



## **Client Case Study:**

**\$14 Million in Revenue Client On Track  
for \$1 Billion in Revenue Within 18 Months**

This recent client has a long, proud history of superior consumer goods in their marketplace. However their market is dominated by a few very large competitors, relegating the client to single-digit market share and ~\$14M in sales, with slight increases year-to-year.

While the client is decades old and steeped in tradition, it is also one that has innovated within its field, relying less on equipment and techniques in the open market and more on custom-developed solutions developed in-house. Not surprisingly its management team was open to innovation and new opportunities. That view was a perfect fit for Moddition and our approach to revenue multiplication™.

After examining the client's internals (goals, R&D, production, operations, financial, marketing, sales and company culture) as well as their externals (current and potential markets, competitors, and environment) we determined that an enormous revenue opportunity existed.

While in many cases we find new markets for our clients, in this instance the opportunities existed within the client's current market. While oftentimes current-market solutions can arise through a client's business development efforts, Moddition's exhaustive studies across multiple fields and industries can often find combinations of ideas that result in entirely new offerings. With new offerings come new revenue stream opportunities.

When building within a market, modification or addition to the product line is often required. In this case the client's end products were superb as-is and did not require change. However the client's production processes, if modified and opened slightly, could yield a basis for a fleet of new products by connecting with strategically selected, though not intuitively obvious, partner companies.

Using our global network of technology-heavy startups, we found a superb company that provided a number of brilliant, leading-edge products that could generate phenomenal revenue in our client's marketplace. Many startups are in need of new revenue opportunities as well, and the company we found was no exception. In addition the startup did need an ongoing key input to drive their products in volume. Hence their motivation to participate in this revenue-generating venture was strong. This would be a win-win situation for all.

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We determined that a modified early-stage process component of our client could provide a key input driver for the startup. By slightly modifying our client's sub process, we were able to link them to the startup. The resulting combination for our client and the startup was an enormously powerful product line, unmatched (and not easily copied) by any competitor within our client's market. Please see figure 1 below for a diagram of the new workflow.

In an exclusive revenue sharing deal Moddition brokered, the client and the startup were able to project conservative sales figures of \$1 Billion with 18 months, providing both parties continued to execute based on our designs, plans, recommendations and guidance.

Since that time our client has now partnered with other complementary companies, leveraging their sub-process capabilities. We believe we are most successful when our clients learn and benefit greatly from engaging Moddition.

This is a typical example of how we help build business and stockholder wealth for our clients. While not everyone can project to grow from \$14 million to \$1 billion in 18 months, Moddition uniquely can provide you with a road to revenue multiplication™.

And honestly, we'd like to see you do better than \$1 billion, in *any* economy.

Would you like to learn more about this case study or what Moddition can do for you?

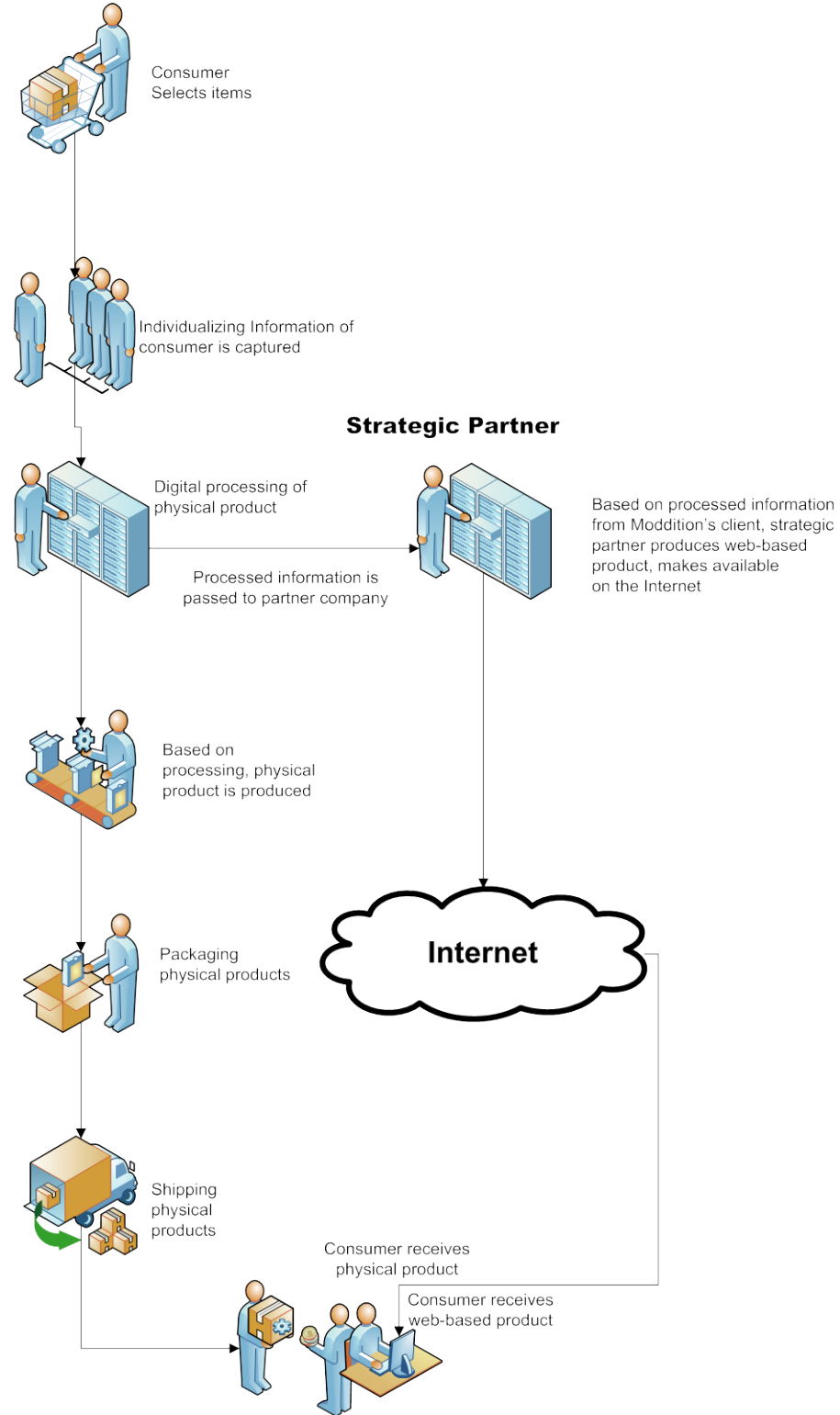
Feel free to call us at +1 919.741.4365, email us at [contact@moddition.info](mailto:contact@moddition.info), complete and submit the form below via Adobe Acrobat, or print and fax this form to +1 815.846.1782.

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**Let's see how Moddition can help  
Radically Raise *Your* Revenue™!**

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**Modditiion Client**



**FIGURE 1: Diagram of Modditiion Client and Strategic Partner Connection**