

# Financing

## Reasons for Finance

Companies generally have one of three reasons for seeking new finance:

- Company is healthy, but needs additional financing to expand into new territories, improve buying power, make acquisitions or simply 'scale up'.
- Company is a startup seeking new capital in order to begin operations, or an established business seeking to launch a new offering.
- Company has cashflow difficulties and needs additional funding in order to survive.

We can help in all of these cases. With a long history of successful fundraising exercises, our experience and access to finance will help get you the funding you required. Whether you are seeking small-scale business angel finance, venture capital or considering an institutional fundraising, we have the expertise and connections to help you succeed.

Extremely astute and professional.....With Heldhand on board change for the better will happen. Charles Turner, MD, ROC Effective Strategies for Survival and Growth

In many cases, when a company is distressed, simply throwing money at the problem is not the answer. Generally, a successful recovery strategy will identify and address the weaknesses in a company's structure and strategy as well as the short-term financing needs.

We can help you refocus on your core competencies, cutting costs whilst maintaining the strengths of your business. Restructuring a company to deliver bottom-line profits in the short-term, using our expertise in equity and debt financing and interim management options, we can build a future growth strategy and help secure the required finance.

In some cases it may be necessary to restructure your existing contracts, change your customer or supplier base or strengthen your management team before a realistic long-term strategy can be delivered. Such restructuring will not only deliver long-term benefits, but can immediately make your business an attractive investment proposition.

## When to raise money

The worst time to raise money is when it is desperately needed. As with all negotiations, the way to get the deal you want on your terms is to enter a sellers' market. Structure your business so that you're raising growth capital rather than turnaround finance, and you'll attract multiple offers on terms that suit you.