



Case Study: Biotech Company

Background

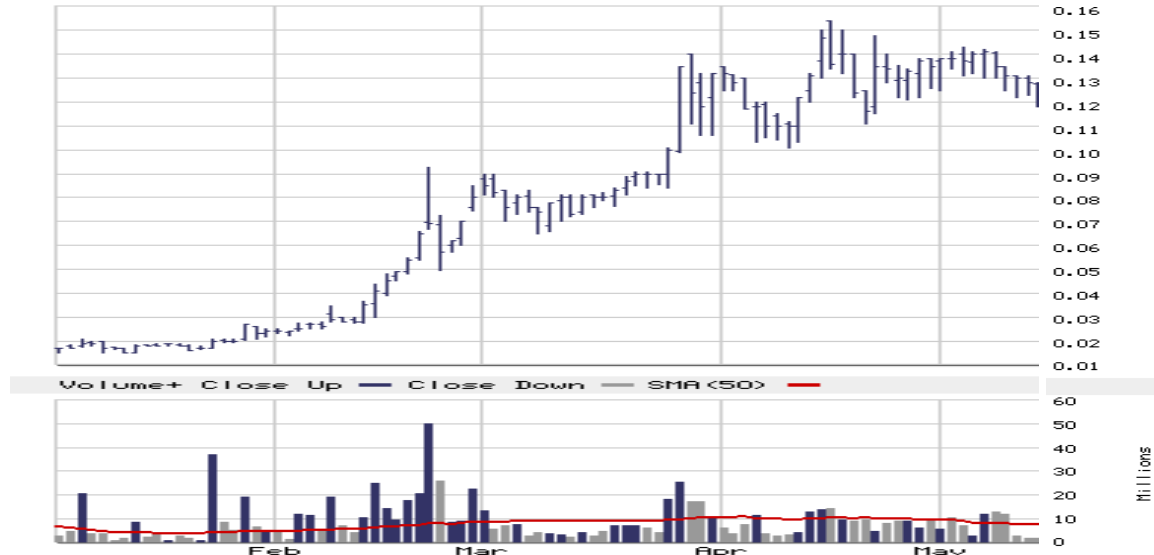
A five-year-old Biotechnology Company focused on developing and commercializing stem cell therapy products for the treatment of severe disorders needed help getting its story out to the investment community. The company is foreign operated and had difficulty attracting biotech savvy investors.

Solution

- Developed an investor relations strategy that attracted medical professionals and biotech minded retail investors;
- Developed a series of communication products that clearly explained the Company's commercialization potential;
- Effectively communicated the Company's innovative bio-technical products and market potential to the investment community;
- Conducted in-depth analysis of shareholder demographics and activity.

Results

- Share price increased over 700% in six months;
- Increased the investor base more than 25% in five months;
- Attracted interest from both Wall Street and the scientific community, resulting in new strategic relationships; and
- Helped attract over \$13 million in financing.



For more information contact:

Craig Bird
President Segue Ventures
CHBird@segue.biz

Website: <http://segue.biz/>
Phone: (215) 885-4981