take their business to the next level with the right partner.

How we help:

We bring our proven success, strategy, resources and leadership to help scale your sales and profits; and build long-term growth and value

Let's Talk



Business Owners Considering an Exit

Who are they:

Owners considering selling or transitioning their business.

How we help:

We create a clear strategy to maximize the value of your business and ensure a seamless transition.

Let's Talk



Businesses with Franchising Potential

Established companies with a proven business model considering expansion through franchising.

Who they are:

Established companies ready for dynamic growth through franchising.

How we help:

We help build the structure, processes, resources and leadership needed for scalable franchise growth.

Let's Talk



Experienced Entrepreneurs with New Ideas

Who they are:

Entrepreneurs with proven experience ready to launch their own new business.

How we help:

We turn your ideas into a structured business ready for dynamic growth with our proven strategies, systems, resources and a growth roadmap

Let's Talk

Empower Your Big Dreams



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Let's Talk

Empower Your Big Dreams Today!

Take the first step toward turning your vision into reality. Connect with us today and discover how Dream Big Ventures can help you achieve lasting growth and success.

Let's Talk

EXHIBIT 5

Greg's Post



Greg Muzzillo is in Tampa, FL.

June 9 at 9:53 PM · Success Inspirational · StereojamMusic ·

50+ years of entrepreneurship!

Greg Muzzillo started with just \$200 and an answering machine. Today, his journey has impacted thousands of entrepreneurs and built one of the largest franchise networks in the industry.

The biggest lesson? Success isn't about money, it's about legacy.

👉 Swipe through to see the milestones that shaped the journey.



👍 98

💬 21



Most relevant

I remember hearing about your business venture at our family reunion years ago. It's impressive to see the remarkable success you've achieved. Your cousin, [REDACTED]

1d Like Reply



Author

Greg Muzzillo

[REDACTED] thanks cuz. Truth is... as you know... all that success was a WE thing.... not a ME thing.

1d Like Reply



Reply to [REDACTED]...



Great post!

1d Like Reply



Author

Greg Muzzillo

[REDACTED] thanks my friend and thank you for being part of the



Write a comment...



Photos





Greg Muzzillo

Contact info

@



gregmuzzillo

Friends

2,671 friends

Photos



Greg's Post

thanks my friend and thank you for being part of the growth and success

1d Like Reply

1

Reply to [redacted]...

Knew Greg and family when he was a boy. You've come along way (baby). 😊

1d Like Reply

1



Greg Muzzillo replied · 1 Reply

Way to go, Greg!

1d Like Reply

1

Proud that Greg is a distinguished BW alum!

1d Like Reply

1



Author

Greg Muzzillo

thanks for the kind words. thank bw for it's key role during my formative years!

1d Like Reply

Reply to [redacted]...

Congrats way to go I remember working in those early years in 1985 such an amazing company we were a little ProForma Family Loved working with everyone . Thank you **Greg Muzzillo**

1d Like Reply Edited

1



Author

Greg Muzzillo

[redacted] Those were great years. Truth is none of us really knew what we were doing. Somehow we survived those years of trial by fire and learning on the fly. Thank you for being a great part of those early, foundational years.

1d Like Reply

1

Reply to [redacted]...

Congrats 🍀

1d Like Reply

1

Congrats Greg.

1d Like Reply

1



Greg Muzzillo replied · 1 Reply

Greg Muzzillo - What is your current involvement in Proforma now?

1d Like Reply

1



Author

Greg Muzzillo

[redacted] great question randy. first let me welcome you to the proforma family. i played a key role in the discussions and am excited for all. my roles are:

1d Like Reply



Author



Write a comment...





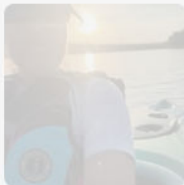
Greg Muzzillo

Contact info

@ gregmuzzillo

Friends

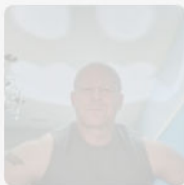
2,671 friends



Meg Erber



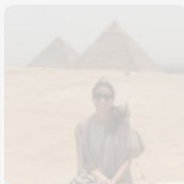
Brenda C. Angelini



Travis Powell



Matt Holm

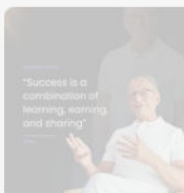


Theresa Muzzillo

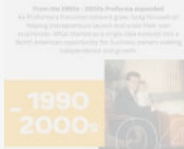


Timothy M. Andrews

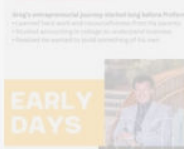
Photos



SCALING THE VISION



LEARNING ALONG THE WAY



EARLY DAYS



SCALING THE VISION



LEARNING ALONG THE WAY



EARLY DAYS

Greg's Post



foundational years.

1d Like Reply

1

Reply to [redacted]...



Congrats 🎉

1d Like Reply

1

Congrats Greg.

1d Like Reply

1

Greg Muzzillo replied · 1 Reply

Greg Muzzillo - What is your current involvement in Proforma now?

1d Like Reply

1

Author

Greg Muzzillo

[redacted] great question randy. first let me welcome you to the proforma family. i played a key role in the discussions and am excited for all. my roles are:

1d Like Reply

Author

Greg Muzzillo

1. i will always be the founder 2. i remain a significant shareholder 3. my ex-wife, vera, 5 children/stepchildren and 3 of their spouses are in the business and i will always love all of them and be available to mentor, encourage and celebrate them. 4. the mission of proforma is to help our owners dreams come true, and since my life mission is to be truly helpful...i will always be available to proforma family and friends for whom i can be helpful.

1d Like Reply Edited

8

Greg Muzzillo - Super great answer! I already like you.

1d Like Reply

1

Reply to Greg Muzzillo...



Wait, what? How did you know that I've been absorbed into the Proforma network? Are you clairvoyant, or have other paranormal abilities?

1d Like Reply

1

Author

Greg Muzzillo

absorbed surely isn't the right word. you've been welcomed to the family with love and true concern for you and your dreams!

1d Like Reply

2

Author

Greg Muzzillo

It is my sincere hope that the Proforma Family Culture re-sets my mind.

1d Like Reply

1

Reply to [redacted]...



Reply to [redacted]...



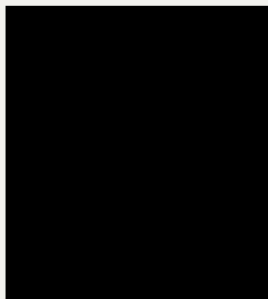
Write a comment...



Privacy · Consumer Health Privacy · Choices · Cookies · More



EXHIBIT 6



Network smarter with Premium

Retry 1 month for \$0

Profile viewers

11

View all analytics



Greg Muzzillo • 3rd+
Founder, Proforma | Dream Big Ventures

[View my portfolio](#)

3h •

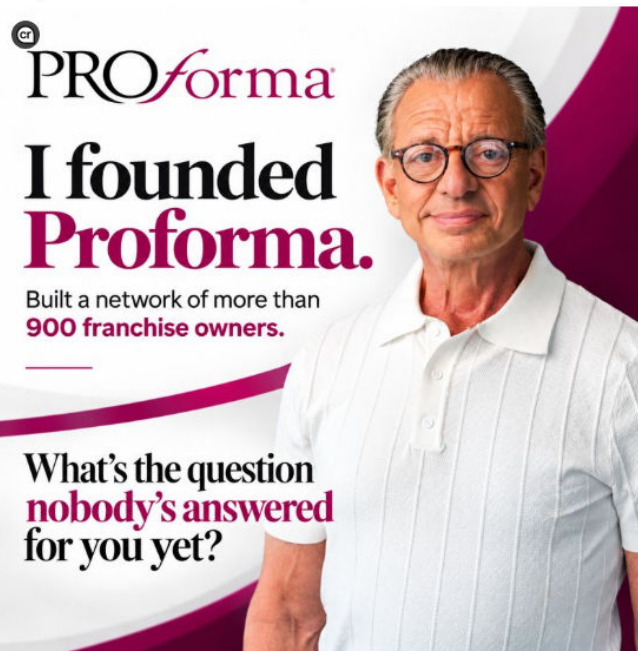
[+ Follow](#)

After decades in the franchise industry, most of them on the side that builds and presents the opportunity, I've decided to start sharing here some of the questions I see people get stuck on, again and again, before deciding to become business owners.

This isn't about which brand to choose, or lists of "best franchises to invest in." It's about the real process of evaluating an opportunity: what to ask, what to verify, what most people find out too late.

I'll be bringing this kind of content here regularly, straight from someone who's sat on both sides of that table.

To start: what's the question you still don't have an answer to about this process? Drop it in the comments, I'll read and respond.



21

1 comment



Like



Comment



Repost



Send

Add a comment...



GIF



• 3rd+

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Most evaluation advice is about what to ask the franchisor. The harder part is what they have no reason to volunteer. Having sat on both sides of that table, what's the one thing a buyer can check that shows how owners are treated when things go wrong?



Messaging



EXHIBIT 7

Contact Us

Ready To Achieve Your Big Dreams?

Every great success story starts with a dream, and the courage to pursue it. At Dream Big Ventures, we empower innovators and visionaries to bring their boldest ideas to life. We understand the journey of building something extraordinary requires more than determination; it requires the right partner. With our tailored strategies, deep expertise, **proven resources and unwavering commitment**, we'll walk alongside you at every step, fueling your growth and celebrating your wins. Because when you're ready to achieve your big dreams, we're ready to help you make them real.



Let's Talk!

Let's schedule a no-cost, no-obligation

Your Name *

Company Name



Let's schedule a no-cost, no-obligation discovery call to see if your business is ready for dynamic growth and to determine if Dream Big Ventures is the right partner to help you achieve your Big Dreams.

Company Name

Company Website

Address

Phone *

Email *

What do you want us to know?

☐ I agree to receive other communications from Dream Big Ventures..

☐ I agree to receive voice calls from Dream Big Ventures.

Submit

Note for Printing and Promotional Products Businesses

If your business operates in the printing and promotional products industry, please contact Proforma® directly at onlyproforma.com

Empower Your Big Dreams

Phone •

Email •

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