



APOLLIDON, INC. CASE STUDY

» Littlebanc and Apollidon, Inc.

Apollidon, Inc. specializes in worldwide marketing and outreach for online distance learning programs. The Company partners with prestigious public universities to develop marketing initiatives tailored to the unique needs of the specific program. This tailored approach enables the program to increase enrollments and attract qualified students.

Apollidon began in 2008 when it was chosen to manage online distance learning programs for the University of Florida. In July 2010, due to the success and validation received from the University of Florida, Apollidon was selected as the sole provider of marketing services for online distance learning by the American Distance Education Consortium (ADEC). ADEC is a consortium of 65 public universities dedicated to creating and implementing high quality, economical distance education programs and services. Universities in the ADEC include:

Penn State University		University of Nebraska	
Purdue University		UC Davis	
Oregon State University		West Virginia University	
Washington State University		Michigan State University	
University of Minnesota		University of Florida	

» Online Distance Learning Market: The Need

Growth of online education, especially in advanced degrees, continues to grow exponentially with over 25% of all U.S. higher education students now taking at least one online course. Several trends have propelled this growth including convenience, demand for higher-skilled labor, growing acceptance from corporations, budget pressure on universities, and international demand for U.S. degrees.

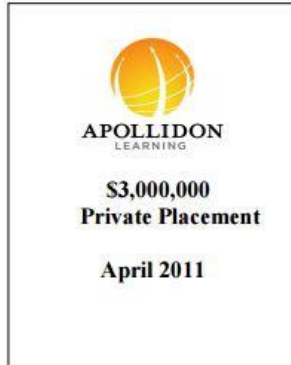
Prestigious public universities are well-equipped with distance learning IT platforms, content, and teachers, but often lack a trusted service provider capable of:

- Marketing university programs without undermining the reputation of the university and the integrity of their academic programs
- Identifying qualified students who meet the university’s standards

Apollidon was chosen by ADEC because the company has demonstrated that it is a reputable, professional marketing organization that is capable of achieving the universities’ objectives.

» **Apollidon and Littlebanc**

In order to capitalize on the large opportunity afforded by the ADEC agreement, Apollidon needed to raise \$3 million in expansion capital to fund distance learning marketing programs with ADEC's 65 universities, hire key marketing and operational personnel, and expand into the growing corporate and international markets.



To find the right financial partner and raise the necessary capital, Apollidon sought the guidance of its partner, The University of Florida. The University with extensive experience in commercializing technology referred Apollidon to a number of Investment Banking firms. One of these firms was Littlebanc Advisors. Apollidon's CEO, John Everett, chose Littlebanc because of Littlebanc's reputation for having extensive relationships with institutional investors, prior transaction experience in the education sector, and for its track record of being able to fund small, high-quality companies quickly at attractive valuations.

"Littlebanc Advisors' extraordinary efforts and broad network of exceptional investors have provided Apollidon the capital to dramatically accelerate our growth in the distance education marketing services business. We are excited about our relationship with our new partners and look forward to working with them to provide services connecting students with world class content from outstanding universities."

-John Everett, CEO of Apollidon, Inc.