

### Introduction

A small (<\$10M) privately held, R&D driven company (Giner Electrochemical, Inc.) involved in fuel cell development, needed to develop a complete business plan to secure venture capital funding to commercialize direct methanol fuel cell applications using its proprietary technology.

### The Challenges

Bob Katz (through his association with ERG, another consulting company) was brought in by the company's CEO/VP Development to assist the company to develop the supporting financial underpinnings, supply chain development and economic valuation for creating a comprehensive business plan. Management also sought a competitive assessment of other public/private firms in the industry for relative valuation methodologies.

### Solution

In 4 weeks with no prior knowledge of the company or the technology, Bob developed a comprehensive, 60 page business plan to present to potential VC and strategic partners outlining the new company mission, value proposition, funding requirements, financial objectives, supply chain development and staffing among other areas. Also provided strategic recommendations for company/business financing and valuation for equity negotiation with potential investors. Also helped to name the spin-out company (Fontis Power, Inc.)

### Outcome

Giner/Fontis was able to generate significant interest from several potential investors needed for initial funding as a result of having the back-up financial plan. Company received term sheet for \$8 million from a VC consortium but elected to retain the technology.

“GES/Fontis Power was able to get the resource we needed to develop a business plan to help secure financing for our fuel cell commercialization initiative. Bob Katz was instrumental in developing and validating the financial and operational justification for our funding requirements as well as working with our management team in assembling and integrating the marketing and product development components for a comprehensive plan. His experience, professionalism and attention to detail enabled us to meet the compressed deadlines required to satisfy Board requirements as well as the needs of the investor community.”

Tony Vacarro – President and COO, Giner Electrochemical Inc.  
Subhash Aggarwal, acting V.P. – Business Development

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# FACTS

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