

CASE STUDY

"Steve is in a different league. He assimilates large amounts of complex information at an amazing rate and immediately boils things down to a few high-leverage actions you can take to consistently create results that go straight to the bottom line. Just five minutes with the guy and, if you're paying attention and act, you'll grow your success immediately."

Bill Flury, CEO, Celio Technology Corporation

CELIO TECHNOLOGY CORPORATION

Strategy to deal with sharp decline in potential market share

Celio Technology Corporation needed a competitive advantage.

Celio Technology Corporation (CTC) was a Netbook-equivalent hardware company funded with \$15M by a top venture firm. At this stage, its growth opportunity in the marketplace was preempted by the commercial release of the Netbook. Zero Limits Ventures (ZLV) was retained to assess the company's best valuation growth and potential exit strategies. ZLV identified a particular collection of unique intellectual property that allowed the company to reposition from hardware manufacturer to software company. This prepared the company for a high value acquisition.

Zero Limits Ventures repositioned CTC in the market and engaged a buyer.

After researching the markets with the highest multiples for this particular technology, ZLV identified an emerging fast-growth "Bring Your Own Device" (BYOD) market. Under ZLV's guidance, the company developed a product and a product roadmap that served this fast-growth emerging market.

ZLV identified and engaged a Virtual Desktop Company that was seeking peripheral add-on software and management capabilities aligned with CTC's new mobile software product offering.

CTC's valuation increased 400 percent.

With a 400-percent increase in valuation, CTC became a highly sought-after target. ZLV secured the acquisition with V3 Systems for a confidential amount and facilitated a second acquisition of the resulting company to Sphere 3D, a fast-growth publicly traded company.

COMPANY OVERVIEW

Industry

Computer Hardware

Location

Salt Lake City, Utah

Size

\$15M growing to \$70M

Situation

Main product preempted in marketplace

Approach

Fast and effective pivot into new market

Impact and Advantage

Valuation increased 400 percent

Services

Valuation Growth Strategy
Strategic Exit Plan



ZERO
LIMITS
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