



GENERATOR®

Define. Deliver. Fast.

BUSINESS STORIES ONLINE MEDIA COMPANY

AT A GLANCE

CHALLENGE

- Evolving business model
- Competitive market
- Staff inexperienced in preparing for and executing equity raises

BENEFIT

- Clear direction for digital business model identified
- Equity raise expectations exceeded by 200%

CHALLENGE

A popular online travel business operating in 30 countries needed equity finance to underpin its emerging digital business model. The business needed assistance to develop a business plan that would appeal to investors and drive an equity raise.

SOLUTION

- ✓ We applied a 'Business Inquiry' approach to help the business identify its cost, revenue, and cash drivers.
- ✓ Collaborated with function directors to build a business plan that leveraged new margin drivers and released cash.
- ✓ Introduced the company to a VC Trust, giving them assurance of finance function and prove the company's commercial viability.

BENEFIT

EQUITY RAISE

With an effective business plan, the VC Trust was confident in the future of the business and provided the equity required.

CLEAR DIRECTION

Through the business inquiry approach, we worked with the business to identify new margin drivers and release existing cash.

RESULT

Working with the client, we succeeded in delivering a business plan to enable equity raising that exceeded the client's expectations by 200%.



"As a business with low overheads that had grown organically for many years, the owners and staff were unexperienced in raising equity and the steps to take to prove they were a sound investment. With the right advice and hands-off implementation, we were able to raise double what they had originally been hoping for."

SIMON JONES

Generator