Venture Development & Enablement

Covalence Solutions LLC

Strategic Business and Channel Development

Case Study

Situation

A Pre-Public franchisor of learning systems with information services infrastructure, early stage development talent and exceptional brand, desires to build new eLearning and information services business and ultimately exit taking public or roll-up. They require executive management team and assessment of initial business plan to validate prior to taking to major telcom provider for additional 2nd round funding of $20M. The new venture will then be spun off and operate independently with investors taking board positions and leveraging partner infrastructure.

Project Objective

- Further validate busisness model for distributed learning via satellite and internet and rationalize market opportunity.
- Develop full business case within pragmatic ability to raise 2nd Round Capital
- Secure Business Development Strategy and Key Client contract
- Build roadmap to Strategic Business Development to support Partner/Investor Objectives

What we did

- Validate business model with relationships in the Publishing and Learning Market Space
  - Market Attractiveness - Attributes include market size, market growth, profitability
  - Strategic Alliances- Created Channel Strategy for B2B relationships and future sales leveraging Telecommunication Parters and Global Professional Services Firms
- Secured initial market relationships for Professional Services Contracts and later client relationships
- Defined the Roadmap for Strategic Dev and implementation
- Create the Business Case and present to Investors for Second Round

Results

- Secured Financing of additional $20M. Provided Senior management assistance. Designed and supported execution of Strategic Business Development Objectives. Company Taken public in two years and later rolled up.