

LAUNCHPAD IR

CLIENT CASE STUDY



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Background

- ✓ Company: **NeoStem**
- ✓ Early stage public company called Phase 3 Technologies
- ✓ \$2mm market cap. Stock trading at \$.02.
- ✓ Inexperienced management.
- ✓ OTCBB company with very little trading volume.
- ✓ Running out of cash for investments
- ✓ Local rather than national or global

Action Plan

- ✓ Engaged by company in 2006.
- ✓ 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.
- ✓ Create action plan to raise 4 million dollars via friendly investors during first 90 days.
- ✓ Create action plan to raise additional 4 million dollars and complete up-listing to AMEX:MKT within 6 months

RESULTS DURING ENGAGEMENT

- ✓ Company up listed to the NYSE/AMEX
- ✓ Introduced company to broker dealers and assisted in financing structures that resulted in excess of \$100mm of financings.
- ✓ Market Cap increase to **\$200mm** during engagement term and became a member of the Russell 3000 Index.
- ✓ Introduced company to specialty finance group that resulted in not only new financing, but the acquisition of IP.
- ✓ Trading volume increased as much as 1000% during term of engagement.
- ✓ Both retail and institutional interest expanded.
- ✓ Company is positioned as a thought leader within it's sector.
- ✓ Company completed 6 acquisitions during our tenure.
- ✓ CEO becomes well known within the Biotech/Life Science sector.
- ✓ MOVE to NASDAQ is completed during our tenure.