

Case Study

Assessing Market Dynamics and Positioning for Ultimate Liquidity

Company profile at time of engagement:

- Multi-channel commerce software company
- Market – Retail sales

Scenario

The Company was attempting to pioneer multi-channel commerce software for retailers. It had spent \$80 million over four years and only produced \$2 million in revenues. The Board of Directors had decided to sell the Company.

The Engagement

3SIX0 Advisors was called upon by the turnaround CEO to validate the market opportunity and develop go-forward business strategy recommendations for the Board of Directors. In response to the urgent time frame, 3SIX0 Advisors was able to perform a market assessment and develop strategy recommendations within 30 days.

The 3SIX0 Advisors process collected valuable information from retailers and identified the Company's strengths and weaknesses, industry trends, and multi-channel retail pain points. Additionally, the multi-channel commerce opportunity was validated. Through the process, 3SIX0 Advisors was able to identify a number of potential strategic partners.

Deliverables

Through our understanding of the complex market dynamics, we were able to develop a successful turnaround strategy which included the following elements:

- Developed and documented a go-forward strategy with solution components, product vision, product beachheads, business model, and sales model
- Defined a value proposition and multi-channel commerce and fulfillment solutions leadership positioning
- Identified needed partnerships to overcome obstacles and address critical success factors

Company name and references available upon request.



Initial Investment in 3SIX0 Advisors:	\$109,863
The Company had been presented a term sheet at the time of engagement for:	\$3,200,000
Year 1 revenue increase:	2X
Actual sales price after implementation of strategy:	\$11,500,000

Implementation of the strategy resulted in the introduction of multiple buyers

Return on Initial Investment - $(11,500,000 - 3,200,000) / \$109,863 = 75.55 X$