

Background and problem.

A food retail start up required strong management team to support strategy.

During the process, venture capital funding faltered and alternative funding was required.

Actions taken

Business Plan re-evaluated around a strategy to fund the start-up.

Non Executive Directors and high net worth individuals were successfully sourced.

New FD job description was evolved and a high profile Finance Director sourced and appointed.

A high profile Chairman was then sourced and appointed.

Following the failure by the company to obtain Venture Capital funding, several high net worth individuals were sourced to fund the launch in return for shares and Non Executive Director roles.

The result

The business was successfully started with heavyweight and high profile involvement.

Without this sourcing, the start-up may never have got off the ground, and as a result of the profile of the people sourced, there is a significant increase in the probability of long term success for the business.

**If you want to find out more about any of the areas covered in this case study
and how we can support your business – contact us today.**