



## Transportation Company secures Convertible Debenture

### Mandate

Beacon was approached by a growing school transportation company that was seeking debt financing and potential new investors for its growing enterprise. Although the owners of the business had been able to expand the operation on their own, they saw the potential for additional growth to expand their operations regionally and thus sought additional financing with new investors. By approaching Beacon the owners wanted to find out the value of their newly emerging business as well as guidance regarding the type of financing that would be best suited for new investors in this unique opportunity.

*“Beacon achieved our client’s goal of placing a new investor and negotiated an agreement that would see a convertible debenture in place.”*

### Implementation

After completing a valuation of the business, Beacon provided a flexible range of services to our client to meet their needs and solicit potential investors in this expanding operation. Beacon successfully highlighted an investment finance company that saw the growth opportunity with our new client and both parties were able to reach a mutually beneficial financing agreement. This seasoned investment company had previous experience in the transportation sector and was thus able to apply its expertise and experience to help the expanding operations of our client.

### Outcome

The team at Beacon achieved our client’s goal and negotiated an agreement that would see the two parties secure a convertible debenture. This initial series of debt financing from an investor with a proven track record of success in our client’s industry allowed the transportation company to continue to expand in the GTA region. Enlisting Beacon’s services was an important part of the process in our client achieving their goals for growing the company.

VALUATE. NEGOTIATE. CLOSE.