

Is Your Company Fundable?

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303-579-6955



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FEEDBACK AND SUGGESTIONS, PLEASE

Case History: Mentor Capital Consultants

Background

I founded MentorCap to help other entrepreneurs by seeking out and funding breakthrough ideas through Direct Public Offerings. I also planned to take MentorCap itself public as a model and in fact followed through on that, raising \$2.8 million in the process.

Results

MentorCap led fundraising efforts for two companies: [Jomy Safety Ladders](#) and [AeroGrow International](#) — both offerings were over-subscribed. The AeroGrow story was so exciting, and the technology so revolutionary, that I decided to merge MentorCap and all employees into AeroGrow International and distribute shares of AeroGrow stock back to the original MentorCap shareholders. AeroGrow subsequently raised a total of \$30 million, went public on the NASDAQ, and grew from zero to \$87 million in cumulative sales in three years.

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