

Proven Results

THE VENTURE CATALYSTS

Case Studies

Sparking Business Growth

www.theventurecatalysts.net

Telepro

- **Objective**
 - Entretel was Canada's leading trainer of call centre staff in a classroom setting. It was seeking to transfer its expertise to the Internet and expand its sales opportunities through an online training program called Telepro.
- **Solution**
 - The Venture Catalysts designed a Guerrilla-Marketing Program that leveraged the company's existing contacts. This included:
 - Product Reviews in key industry magazines and online publications
 - Direct Mail to existing clients
 - Targeting of North American Human Resources and Training executives through E-Mail with a Follow-Up Phone Call to book a test
- **Results**
 - The company scored immediate sales in a number of key markets.

PCA Online

- Objective
 - PCA wanted to increase sales of its online help desk application by establishing a reseller program to tap into other IT organizations sales force.
- Solution
 - The Venture Catalysts developed a Reseller Strategy including: Financial Objectives, Sales Website, Marketing & Sales Kit.
- Results
 - Rand IT became the global reseller for PCA Online with its 200+ sales force, generating significant new sales for the company.

CanClone

- Objective
 - CanClone, a CD & DVD replicator, was seeking a targeting marketing and sales program that would target larger clients.
- Solution
 - The Venture Catalysts developed a 12 month campaign that targeted specific industries with Case Studies, Newsletters, Samples and E-Mails followed up by Phone Calls.
- Results
 - Sales doubled in one year.

Destination Car & Truck Rentals

- Objective
 - Change a 3 store car rental company into a franchised operation with a leasing division to service the franchisees and generate resale revenue.
- Solution
 - The Venture Catalysts developed a complete Franchising Package including manuals, disclosure documents and developed, in addition, an Investor Relation Package that highlighted the attractiveness of regular payments from a secured income source.
- Results
 - Destination has added 5 franchisees in just 2 months and has entered into negotiations with several potential investors.

CityWide Media

- Objective
 - Attract Investors and Franchisees to a company that has tested its offering and was ready to expand.
- Solution
 - The Venture Catalysts created a complete Investor Relations Program and developed the Franchisee Documentation as well.
- Results
 - CityWide has secured the investors it required for the next phase of growth and is now able to charge considerably more for its franchises than it first expected.

Blasting Juices

- Objective
 - Secure funding to develop a national healthy juice bar chain from a one-store base in California.
- Solution
 - The Venture Catalysts developed a highly detailed Business Strategy for rolling out the company through franchising, including developing the Franchise Documentations that received approval from California franchise inspectors.
- Results
 - After dealing with a range of macro-economic issues in the US, the company is now poised to expand its base.

Fortune Graphite

- Objective
 - The mining exploration company was seeking to develop a cluster of graphite rich properties in order to fund further exploration.
- Solution
 - The Venture Catalysts developed a Detailed Plan that illustrated the low production costs and provided an Investor Relations Package to assist in the presentation.
- Results
 - The company received the necessary funds within three months of the business plan being completed.

No Show TV

- Objective
 - Create a series of TV programs that highlight exceptional advertising that would be sold to multiple channels.
- Solution
 - The Venture Catalysts developed a Business Strategy that allowed for a low-entry cost and provided for a rapid programming diversification to meet the needs of different channels.
- Results
 - No Show TV received full funding and logistical support within 3 months of starting the project and is now preparing for its launch.

Cyper Media

- Objective
 - Attract North American investors to a relatively new South Korean 3-D animation house.
- Solution
 - The Venture Catalysts developed a Business Plan and Financials within 2 weeks that met North American standards and demonstrated the expertise and marketing savvy of the company.
- Results
 - Establishment of a distribution contract with Warner Bros. and closing of a \$5 million private placement.

MB Tech

- Objective
 - Attract new capital for niche electronics player.
- Solution
 - The Venture Catalysts developed a Business Plan and Investor Relations Package within 3 weeks that detailed the potential expansion through product development and acquisition.
- Results
 - Executed a Reverse Take-Over on NASDAQ and closed on a \$25 million private placement.

Picture Perfect Limos & Motoring

- Objective
 - Create a company serving the high-end market with a wide range of automobile services and attract high-net-worth individuals as investors.
- Solution
 - The Venture Catalysts created a Business Strategy that leveraged an initial investment in luxury limousines to create value and to develop a high end auto detailing and accessories company.
- Results
 - Picture Perfect attracted a pro athlete to invest and attract PR. The company now has 3 divisions that are all turning a profit in the first year of operation.

Simran Cosmetics

- Objective
 - This California-based start-up wanted to create a new line of body and hair care products, as well as candles.
- Solution
 - The Venture Catalysts devised a Business Plan that dropped the low-margin candles from the product line and developed Private Label Programs for the spa and fitness markets.
- Results
 - The company is now introducing the products and is establishing production facilities in Canada.

Spy Depot International

- Objective
 - The innovative provider of business & home security products was seeking to expand beyond its original store.
- Solution
 - The Venture Catalysts developed a Business Plan that focused on franchising and the development of unique products and services.
- Results
 - Spy Depot was able to attract new investment and to begin the process of expanding the company.

Albanese Financial

- Objective
 - Create an online support centre for the insurance broker clients that provided easy access to account, marketing and training materials.
- Solution
 - The Venture Catalysts designed a Database-Driven Website that tapped into existing software applications.
- Results
 - Within 4 weeks Albanese clients were accessing information online and both Albanese and its clients were able to reduce courier and data phone costs.

West Toronto Paint

- Objective
 - West Toronto Paint, a small paint store, wanted to grow its retail customer base when it moved into larger premises.
- Solution
 - The Venture Catalysts developed a multi-pronged Marketing Campaign that included Advertising, Open Houses, Direct Mail and Flyers.
- Results
 - Sales grew an unprecedented 25% in that year and continue to improve.

Meet Market Adventures

- Objective
 - A successful Toronto singles events company wanted to expand but doesn't want to have the administrative headache of operating in every town.
- Solution
 - The Venture Catalysts developed a complete franchising program including agreements, training manual and a franchisee start-up kit
- Results
 - Within 1 year the company has franchises in 4 provinces and 3 states

Mexican Zeolyte Mine

- Objective
 - A Toronto-based family has extensive mining claims for Zeolite in Northern Mexico and needed the financing to develop it
- Solution
 - The Venture Catalysts recommended getting contracts from potential purchasers that could be used as Accounts Receivable Financing and pay for a third party to mine the Zeolyte.
- Results
 - The company can start production without giving up equity. The surplus generated will finance the purchase of their own equipment.

Global Mineral Resources

- Objective
 - BC Silver Mine wants to raise capital and create liquidity for existing mine owners
- Solution
 - Take company public on the Frankfurt Exchange with simpler rules and lower entry costs
- Results
 - Company is now raising funds and the stock started trading within 3 weeks without depleting scarce finances

Consumer Electronics Company

- Objective
 - Reverse bad publicity about previous poor quality and bad customer service
- Solution
 - Created an online campaign to find complaints and to resolve the issues
- Results
 - Engaged 112 consumers and resolved many outstanding issues
 - Exposed a potential class action suit
 - Listed company on over 200 directories