

Insights for Driving Success

In episode 25 of *Insights for Driving Success*, Partner Warren Feder discusses how Carl Marks Advisors, through its broker-dealer affiliate Carl Marks Securities LLC, recently helped Genie raise \$10 million in equity growth capital.

Financing a Revolutionary Food Technology



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In this video, Warren explains how the Carl Marks team successfully raised capital for this early stage food tech company. The Genie entrepreneurial group did not want to pursue the traditional venture capital route of fundraising, which too often results in a loss of control and a quick sale once the technology is proven. Carl Marks was engaged as both financial advisor to Genie and as investor, sharing the founders' vision of growing the company and bringing delicious, nutritious and convenient food to the world.

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- [Carl Marks Advisors' Investment Banking and Corporate Restructuring Teams Working Together to Maximize Value](#)
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