

# LAUNCHPAD IR

## CLIENT CASE STUDY



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## Background

- ✓ Company: **Silver Sun Technologies**
- ✓ Early stage company with 8 billion shares outstanding in July 2011.
- ✓ Stock trading at sub-penny.
- ✓ Experience Management.
- ✓ OTCBB company with very high trading volume.
- ✓ Solid business model.
- ✓ Toxic financing in prior years, lead to large number of outstanding shares.
- ✓ Capital Markets not interested in company due to issue of sub-penny/number of shares outstanding.

## Action Plan

- ✓ Engaged by company in 2011 and join the BOD and handle the IR activities.
- ✓ 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 sub-penny
- ✓ Solve problem of 8 billion shares outstanding
- ✓ Become a sounding board of ideas

## RESULTS DURING ENGAGEMENT

- ✓ Debts were reduced in half during the second half of 2011.
- ✓ Company secured a line of credit in 2012.
- ✓ Revenues have risen to over 24 million dollars.
- ✓ Company completed a large reverse split in 2012/3.
- ✓ Company has successfully raised over 2 million dollars in additional equity.
- ✓ Company has completed a recent 30:1 reverse split in contemplation of an up-listing to NASDAQ.
- ✓ Company has interest from numerous sources for additional equity in the marketplace.
- ✓ Trading has increased and the share price has gone from sub-penny to nearly \$4.00 during our four year relationship.