



Overview

Size

£150,000 to £25M

Services

Private Investment
Turnaround Funding

Bespoke M&A
Advisory

Lending Services

Stages

Development Capital
Turnaround
Early Stage
Exit Strategy
Company Sale

BY Consulting is a market leader, delivering equity and debt solutions to SME's. We own a large, mature and active network of private investors, have strong connections with debt providers and have gained a reputation for delivering capital solutions quickly for business owners. We raise capital between £150,000 and £25 Million in equity or debt.

Working capital is the lifeblood of business, SME's in particular. Whether the business is trading and looking for additional capital, an established business in urgent need of capital, or an exceptional early stage/start-up seeking funding, we are here to help.

Projects where we have been successful include a good mix of high growth, development capital and turnaround projects. Historically we've been known for our work in the turnaround sector and we remain very active here. Having said this, the majority of our highlighted successes are trading businesses who sought capital to realise their growth opportunities.

As a multi-award winner, we're very proud to represent our business community, helping deliver capital to a vital part of the economy. Investors, whether private or corporate, have capital to invest in the right projects and are active.

Towards the end of the brochure is a short overview on our heritage.

Development Capital

Travel Mngmt Platform	£1.2 million	SAAS/ESG	UK leader in travel demand management for venues, events, and destinations. Client sought £1 million Development Capital. We found a senior investor who invested over £400,000 of his own money which alongside other private investors enabled a PE fund to match fund.
Children's Skincare	£650,000	FMCG	This award-winning British Brand has developed a range of eczema friendly clinically tested toiletries. We were approached for development capital. Within weeks our investor funded the enterprise £650,000 of his own money. See page 8 for recent developments.
Property Trading Company	£2 million	Technology	Our client business delivers a residential property part exchange service. Understanding the huge potential of their business, they approached us, we found two investors and agreements quickly reached; a private fund provided a £2million funding facility.
Legal A.I	£150,000	Legal Tech	Our client is the first company to have modelled an entire body of law through a system that combines rule-based AI and knowledge representation technology. We focused on key investors who will help the company grow long term.
Big Data	€500,000	Technology	Our client developed a big data consolidation platform to store all online data relating to a company & competitors in real time. They wanted to accelerate growth. A business angel completed agreements within two weeks of meeting our client. €500k in equity was raised in rapid time.

Development Capital

Mixer Drinks Brand	£950,000	Drinks	Our client is a Non-Alcoholic Mixer Drinks Brand that has firmly established its place in the premium spirits and mixer market. Funds were needed for working capital and We were engaged to add investors to the pot. In the end the raise was oversubscribed by 30%.
Phone & Computer Repairs	£500,000	I.T	This leading authorized mobile phone and computer repair company came under financial pressure due to a brief hiatus from one of its major clients. We were able to raise funds from two experienced investors.
Gym Franchise	£400,000	Leisure	Based on group workouts, the gym franchise has taken the world by storm and required funding to expand in the UK. The fundraise was completed by a combination of a single HNW and a major bank.
Health Tech	£300,000	Technology	Approached in the pandemic, our client was referred to us to raise a working capital bridge to accelerate sales growth prior to a Series A round. We approached our large network of HNW investors. Two HNWs invested, both completing in four weeks of receiving our approach.
International Fashion	£Undisclosed	Retail	The fashion retail sector had been one of the hardest hit by Covid-19, We quickly helped the client, putting together a compelling funding proposal. We sourced a CBILS loan as well as improved invoice finance and trade finance facilities from a new banking partner.

Urgent / Turnaround

Supplier	£750,000	Manufacturing	An IBR identified that without new capital the business would fail, with a likely loss of all 140 jobs, bank debt write-off and calls on directors' PG's. This £20m annual t/o business had lost 40% of sales in previous 12 months. We delivered two funding offers within 21 days. One completed within 40 days. Jobs saved; bank debt retained with no call on directors' PG's.
Restaurant Buy-Out	£six figures	Food	A restaurateur approached us to assist with buying out the non-active founding majority shareholder. Growth was being hindered as this shareholder was never around. We found an ideal investor who was happy to offer full price to the outgoing shareholder.
Land/Property developer	£six figures	Property	An old client returned to us with his final need for funding.....we hope! Always urgent & with challenges most lenders/investors would run a mile from; we delivered a healthy six figure loan from a private lender, with funds in the bank within three weeks of take-on.
Smart energy	£400,000	Manufacturing	Our client came to use seeking urgent funding. We quickly calmed the situation down, introduced serious investors, liquidity is no longer an issue for our client.

Urgent / Turnaround

Special Interest Publishing	£600,000	Publishing	Our client is a publisher of special interest reports covering a wide range of topics from Fintech, IT, Retail, Talent Management, Healthcare & AI to name a few. Major wrong turns led to a distressed cash position. We brought in both private investors and a boutique fund all of whom were keen. The private investors acted quicker and with better terms all round.
Specialist Structural Welding	£200,000	Construction	Our client provides specialist welding services to prestigious projects. We found an investor who offers a mentor role as well as the new capital required. All within 4 weeks of take on.
30-year-old Elect Components Business	£300,000	Manufacturing	£8 million t/o client had been experiencing financial difficulties due to a highly geared MBO. Already in a CVA, options were limited. We introduced a new ABL who wanted in. Oldco was beyond saving, all parties constructed a pre-packaged administration. From start to finish, we concluded all of this within seven weeks of take on.
55-Yr-old Prop Group	£seven figures	Property	Our client, owned at its peak a commercial portfolio of £80 million. They approached us as their two main bankers decided to call in all loans, which would result in Administration. We negotiated terms with both banks, and crucially introduced an acceptable funding solution. This was a buy-out by an AIM listed group, as a result our client held shares in the listed company.

Corporate Advisory

Property Platform	£Undisclosed	Property Rental	A digital platform to disrupt activities carried out by letting agencies use clunky paper-based systems. Our investor came in with second round funding under EIS.
Niche Retail Finance	£2,000,000 debt + £90,000 equity	Retail	The business allows clients to offer retail finance to their customers. The management team recognized the need to grow the loan book. We delivered a combined equity and debt package and spent significant time advising our client on deal structure and terms.
Specialist Financial Services	£5,000,000 loan	Financial Service	We raised £5 million as a loan facility to this successful group in financial services. We negotiated and constructed terms which suited both client and investor.
Frozen Yogurt	£Undisclosed	Food Brand	Our client is an iconic food brand of the last five years with the best tasting premium frozen yogurt. The business still required investment to grow. Within four weeks of engagement, we shared detailed information packs under NDA with around 20 investors. The project was concluded within the required timescale.



£1,200,000 Equity Investment for Travel Management Platform

Our Midlands based client is the UK leader in travel demand management for venues, events, and destinations. With an ESG focus on reducing the disproportionate carbon footprint caused by visitor travel, their super smart software and customer facing App is rapidly becoming the accepted partner for many of the UK's major sporting and cultural events.

Funds were needed for continued growth, particularly to roll out the offering to the thousands of smaller events that happen daily across the UK. Our client's business model is B2B SaaS which on the face of it ticks the box of many private equity funds.

However, size matters when it comes to being taken seriously and our client's ARR was below the magic £1m mark. Positive conversations were being had with various funds but no-one was going to jump in. At this point we were referred to bring about a solution.

Investment and Outcome

The business needed a serious high net worth individual, who could bring sector experience as well as capital to our client. This would unlock matched funding from a well-known regional fund.

We delivered such a person from within our network who, not only has serious global c-suite experience in this sector but has first-hand knowledge/experience with many of our client's customer base. He has taken the role of Chairman and invested over £400,000 of his own capital. Connected parties contributed enough to enable the PE fund to match fund, thus resulting in £1.2 million total investment.

All parties are delighted with the outcome – in a few years' time our client's App will be used by all of us who attend shows and sporting & cultural events both large and small.

“ *Sincere thanks to Nigel & Nick for persevering with us and going the extra mile to help secure our investment and of course introducing us to Giles Fearnley who will bring great value to our company. We are most grateful; we fully recognise that bringing Giles & his capital to the table was the key that unlocked the rest of the investment.*

CEO - Chris



Sector
SAAS

Location
Midlands, UK

Stage
Development Capital

New Capital
£1,200,000



£650,000 Funding for Childrens Skincare Brand

Our client, an award-winning children's toiletries brand approached us in 2014 to secure development capital. The company were looking to launch into some of the most upmarket stores in the UK but their funding options weren't optimized for the situation. We identified the ideal investor and leapfrogged him into a garden meeting with our client.

By the end of the initial meeting, they were discussing details of a deal and within a matter of weeks our investor had provided £650,000 of funding as well as taken a suitable equity piece and joined forces with the company in a managerial and marketing capacity.

Investment and Outcome

Our investor was a game changer for the business. The company has reported growing turnover year on year with commensurate net profits. With a team of 50+ employees, they launched a new skincare range for adults and focused on sustainability, using 100% recycled bottles as well as vegan and cruelty free products.

In 2022, our client was acquired for £37 million in cash. This is a fantastic story for all entrepreneurs and investors operating in the SME space. The founder of the business has a serious exit under her belt, continues in a senior role and is gone onto voice for media and policy units in the UK. EIS relief on his investment delivered a tax-free return on capital.

“ *B Y Consulting completely exceeded all our expectations, especially with the speed they moved to introduce 'the perfect investor' for us. Not only was his cash injection timely and to the level the business required, but he brought way 'more than money' to the table, including a great deal of relevant experience in the sector and also a wealth of contacts and invaluable business advice. We had other options for financing at the time, but really none of them competed with the BYC investor. The solution provided by BYC couldn't have been more elegant; we are most grateful.* ”

CEO - JJ

Sector
FMCG

Location
South East, UK

Stage
Development Capital

New Capital
£650,000



£Seven Figure Buyout of 55 year-old Property Group

Our client is a 55-year-old Property Group in the southeast at its peak in 2007 had a portfolio of industrial/commercial property totaling £60million, against bank loans of £29million. Roll forward to 2012, the values had almost halved. Our client was faced with the complete breakdown of their relationships with their banks, the business was rapidly running out of cash and Hobson's choice of selling assets quickly to keep above water or letting the banks take the whole lot and dispose of them. Directors & shareholders, once sitting on a net asset value of £30m, saw the entire value wiped out, almost without being able to act.

So, in early 2014, we introduced potential investors and buyers to the group. It was clear this project was a business sale remit, not one of simply raising capital. One potential buyer stood out; the buyer is an AIM listed property group. We negotiated with both banks through every step of the transaction. A combined debt of more than £34million & negotiated £5m write off from one bank. We helped negotiate terms for the shareholders, maintaining good value.

Investment and Outcome

Worked with all parties – client, buyer, two banks, too many lawyers(!) to a successful conclusion. The client achieved nearly £3.5 million in shareholder value from a position of zero when we were appointed, with an overall business value of £32.5 million. The buyer's bought a high-quality portfolio with all prior banking agreements, including both SWAPs, cancelled.

“ *I cannot express enough my gratitude to you and your team in our hour of need. Your advice and strategy for dealing with our bankers and other key stakeholders could not have been more effective. Value was delivered to shareholders from the dire position of the company in late 2013. Shareholders can now look forward again to the security of being part of a larger group and benefit from a growing dividend.*

I am happy to recommend B Y Consulting to any business owner feeling the pressure we did. Very many thanks to you and your colleagues for bringing this to a successful conclusion. It is the end of an era for all of us and we are happy to be moving forward.

Richard W, CEO



Sector

Property

Location

South East, UK

Stage

Turnaround

New Capital

£Seven Figures

Our client, a growing healthtech business, was referred to us to raise a working capital bridge in order to accelerate sales growth prior to a Series A round.

The company is the UK's leader in delivering predictive analytics to the NHS and Pharma industry. While planning a £10m Series A funding round, the Board identified the need for £300k of investment to accelerate recruitment of key sales and business development roles needed in the current Covid-19 environment.

The main funder to date, an EIS fund, was firefighting with its leisure and hospitality portfolio, and agreed to invite new HNW investors into the company for this bridging round. We were approached to help with this raise, with an emphasis on fast results needed.

Investment and Outcome

We immediately approached our large network of HNW investors and family offices. Despite the current economic climate, we were able to arrange online meetings with a handful of key, targeted investors, the majority with vast knowledge and expertise in the sector. Two HNWs proceeded to make an investment, both completing within four weeks of receiving our approach.

“ We were delighted to have been referred into this exciting company and have an opportunity of presenting the management team to our investors. Healthcare is not a sector in which we have specialised and it's particularly pleasing that we were successful in this instance and demonstrates once again the value and reach of our investor network. ”

Nick Young, BYC

Sector

Technology

Location

London

Stage

Early Stage

New Capital

£300,000



£1.5 Million for Anaerobic Digestion Systems

Our client provides a site-based solution that utilises the energy contained within organic waste for industries such as: food processing, fast-food outlets, supermarkets, housing estates, remote communities, livestock and arable farming, fish farms, hotels, hospitals etc. A Bio-Refinery only requires the smallest of footprints due to its efficiency – the first true onsite solution. The resulting energies produced can be converted back into electricity, heat or fuel gas. Having invested six figure sums of their own money, the management team approached BYC for development capital. We undertook an evaluation exercise alongside management to determine how much was needed, what milestones would be achieved with said amount of capital and what level of equity dilution was necessary.

Investment and Outcome

We constructed a carefully worded Executive Summary with supporting information and shortlisted a number of investors. Several investors came forward and one stood out clearly from the pack. Following second round meetings, our investor offered to inject £1.5 million in ordinary shares, for exactly 25% of the company. This investor brings knowledge and experience of the food sector in addition to his capital. Further funding may be offered too as new milestones are reached.

Everyone at BYC is delighted to have been involved in this project. We've demonstrated our ability to raise capital in this specialist sector for a high growth business.

“I approached We would like to express our thanks for raising the capital needed to further develop our business. The team at BYC demonstrated the skills and experience it takes to deliver serious investors and more so lead the investor all the way through the investment process to completion. No mean feat when you consider how high the stakes were and that the investment was circa £1.5 million from a single private investor.

K.B, Chairma



Sector

ESG

Location

UK

Stage

Development capital

New Capital

£1,500,000

If you read The Times, you will no doubt have come across our client's work as a premium, independent publisher of special interest content.

We were approached after new free monthly magazine venture failed to meet advertising revenue targets – they were experiencing losses and needed a rapid injection of funds to aid cash-flow.

The client was exhibiting all the distress symptoms of a classic turnaround with HMRC demanding immediate payments and a large trade creditor threatening to cease all business.

We negotiated payment plans with both HMRC and the major supplier. With all immediately distressing items addressed, we focused on securing an investor who could not only provide the required funding but also take an active role at board level.

The result was that we concluded an investment of £600,000 equity into the business and delivered a beefed-up board to take on the challenges ahead. The latest update into early 2020 is that the company continues to grow and is on target to deliver high six figure profits this year.

“ *I couldn't speak more highly of my experience with BYC. I first met Nick a few years ago having heard so many positive comments about BYC. Once engaged with them, I was impressed by the diligence of their work and of course the interest they generated from genuine investors. It's great to sit down with investors who understand the sector and I'm naturally delighted to have closed this funding round. I will happily recommend BYC to any entrepreneur seeking capital.* ”

F.O., Founder and CEO
Special Interest Publisher

Sector
Publishing

Location
London

Stage
Turnaround

New Capital
£600,000



Our History

Way back when in the early 1990's David Beer – BZW, Chartered Accountant, moved on from corporate life to establish Beer & Partners as the first business angel network in the UK.

Nick Young joined David in the early days, establishing their London presence, helping to grow Beer & Partners into the largest business angel network in the UK.

Beer & Young (B&Y) soon followed, established in 1998 to concentrate on turnaround investment projects. B&Y took over mainstream investment projects when Beer & Partners left the scene.

Now B&Y Consultants – trading as **B Y Consulting**, has taken over the mantle. We retain the core values of our history, serving the SME community, helping to raise capital – often where others would struggle.

We have a long track record of raising capital for business owners, whatever stage they are at. Please contact us for a straightforward and discreet chat about what can be achieved.



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Game Changers,
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Best Corporate
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Corporate Finance
Boutique of the Year



Best Corporate
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