

CASE STUDIES

CHALLENGES AND SOLUTIONS

Advisory:

Analysis and Deal completion

Sectors:

Health
[New business creation]

Challenge:

Taking a concept to become a fully funded business

Outcome:

Interest from a number of wealth funds and investors

This case study highlights where our entrepreneurial flair, commercial experience and business insight combine to deliver a unique solution.

Having carried out a number of research projects in healthcare, we met with a number of investors in the industry to review developments and changes taking place across the wider health industry.

A particular issue was the lack of good quality infrastructure to meet the changing needs of an ageing population and we researched this area in depth, and established the existence of a gap between property developers, healthcare providers, local authorities and communities.

We then worked with key individuals from the NHS, local authorities, healthcare practitioners and academia to develop a new concept to address the needs of these groups against the gap in housing and social space for an ageing population.

Over the course of many months we undertook feasibility studies, assessed projects in depth and built a model of the UK to map out the key requirements of each group against available space and need for inward investment.

A holding business was formed and an initial brand created with supporting themes and market proposition to support the concept.

Together with supporting business plans and key individuals identified to operate the business, there is significant interest in funding the business from both UK and overseas investors.