



Case Study 1: Helping Stuck Inc. get “unstuck”...

From the Financing Coach www.robseverson.com/blog

A friend of mine who was an investor and on the board of Stuck Inc. (a medium-sized tech device manufacturer) referred the company’s management to me to see if they could get more financing. They were involved in a patent lawsuit which was proving expensive. They were at the same time growing and needed more cash to support the growth. Their existing lenders had cut them off, and so they were “stuck.”

Because they appreciated my fee arrangement and flexibility so much, they continued to retain me for other projects, including helping them to negotiate the successful sale of their business to a NYSE company.

I met the President of Stuck, Inc. one afternoon and after speaking to him, believed I could find a solution for their problems. The solution involved some conversations with their existing lenders and finding the people I knew might be interested in financing this type of situation. Stuck Inc. was successfully financed within six weeks of my first meeting. They were able to maintain their plans for growth and eventually resolved their lawsuit. With my help, they were “unstuck!”



Rob Severson, Financing Coach

mobile: (612) 723-1835

email: rob@robseverson.com

blog: www.robseverson.com/blog

“A good guy to go to when you need financing.”

That’s what my friends and clients have told people they have referred to me. My problem solving skills come from the years of experience I’ve gained in many different business disciplines. Best of all, I have built solid relationships with people from everywhere I’ve been. I have been fortunate to have spent several years in each of the following areas: accounting, auditing, data processing, commercial

banking, sales, management, consulting and venture capital. Each of these arenas provided the opportunity for new relationships, for learning how diverse people “think”, and to gain an understanding of what each can do for a business.

For informative articles and studies like this one, read my blog at www.robseverson.com/blog.