



ForeFront Technologies, Inc. (OTC-BB: FFNT)

Sector-Industry: Software Developer

Company Description

Founded in 1999, ForeFront Technologies is a software developer with two (2) primary technologies; Cyberspot and DVT. Cyberspot is a 30 second spot commercial designed for the web using Java to deliver dynamic content over a primarily "dial-up" universe in early Web 1.0 era. DVT (Delivery Verification Technology) would confirm the actual delivery of a CyberSpot, banner or any web-based content to an end user presumably for audit of advertiser reach.

Overview

Mark Gray led the structure of a \$500,000 bridge round \$3M Series A equity round in the Company. Ultimately, Forefront became a publicly listed company (OTC-BB: FFNT and FOFR). Bridge round investors at \$0.50 cents per share and Series A investors at \$1.00 per share exited at various points during the technology driven bull market as shares rose to a peak of more than \$17.00 per share on heavy volume.

Gray recruited and relocated veteran CEO, Santu Rohatgi as part of the lead investor role in the company. Santu was formerly the CFO of AT&T's northeastern division and President of AT&T Interactive. The bridge round and a portion of the Series A round was funded directly by Gray.

Overview & Company Highlights

- ForeFront was an early stage, software development Company based in Florida
► Gray led investment based on pre-requisite of adding suitable and appropriate senior management and controls
► Gray successfully recruited Santu Rohatgi, as CEO (former President of AT&T Interactive)
► Shareholder value grew to a \$380M market cap in 2000 (as one of the top 10 most actively traded stocks - multiple times)
► The Company attracted clients such as CNN, CNNSI, Jaguar, Volkswagen, Folgers and many others
► The Japanese External Trade Organization (JETRO) sponsored numerous introductions of the company's technology in the JP market
► Exited the investment profitably



Growth Model

ForeFront grew to one of the most popular "dot.com" era stocks

Extensive additional information is available online at http://www.highbeam.com/search.aspx?RelatedId=1G1:63034276

Summary: The bridge round and Series A equity round were funded directly by Gray along with institutional and HNW co-investors. This transaction was one in a series of early stage venture capital led by Gray which involved, board seats, the acquisition of experienced senior management, as well as the requirement of audits and other suitable and appropriate financial controls and corporate governance features.

Since 2006 Gray Capital has focused primarily on middle market, government contractors. For additional information, please contact Gray Capital Partners: (404) 543-2230 or E: mgray@graycapital.net.