

# Entrepreneur - Start Up

START UP - SAN DIEGO, CA

## GOAL - RAISE \$100M - LAUNCH GLOBAL CO

### MISSION CRITICAL ISSUE;

Determine how much money is need to launch a global company  
Raise enough funds to launch a global company

### CURRENT SITUATION;

- Initially seeking \$10m to launch the global company
- Successful Sr. Executive with family owned company in Canada
- Sunni Muslim with deep roots in Canada
- No business plan
- No financials to justify need for \$10m

### SOLUTION;

MIND DUMP rapid prototyping white boarding sessions to discover and work out key problems  
1 MIND DUMP 3 hour session

### RECOMMENDATIONS;

- \$100,000,000 would be needed to launch the business
- Write a business plan
- Cast financials to illustrate to lender/investor how they would get their money back.
- Funding would need to be secure from international sources as domestic sources were not familiar with the industry
- MIND DUMP would put together an international team to raise the funds



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### OUTCOME;

- MIND DUMP assembled an international team of bankers and accounting professionals to raise the funds from international sources
- MIND DUMP coordinated the efforts of the team at all hours of the day and night in various countries around the world
- The team secured \$100,000,000 from Credit Suisse and Suisse bank in months

