

# SPG Strategic Partners Group

*Business Development and Growth Management*

## Case Study # 5

### Southeast USA Manufacturing Company

**Business Development Consultant and Advisory Chief Financial Officer Services Role** assignment for North Carolina based early stage development manufacturing company.

**Early Stage Development Situation** – After building one of the largest premium manufacturing companies in the truck body and equipment industry, one of the founding family members and executives developed a new technology manufacturing company using new patented materials and founded a new company in an attempt to produce materials and applications that would generate exponential transportation savings for use in trucking, van and container industries.

After developing the manufacturing processes and beginning early market entry, Thomas Kirkpatrick/SPG was engaged in an ongoing advisory role in developing, implementing and executing business steps and strategies and working with the Founder, CEO/President, Executive Vice President and other members of the management team in developing and positioning the business to lay the framework and processes to transition from an early stage development into a growth business concept.

### **SPG Action and Results**

During the six-month assignment, Kirkpatrick/SPG participated in the development of the strategic operating plan, its capital raising efforts and assumed various business and financial consultant roles, as follows:

- Review of the management-prepared strategic operating plan.
- Review of private placement memorandum (“PPM”) and documents related to raising investment capital via the private equity and venture capital markets.
- Coordination of legal review and compliance of the PPM preparation process with outside securities attorneys and independent CPA firm.
- Participation with management in presentations and discussions with potential interested investment and financing groups in the company’s efforts to secure the strategic operating plan’s needed capital and financing.
- In conjunction with Business Development Consultant Role, ongoing Advisory Chief Financial Officer Services Role provided management team with an overall financial consultant alliance and resource and advise on various financial aspects of the business and strategies to evolve beyond its early stages.

Upon completion of its early stage development, the Company and its management team progressed to successfully raise the needed capital and attract strategic resources to launch its products into the market place.