

OVERVIEW

A small transportation and third party logistics company had recently gone public through a reverse merger. The company was still in a development phase and needed to secure corporate financing. The company also wanted to start an awareness campaign that would build awareness in the financial community and build their profile within the transportation and logistics industry.

Upon evaluation, we determined that the company had a promising business model; however they needed to secure financing in order to complete the development of their technology products. The company also wanted to roll-out an acquisition plan to begin generating revenues through acquisitions quickly; therefore building awareness in the transportation industry became increasingly important. Finally, the company needed a shareholder communication and investor relations program to manager shareholder expectations during their development phase.

OBJECTIVES

- ❑ Raise awareness of the company within the financial community and identify the right funding partners
- ❑ Increase investor awareness of the company
- ❑ Build awareness within the transportation and logistics industry

SOLUTIONS

- ✓ Implement a shareholder communications program to build existing shareholder support.
- ✓ Develop and implement a strategic investor relations program to build market awareness.
- ✓ Develop a media relations campaign to build industry awareness.
- ✓ Assist the company in developing an acquisition model to be incorporated into their overall business plan.
- ✓ Arrange meetings and interviews with investment bankers and funding sources that had the capacity to fund a development-stage company

RESULTS

- We developed the company's business plan which was ideally suited for fundraising and assisted in the successful completion of financing.



RESULTS CONTINUED

- Introduced the company to several funding sources, one of which financed the company a first round of \$1 million and a second round of \$500,000.
- Increased company awareness by securing President and CEO interviews in financial publications throughout the U.S.
- Increased company awareness by securing coverage of the company and its President in leading transportation and logistics publications, as well as regional publications.
- Market liquidity of company stock increased to average over \$40,000 in dollar volume traded per day.