

Case Study: Building an International Brand

TechVentures Group helped two entrepreneurs build a company — and sell their product around the world.

An Innovative Idea Has Initial Success

A local employment recruiter watched his largest clients struggle with the vast amount of data produced by the hiring process. Thousands of resumes, multiple locations, and numerous decision-makers made for a complex situation. The recruiter had an idea. He called his brother, a software designer, and the two created a tool that would help companies handle the job applicant management process.

Within a short period of time, the brothers' company was up and running. They built a well-received and versatile software program and had a number of paying clients. To take their company to the next stage, the brothers needed equity investment and a comprehensive growth plan. They called TechVentures Group.

Future Growth Requires Equity Investment

To attract equity investment, our specialists worked with the client to write a professional business plan and arranged for key venture capitalists to meet with the brothers. This phase of the strategy resulted in a significant capital infusion that gave the brothers real options to move their company forward.

Behind-the-scenes, TechVentures handled global trademark work, created options plans for key employees and developed corporate documents that would facilitate the issuance of preferred stock to investors. The team revised existing licensing, distribution, and service-and-support agreements to better utilize and protect the company's software. This work allowed the brothers to offer their clients greater value and resulted in easy-to-close deals, steady growth and happy customers.

Develop and Sell a Global Brand

As the brothers' company grew, their thoughts turned to Europe. To enter the European market, the TechVentures team helped them join forces with a London-based sales team. The company eventually acquired that sales team and opened a U.K. based sales and support office.

Before long, thanks to our team and their own effort, the brothers found themselves running a well-financed, rapidly growing company with Global 1000 clients. The company was ripe for acquisition. The question was, how to sell it?

Again, TechVentures helped pave the way. While the brothers kept their eyes out for potential buyers, our experts supported their efforts with world-class business solutions designed to promote long-term success.

Eventually, the brothers found a strong prospect - a large public company that offered its clients risk-mitigation and business solutions. The company thought the brothers' applicant management solutions would benefit their clients. With the help of

TechVentures, a mutually beneficial sale was completed.

Today, the acquiring enterprise runs our clients' business as a successful semi-independent entity. Until recently, our clients managed the Portland operation, a situation that helped them develop new ideas for the future.

The Next Venture

Ever the entrepreneurs, the brothers now have their sights set on a new venture. With TechVentures Group at their side, the brothers are ready to build their next successful business.