

# LAUNCHPAD IR

## CLIENT CASE STUDY



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## Background

- ✓ Company: Applied DNA
- ✓ Public company with over 200 million shares outstanding
- ✓ \$15mm market cap. Stock trading at \$.08-\$.10.
- ✓ Managed by sole decision maker.
- ✓ OTCBB company with very low trading volume.
- ✓ Company resisted needed reverse split.
- ✓ Adaption of great technology off in the future.
- ✓ Very strong Board of Directors.

## Action Plan

- ✓ Engaged by Company in late 2014.
- ✓ Evaluate business plan and advise as needed.
- ✓ Develop meaningful plan for raising equity quickly.
- ✓ Develop investor awareness campaign.
- ✓ Establish audience(s) for non-deal roadshows.
- ✓ Make key introductions to investment banking firms.

## RESULTS DURING ENGAGEMENT

- ✓ Company up-listed to NASDAQ
- ✓ Introduced Company to broker dealers and assisted in financing structures that resulted in two equity Financings.
- ✓ Market Cap increase to **\$50 mm** during engagement term.
- ✓ Adaption of their technology moved forward rapidly as the up listing built confidence by clients.
- ✓ Trading volume increased as much as 100% during term of engagement.
- ✓ Retail ownership was converted to primarily institutional ownership.
- ✓ Six research reports have either been completed and released or about are about to.
- ✓ 60:1 reverse split completed.
- ✓ The relationship with the client reached a higher regard and respect during the process.