Palm Computing, Inc.: Financing Challenge

Palm Computing, Inc. is an innovative company established by Mr. Hawkins and Ms. Dubinsky. Their product seems to be enticing many strategic partners and investors. Through multiple rounds of financing, Palm obtained many strategic partners and investors such as Merrill Packard, Tandy and Credit Lyonnais. Despite their good prospect, their products cannot market up to expectation and they are seeking another round of financing. There are many prospective partners. Your job is to help him to decide which one best suit with the company financially and strategically. Try to be specific in terms of your analysis of each prospective partner. Or if you decide to sell out your company, please specify your reason.

Objective: To make decision on which alternatives is best fit to the financing need of the firm to finance the final steps of development and marketing of PC organizer

1. Evaluate the business model of Palm Computing?
2. Why do you think the company needs so much financing?
3. Why do you think the company needs many partners?
4. Criticize the four alternatives' (Pro and Con)
5. Generate an additional financing alternative for Palm.
6. Which alternatives should be selected and why?
7. What do you think the company's strategy should be going forward the make the company sustainable and growing.