

# CASE STUDIES

## CHALLENGES AND SOLUTIONS

### **Advisory:**

Business advice

### **Sectors:**

Defence & Logistics  
[Camp infrastructure  
in austere  
environments]

### **Challenge:**

Creating the right  
platform for a  
'start-up' business

### **Outcome:**

Clear direction  
for business  
and reduced  
expenditure

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We were appointed as a result of our client, the CEO of this start-up company, having been recommended to speak to us and through having several informal meetings.

We offered the CEO initial advice and guidance on the basis of a future appointment, should he secure funding and agree a business plan with his seed funders.

Our initial support enabled our client to reconsider his initial sales plan and his proposed structure for the business, which would have seen a 'grab for growth' against a high cost base and a low level of focus on the differentiators his business had to offer against established competitors.

He set about updating his business plan, which he reviewed with us. The updated plan was then submitted to his seed funders, who accepted it, and was also used to raise further funding from the bank.

This enabled us to undertake a more thorough set of workshops and reviews with our client and his wider team. The confidence and understanding of the business we gained from this allowed us to then 'soft test' the wider market for potential investors (who could take a more hands-on management role), partners and contract opportunities.

The business has attracted the required funding and now has a wider management team with a stronger commercial background, which complements the military experience of the forming team. This combination offers a compelling proposition in the market and key contracts have been secured as a result, with a strong pipeline of future tenders identified and being progressed.

With progress made against an agreed plan, further investors are interested in the business and the management team are now in a strong position to negotiate favourable terms to take their company to the next stage in its development.