



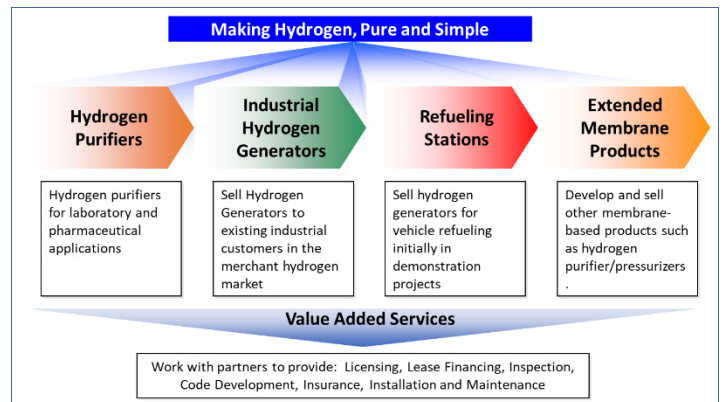
Hydrogen Purification Company Needed Strategic Overhaul to Expand Product Offerings and Attract Capital

Situation

Company had developed and introduced a unique and patented hydrogen purification technology with ongoing but limited sales. Ongoing efforts to secure high value investment or favorable licensing partnerships were unsuccessful. Maintaining ongoing operations with no clear path forward was costly and an untenable direction for investors.

Solution

Velerity was brought in to re-evaluate the company's strategy and business plan and to set a new course for the company. Velerity evaluated the company's current strengths and market opportunities, considering opportunities to leverage their unique hydrogen purification technology. The company's market targeting was repositioned from the very limited hydrogen purification market to address the much more significant global backup power market.



Result

The company developed a new backup power solution targeting remote telecommunications facilities, hired additional staff, and raised an additional \$5 million in capital.