



## Case Study: Education Company

### Background

An education company was repositioning itself from traditional textbook publishing to an online education content and resources provider. Implementation was slower than expected and investors had lost confidence in the company.

### Solution

- Wrote a business plan to help company management improve its transition;
- Developed a series of “White Papers” addressing key issues, which proved instrumental in regaining investor confidence;
- Attracted new investors who understood the company’s unique advantages;
- Improved the Company’s transparency and communicated realistic expectations to build trust with investors.

### Results in Five Months

- Increased the Company’s market capitalization from less than \$15 million to over \$65 million
- Increased the stock price from \$.40 to \$2.15 (> %400);
- Assisted in attracting over \$5 million in a private placement;
- Increased the investor base by approximately 25%.



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