

# Scaling to the Inc. 5000: How RocketFuel Parcel Recharge Empowered Launch Fulfillment's 1456% Growth



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FULFILLMENT  
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Launch Fulfillment: Specializing in 3PL Services, No. 292 (2024) & No. 9 in Logistics  
1,465% 3-Year Growth. First Year on the List.

## Executive Summary

Launch Fulfillment, a fast-growing 3PL, faced significant cash flow and operational challenges, especially during peak seasons like Black Friday. By adopting RocketFuel Parcel Recharge, they transformed their cash flow, recovered over \$250,000 in lost adjustments, and gained the financial flexibility to scale. As a result, Launch Fulfillment grew **1456%**, landing them the **#292 spot on the Inc. 5000** and **#9 in Logistics and Supply Chain** for 2024. With RocketFuel, they transformed their cash flow by **\$300,000 per week**, enabling them to pursue larger clients and unlock new growth opportunities.

## Who is Launch Fulfillment?

Launch Fulfillment is a 3PL based in Utah, specializing in eCommerce order fulfillment. Over the past few years, the company has grown rapidly, achieving **1456% growth** and earning a place on the **2023 Inc. 5000 list at #292**, as well as ranking **#9 in Logistics and Supply Chain**. Despite their operational efficiency with Infoplus Commerce WMS, cash flow constraints posed a major challenge to scaling their business and taking on larger clients.

## The Challenges

Before implementing RocketFuel Parcel Recharge, Launch Fulfillment faced several significant financial and operational challenges:

- **Cash Flow Management:** During peak periods like Black Friday, Launch Fulfillment had to float **\$700,000 in shipping costs**, putting immense pressure on their cash reserves.

- **Client Acquisition Limits:** The upfront capital required for shipping limited their ability to bring on larger clients, stunting their **growth potential**.
- **Losses from Shipping Adjustments:** Throughout 2023, Launch missed over **\$250,000+ in adjustments from carriers**, which severely impacted their bottom line.
- **Dependence on Lines of Credit:** To maintain operations and cover overhead, Launch often had to rely on lines of credit, which further strained their financial health.
- **Payroll and Overhead Management:** Managing payroll and overhead costs was a constant challenge, especially when cash flow was tied up in shipping expenses.

## The Solution

RocketFuel Parcel Recharge provided Launch Fulfillment with a comprehensive solution to their cash flow and operational challenges. By integrating with their existing Infoplus WMS, RocketFuel offered several key features that helped them unlock their full growth potential:

- **Pre-Payment & Recharge System:** RocketFuel flipped Launch's cash flow by **\$300,000 per week**, allowing them to receive payment as parcels shipped, eliminating the need to float large sums.
- **Automated Adjustment Recovery:** In Fall 2023, RocketFuel helped Launch Fulfillment catch over **\$250,000+ in carrier adjustments** that had previously gone unnoticed the prior year. Not only did we help them recover those costs, we provided key analytics on customers, order and items that were at the root of the adjustments, preventing them from happening in the first place.
- **Scalability and Client Acquisition:** With improved cash flow and reduced reliance on lines of credit, Launch Fulfillment was able to take on larger clients that were previously out of reach.

## Undeniable Results

Since implementing RocketFuel Parcel Recharge, Launch Fulfillment has experienced remarkable financial and operational improvements:

- **1456% growth**, resulting in a #292 ranking on the 2023 Inc. 5000 and #9 in Logistics and Supply Chain.
- **\$300,000 per week** in cash flow flipped, freeing up capital for payroll and growth.
- **\$250,000+ in carrier adjustments** automatically recovered and billed to clients.
- **Increased ability to pursue larger clients**, expanding their market presence and growth potential.
- **Healthier AR** and access to better financing options, which has enabled further scaling.



“RocketFuel Parcel Recharge has completely transformed our financial operations. In the past, we lost hundreds of thousands due to missed adjustments, human error, and labor costs, but those worries are a thing of the past. The automated meter has been a game-changer—no more chasing payments. The increased transparency and accountability RocketFuel provides have strengthened our customer relationships, allowing us to deliver more value with complete confidence. Since implementing RocketFuel, we’ve more than tripled our growth, and our spot on the Inc. 5000 is a direct result of this incredible tool. It’s been indispensable to our success.”

**Braden DiCristofano**  
Founder & CEO, [Launch Fulfillment](#)

## Ready for Your Own Success Story?

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