



## **Littlebanc Advisors Raises \$3 Million in Series A Preferred Financing for Apollidon, Inc., a Worldwide Marketer of Online Learning Programs**

**April 14, 2011**

### **Transaction Information**

On April 14, 2011, [Littlebanc](#) Advisors, LLC Boca Raton, Florida, announced the completion of a \$3 million Series A Preferred financing for Apollidon, Inc. Littlebanc acted as the sole placement agent and financial advisor to the company.

The round was funded by Sopris Capital Associates, a venture capital firm that partners and provides funding to early and growth stage companies. As part of the transaction, Jon Kaiden, Principal and Founding Member of Sopris, will join Apollidon's Board of Directors and provide strategic guidance and relationships to the company.

The \$3 million capital raise will allow Apollidon to accelerate development of its education marketing programs for its network of public universities dedicated to creating and implementing high quality and economical distance learning programs and services.

*"Apollidon provides a valuable service to universities that wish to expand their geographic footprint. Many prestigious universities lack effective outreach efforts to identify and acquire qualified students for their online learning programs. Apollidon provides a valuable and systematic approach for these schools to successfully target qualified online students. We are very pleased to be associated with John Everett and his company."*

[Michael Marqolies](#), CEO, Littlebanc Advisors, LLC.

### **Client Information**

Apollidon, Inc. specializes in worldwide marketing and outreach for online distance learning programs. It partners with prestigious public universities to develop marketing initiatives

tailored to the unique needs of the specific program, effectively increasing enrollments and attracting qualified students.

In July 2010, Apollidon was selected as the sole provider of marketing services for distance learning by the American Distance Education Consortium (ADEC), a consortium of 65 prestigious public universities, dedicated to creating and implementing high quality, economical distance education programs and services. Apollidon will utilize the funding to expand its development of online education marketing programs for its network of 65 universities.

*“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.*

For more information please visit [www.apollidon.com](http://www.apollidon.com)

### **About Littlebanc Advisors, LLC**

Littlebanc Advisors, a merchant and [investment banking](#) firm, specializes in funding small, high quality growth companies. With its roots in research and long established Wall Street relationships, Littlebanc matches client companies with partner-minded investors fostering a stable and long- term shareholder base.

For more information please visit [www.littlebanc.com](http://www.littlebanc.com)

#### **LITTLEBANC CONTACT INFORMATION**

Michael Margolies

CEO

561-948-0986

[mm@littlebanc.com](mailto:mm@littlebanc.com)

Menachem Kranz

Managing Partner

561-948-1457

[mk@littlebanc.com](mailto:mk@littlebanc.com)