

Goliath Solutions, LLC

Chicago, Illinois

Retail Information Management Services

Investment Amount: \$4 – \$6 Million

Investment Date: April 2006



Investment Situation:

CapX was introduced to this early stage technology based business by one of the CapX banking partners. Goliath Solutions provides information management services to national retailers and their major consumer product partners. Goliath executed exclusive contracts to provide retailers and consumer product company's data to better manage the flow of products through the retail stores. Technology equipment needed to be deployed in each retailer store location to capture and transmit the valuable data. After announcing its first 5,000 store retail client, the company needed \$6 million to deploy the equipment.

The CapX Approach:

After the initial introduction to the company, CapX determined that the opportunity was in too early of a venture stage. From CapX's perspective, the company needed to hit some key milestones (develop more consumer product interest, prove out the revenue model, secure its first targeted retail client) before CapX's debt style of capital would be appropriate for the company's capital structure. CapX tracked the company for 18 months, noting all of their milestone accomplishments. After working with the management team of Goliath CapX offered a venture loan facility to complete the equipment roll-out.

The CapX Solution:

CapX provided a \$4,000,000 venture loan that when combined with a successive equity raise, completes the company's equipment deployment needs.