Introductions that turned into business.

Lockridge Sourcing is part of the myoProcess partner network and runs its documented introduction process. This booklet walks through how that process works and what it produced for seventeen of myoProcess's clients, shared with permission.

17

documented client results across 15 industries

24+

introductions routed and documented

+$105K

revenue added for one client in a single quarter

All results in this booklet were achieved by myoProcess (myoprocess.com) and are reproduced with its permission, summarized from myoProcess's own case-study write-ups. Lockridge Sourcing is an independent firm in the myoProcess partner network and did not deliver these engagements. Individual results vary.

THE METHOD

How an introduction gets made.

Every result in this booklet came from the same four moves. None of it is volume outreach. The work is finding the few organizations with a real, current reason to buy, and putting the right two people in the same conversation.

01

Start from who you already serve best

The search is anchored to the provider's existing positioning and ideal client, not a new market invented for the campaign.

Seen in **Regent Peak Wealth Advisors**

02

Watch for public signals of need

Open purchases, new licenses, upcoming events, project milestones and supply gaps show who needs a provider now, not someday.

Seen in **DGR Systems**, **Apex Agriculture**, **Lasting Blueprint**

03

Filter for a reason on both sides

A company only makes the list if there is a believable commercial reason for both parties to talk. Relevance alone isn't enough.

Seen in **RESPILON**, **Clean-Seas West Virginia**

04

Confirm, then introduce directly

The need is confirmed as live before anyone is introduced. Then it's one direct introduction, with the context each side needs.

Seen in **DGR Systems**, **Advanced Medical Sales**

What's inside

- Six full case studies: wealth management, video production, K-12 infrastructure, cannabis cultivation, industrial recycling, advanced materials
- Three short introduction stories: vacation rentals, pharmaceutical wholesale, commercial production
- Eight client-acquisition and revenue results
- How to start with Lockridge Sourcing

Results delivered by myoProcess for its clients and shared with permission. Lockridge Sourcing did not deliver these engagements.

WEALTH MANAGEMENT · ATLANTA, GA

Regent Peak Wealth Advisors

6

qualified introductions
in the first 45 days

THE CLIENT

An independent registered advisory firm serving creators of significant wealth: business owners, founders, corporate executives, multi-generational families, trustees and board directors.

THE NEED

Open conversations with exactly the people the firm is already built to advise, without broadening the offer or resorting to volume outreach.

WHAT WAS DONE

1. Anchored the work to the firm's existing public positioning and ideal client profile
2. Turned that positioning into a sourcing lens
3. Filtered individuals for fit on complexity, decision authority and wealth relevance, not affluence alone
4. Ran measured, trust-based outreach and opened introductions with matched prospects

OUTCOME

Six qualified introductions to individuals matching the firm's client profile within 45 days. No new market was invented; the work started from who the firm already serves best.

VIDEO PRODUCTION · CENTRAL FLORIDA

Lasting Blueprint Productions

4

qualified introductions
in 78 days

THE CLIENT

An Orlando video production company offering event, corporate, training, testimonial and promotional video. MBE and DBE certified.

THE NEED

“Video production” was too broad a pitch. The firm needed buyers with a real, triggered reason to need video now.

WHAT WAS DONE

1. Narrowed the target from “anyone who needs video” to Central Florida organizations with real activity to document
2. Defined buyer groups: event and conference organizers, associations and nonprofits, healthcare and professional services, training-heavy field companies, public-sector-adjacent buyers
3. Watched for visible triggers: upcoming events, conferences, training programs, campaigns
4. Routed introductions directly

OUTCOME

Four qualified introductions routed directly in 78 days, with the firm's MBE/DBE certification used as an angle into public-sector-adjacent buyers.

Results delivered by myoProcess for its clients and shared with permission. Lockridge Sourcing did not deliver these engagements.

K-12 NETWORK INFRASTRUCTURE · FLORIDA

DGR Systems

1

direct introduction
to the School District of Manatee County

THE CLIENT

A Florida technology company looking to win more school infrastructure projects.

THE NEED

The district had an open purchase for 1,510 Wi-Fi 7 access points, network switches and related equipment, to be installed without disrupting classes or testing.

WHAT WAS DONE

1. Identified the active purchasing opportunity
2. Contacted the district directly and confirmed purchasing was still open
3. Briefed DGR with the project requirements and equipment schedule
4. Arranged a direct introduction to the district's representative

OUTCOME

A direct introduction to the district on a live, confirmed project. DGR paid for the introduction and was pleased with the outcome.

LICENSED CANNABIS CULTIVATION · CALIFORNIA

Apex Agriculture

1

direct introduction
to SC Labs, a licensed testing laboratory

THE CLIENT

A licensed California cultivator that had just secured two additional outdoor cultivation licenses in Yolo County.

THE NEED

Every harvest needs mandatory pre-sale testing. Apex needed a reliable lab with dependable sample collection and fast results.

WHAT WAS DONE

1. Identified SC Labs, a licensed lab with California sampling coverage
2. Confirmed its services matched the requirement: about three business days standard, with one- and two-day options
3. Arranged a direct introduction between Apex and the lab

OUTCOME

A direct introduction to a licensed lab that met the testing requirement. Here the buyer, Apex, was the client, which shows the model works from either side of a market.

Results delivered by myoProcess for its clients and shared with permission. Lockridge Sourcing did not deliver these engagements.

INDUSTRIAL PLASTIC CONVERSION · WEST VIRGINIA

Clean-Seas West Virginia

6

introductions
in 120 days

THE CLIENT

A plastic-conversion facility in Belle, WV, turning hard-to-recycle plastics into feedstocks and pyrolysis oil, with a Fortune 50 oil and gas producer as offtake purchaser.

THE NEED

A heavy industrial project that only moves through qualified relationships around feedstock, offtake, logistics, waste streams and local stakeholders. Buying cycles are slow and the fit bar is high.

WHAT WAS DONE

1. Read the project stage and infrastructure signals: capacity, feedstock, offtake, geography, stakeholders
2. Avoided spraying the market in favor of controlled commercial routing
3. Routed introductions only where both sides had a real commercial reason to talk

OUTCOME

Six introductions in 120 days in a slow, conservative market. The case study itself calls the route “slow, difficult, and not glamorous.”

NANOFIBER & ADVANCED MATERIALS

RESPILON

3

demand-side introductions
in about 43 days

THE CLIENT

A technical nanofiber company with applications across filtration, protective materials, health, pharma, defence and industrial R&D.

THE NEED

With such a wide market, a broad list would only create noise. Not every relevant company was worth a conversation.

WHAT WAS DONE

1. Looked only for companies with a believable commercial reason to use nanofiber technology
2. Filtered on category fit, product surface, technical use case, filtration and protection needs, and R&D activity
3. Routed RESPILON into demand-side conversations instead of volume outreach

OUTCOME

Three qualified demand-side introductions in about 43 days.

Results delivered by myoProcess for its clients and shared with permission. Lockridge Sourcing did not deliver these engagements.

MORE INTRODUCTIONS

A confirmed need, a direct introduction.

Three shorter stories, each built on a specific, current need.

VACATION RENTAL CLEANING · NEW ORLEANS

Angie Nola Maids

An Airbnb owner with several properties, including an eight-bedroom duplex, needed extra cleaning capacity for Sunday turnovers and same-day check-ins.

- Direct introduction to the owner. The client paid for the introduction.

PHARMACEUTICAL WHOLESALE · TEXAS

Advanced Medical Sales

A healthcare network with 60+ clinics and four pharmacies couldn't source several medications and needed a second wholesaler for about 400 bottles a month.

- Direct introduction to the network's purchasing representative, who was ready to talk within 24 hours.

COMMERCIAL PRODUCTION · CANADA

Tetra Films

Baffin, a Canadian footwear brand, needed a production team for its Terrain collection launch around two Ontario events.

- Qualified introduction to Baffin's marketing and brand strategy lead.

CLIENT ACQUISITION & REVENUE

Pipeline that closed.

Engagements measured in clients, partners, placements and revenue.

HEALTHCARE AI

2
partnership deals
in 60 days, worth $35,000

Hippocratic AI

EDUCATION SAAS

5
new clients
in 48 days

FabuLingua

HEALTHCARE AI

3–4
key healthcare clients
secured to validate its solution

HelpCare AI

RECRUITMENT · UK

22
placements
in 55 days

Elate Staffing Solutions

INDUSTRIAL AUTOMATION

+$85K
revenue
in one quarter

Vention

RECRUITMENT

+$105K
revenue
in one quarter

Connect Group

RECRUITMENT

39
placements
in one quarter

Crawford Thomas Recruiting

ESPORTS

+€70K
revenue
in three months

ForPlayers

Results delivered by myoProcess for its clients and shared with permission. Lockridge Sourcing did not deliver these engagements.

Have capacity to fill?

Tell us what you deliver and who you serve. We agree your criteria in writing before we start, and we reply by email, usually within one business day.

01

Source

We watch public, dated records (filings, awards, permits, postings) for organizations with a need right now.

02

Qualify

We confirm the need is real, current and inside the criteria agreed with you in writing.

03

Introduce

One email thread with both parties and the context each side needs. You take it from there.

contact@lockridgesourcing.com

Case-study results in this booklet were delivered by myoProcess for its clients and are shared with permission. Lockridge Sourcing is an independent firm in the myoProcess partner network.