

CASE STUDY

Client

FourCubed, LLC is a global internet marketing organization and affiliate marketing specialist serving both domestic and international clients. The company boasts expertise in a wide range of internet marketing solutions, affiliate marketing management and has emerged as a leader in the online gaming industry.

Situation

Now in its tenth year of operations, FourCubed has experienced the ups and downs of a typical emerging company. As a result of these challenges, the Founder and CEO, Chris Carlson, sought out Brimacomb + Associates (B+A) for assistance. Some of the key services provided by B+A over the past four years have included:

Leadership team assessment, coaching and selection: In addition to providing advisory services on a regular basis, B+A has assisted with right-sizing the management team during a business contraction, then identified and recruited a new president when the company shifted into a growth mode.

Crisis management consultation: During an industry downturn that shrunk business by 80%, B+A provided analysis and insight on becoming a leaner organization and focusing on more profitable parts of the business, all while positioning the organization for growth as the industry dynamics improved.

Advisory board recruitment and development: As the online gaming market recovered and the business began to grow again, B+A recruited and built a high-powered advisory board with relevant industry and domain expertise.

Leader of fundraising campaign and awareness generation: B+A led the angel and institutional fundraising campaigns. These efforts resulted in investments of several hundred thousand of angel capital and \$2 million from an industry participant. In addition to facilitating the investment negotiations with the strategic partner, B+A added value by generating key press coverage to increase the company's visibility during this critical period.

Recommendation

"Rick has been an extremely important advisor for me. He tackles my business problems as if he were standing in my shoes. His network is wide and deep, and he's a bona fide connector. I look to him as a coach, strategist, networker for financing help, and an important sounding board on high-level decisions. He's been an incredibly strong force in getting FourCubed through some 'interesting' times and helping set us up for success. I feel lucky to be working with him."

— Chris Carlson, Founder of FourCubed



Biography

Rick began advising and investing in early-stage and emerging companies as a venture capitalist in 1991. Prior to that time, he covered and worked with early-stage companies as a research analyst and investment banker. For over two decades, Rick has helped numerous companies develop into "investment grade" opportunities, attract funding and create shareholder value. In 2005, Rick founded his own advisory practice, Brimacomb & Associates, where he assists business leaders in refining strategies, assembling resources and securing funding. Rick joined Sherpa Partners in 1998 and co-founded the Sherpa Trek venture capital fund in 2001. He is an advisor to several early-stage companies, founder of Club Entrepreneur and a past President of the Minnesota Venture Capital Association.