



If your niche in the market has potential to grow, we can help you find a strategic partner, who has more assets to invest, higher vision to see and grow, potentially better contacts and is betting on your success, or they would not be a buyer!

Acceptance of such partner(s), although diluting your shares, may be economically well justified as you take fruits of your hard work in multiple steps and causing exponential growth in remainder of your business.

Remembering fear of dilution, should not stop growth.

### Case study One:

**Beyond Meat**, a vegan burger company, its IPO stock was valued on May 2, 2019 at \$1.5 Billion, has had 122 Million investments in the past four years.

Possible only when founders saw the opportunity & gave up some control to others.

Not bad for them at all. They have received some of \$122 Million raised, so far for selling parts of their shares and hefty salaries and bonuses to continue.

Who paid the \$122 million?

Tyson Foods, Obvious Ventures, Kleiner Perkins, Bill Gates & others.

Incentive: \$1.5 Billion at IPO on May 2, 2019. Source Crunch base [here](#)

### Case Study Two:

**Impossible Foods**, a company best known for its plant-based **Impossible Burger**, took another \$300 Million funding. (Reuters first broke the news on May 12, 2019.)

Founded in 2011, Impossible Foods is focused on developing plant-based substitutes for meat and dairy products. The Bay Area-based company has now raised a total of \$687.5 million from a host of backers including Khosla Ventures, UBS, Bill Gates, Serena Williams and singer Katy Perry.

Impossible Foods' super-sized fifth round of funding, follows on the heels of a blockbuster IPO by fellow meatless protein maker **Beyond Meat**, which has seen its shares skyrocket since its public debut on May 2 (trading on the Nasdaq under the ticker symbol: BYND).

Still, Impossible Foods CFO David Lee told Reuters the company isn't rushing to go public, saying: "We believe in self-reliance. Being ready to go public is a priority for the company because we need to be operating at the highest level of rigor."

Source Crunch base [here](#)