

LAUNCHPAD IR

CLIENT CASE STUDY



DISCLAIMER:

This document in no way represents work completed by Launchpad IR, LLC as an entity, this case study is derived from events and actions taken by the principles of Launchpad IR, LLC. and is provided as a reference to the capabilities of the principals and in turn Launchpad IR, LLC. The results stated in this case study in no way projects, makes reference to, or promises the same results for any person or company that may rely upon this case study as a reference.

Copyright 2015 Launchpad IR, LLC. 880 Third Ave. 6th Floor New York, NY 11022

Background

- ✓ Company: **5 Barz International**
- ✓ Early stage company with experienced management team.
- ✓ Stock trading at \$.04.
- ✓ Little if any capital markets interest in company.
- ✓ OTCBB company with very light trading volume.
- ✓ Solid business model.
- ✓ Business in Asia and US.
- ✓ Had just hired a west coast investment banker.

Action Plan

- ✓ Engaged by Company in December 2012.
- ✓ Evaluate business plan and advise as needed.
- ✓ Develop investor relations process.
- ✓ Develop investor awareness campaign.
- ✓ Establish audience(s) for non-deal roadshows.
- ✓ Make key introductions to investment banking firms.
- ✓ Distribute press releases & corporates updates.
- ✓ Solve problem of needed equity.
- ✓ Solve problem of trading volume.
- ✓ Become a sounding board of ideas.

RESULTS DURING ENGAGEMENT

- ✓ After one meeting, a NY investment banking firm was hired and west coast investment banking firm was fired.
- ✓ A press releases announcing the relationship with well known NY based investment banker is released.
- ✓ Stock goes straight up to over \$.30 with increased volume.
- ✓ Introductions were made to a third party for a bridge financing round which was secured during 2013.
- ✓ Company has successfully launched the product that was in development.
- ✓ Company has interest from numerous sources for additional equity in the marketplace.
- ✓ Trading volume has increased over the past two years as invitations to conferences were realized.