



### Overview

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#### 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.

### Development Capital

Travel Mngmt Platform	£1.2 million	SAAS/ESG	UK leader in travel demand management for venues, events, and destinations. 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.
Mixer Drink's Brand	£950,000	FMCG	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%.
Property Trading Company	£2 million	Property	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.
UK Hotel Group	£8.5 million	Hospitality	We raised a mixture of debt and equity for this client, helping them significantly build up the number of hotels owned within the group. Historically a buyer of branded but tired single star hotels, capital raised by us enabled the group to acquire larger & higher quality assets.
Anaerobic Digestion System	£1.5 million	Industrial	Our client provides a site-based solution that utilizes the energy contained within organic waste for industries. Our investor offered to inject £1.5 million in ordinary shares, for exactly 25% of the company. This investor brings knowledge & experience of the food sector in addition to his capital.

### Development Capital

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. In 2022 our client was acquired for £37 million. See page 8 for more info.
Vehicle Finance	£2 million	Cars	Our client is an ethical lender in the sub-prime car finance market. Privately funded they sought further capital from investors to increase their lending capacity. Two investors from our network have now funded the company and the client continues to go from strength to strength; a sale to a PE House is the likely exit in 3 years' time.
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.
Salary Advance Platform	£1 million	FinTech	Our client has just completed their funding round, this being the concluding element to a merge between themselves and a similar sized competitor. The capital raise was further supported by the Government's Future Fund.
International Fashion	£750,000	Wholesaler	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

Motorcycle Dealership	£4,000,000	Motorcycles	Our client has been a multi-franchise motorbike dealer that operated for over 40 years. The founder was introduced to us seeking urgent funding. We reached out to a selective shortlist of investors. Seven investment parties came forward. Heads of Terms quickly agreed, the project concluded within 4 months of take-on.
Healthcare Platform	£400,000	SAAS	Our client, previously a 40-year-old business, is a leading supplier of software & hardware services into our GP practices. He approached us specifically to bring investors to the table who could fund Newco. Two investors were the best solution, one trade, one with corporate and a PE background. Between them they have 40% of the new entity.
55-yr-old prop group	c. £5 million	Property	£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 this in seven weeks.
30-year-old electrical components	£1.2 million	Industrial	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.
Special Interest Publishing	£600,000	Publisher	Our client is a publisher of special interest reports covering a wide range of topics from Fintech, IT, Retail, to name a few. Major wrong turns led to a distressed cash position. We brought in both private investors and a boutique fund. The private investors acted quicker & with better terms.

### Corporate Advisory

MBO manufacturer	£seven figures	Manufacturing	Our South-East based client is a manufacturer and supplier of point of sale (POS) & cash management solutions, serving a wide range of industries for over 45 years. Management approached us to help fund their proposed MBO. We reached out to selected PE funds and private investors within our network. The Buy-out was completed in June of 2024. 90 jobs were saved.
Specialist Financial Services	£5 million	Financial services	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.
Niche Retail Finance	£2.1 million	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.
Supplier	£750,000	Manufacturing	An IBR identified that without new capital the business would fail, with 140 jobs lost, bank debt write-off & calls on directors' PG's. This £20m t/o Co. lost 40% of sales in 12 mos. We delivered two funding offers within 21 days. One completed within 40 days. Jobs saved; bank debt retained & no call on directors' PG's.
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.



## £4M Acquisition of Southeast based Motorbike Dealership

Our client has been a multi-franchise motorbike dealer that operated for over 40 years. One of the most respected and largest new bike dealers in the Southeast, recent years have been tough for sellers of new motorbikes right across the UK.

The founder and still 100% shareholder was introduced to us seeking urgent funding, being somewhere between financially stressed and distressed. Whilst the business was underpinned with good assets including freehold property, trading had been tough for years with losses racking up. We reached out to a selective shortlist of investors within our investor network who we knew would meet the criteria for this opportunity. Seven investment parties came forward looking to learn more and meet our client. Meetings progressed rapidly, and as often happens one party stood out head & shoulders above the rest.

### Investment and Outcome

Heads of Terms were quickly agreed, followed by lengthy legals as all parties worked through the minutiae of a complex acquisition. From start to finish the project concluded within 4 months of take-on. We'd like to extend our thanks to all parties who stuck to their tasks and saw this one over the line. At conclusion, our client has come away with financial security, free of PG's on numerous short term loans and has a long term tenant in one of his properties.

“**Nick Young comments...** *“We're delighted to announce this completion, partly for our client as noted above but also for the benefit of bikers across this part of the South East – I say this as one myself!*”



Sector	Location	Stage	New Capital
Motorcycles	Southeast, UK	Turnaround	£4,000,000



## £1.2 Million Equity Investment for Travel Management

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 Children's 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 - J

**Sector**  
FMCG

**Location**  
South East, UK

**Stage**  
Development Capital

**New Capital**  
£650,000



## £400,000 Investment Raised for SAAS Healthcare Platform

Our client, previously a 40-year-old business, is a leading supplier of software & hardware services into our GP practices. They provide all the check in, and call systems for patients as they come into their GP practice. There is also additional integration with GP patient records via a mobile app which offers huge potential in the years ahead. We were approached specifically to bring investors to the table who could fund Newco, following a pre-pack of the historic business. Not surprisingly there was an urgency to the job at hand.

The business had suffered over the past few years, and the story was similar to many we've seen through 2024.

- Covid stopped the business in its tracks
- Too much debt was taken on to stay in business
- HMRC arrears were built up and repaying these and driving profit & growth was not sustainable

Having met the management & some of the shareholders, we were confident that the project would attract significant interest, and this proved to be the case.

### Investment and Outcome

We introduced eight different investment parties to our client within a fortnight of taking on the mandate. Two of these were trade players – software service providers in the healthcare sector, the others a mix of private investors and PE funds.

It became clear that two investors would be the best solution, one trade, one with corporate and a PE background. We were delighted to work with all parties towards a swift conclusion, with both investors joining the board.

Between them they have 40% of the new entity. Proving once again, that going through a formal process and needing new external funding **does not** always result in surrendering control of the business.

“Thanks, Nick, for all your help and support throughout this process. We were delighted with the quality of investors you introduced, and of course pleased to agree terms and conclude the investment so quickly. I have no hesitation in recommending your firm to others who are seeking experienced investors into their organisations.”



Chairman- Michael B.

**Sector**  
Healthcare

**Location**  
Southeast

**Stage**  
Turnaround

**New Capital**  
£400,000



## £seven figure Successful Management Buy-Out of well-established niche manufacturer

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Our South-East based client is a manufacturer and supplier of point of sale (POS) & cash management solutions, serving a wide range of industries for over 45 years.

In October last year, we were approached by the management to help fund their proposed MBO. They were under US ownership, and the US parent had decided to shut down UK and Europe Operations. This would have meant the end of the business in the UK, which had stood on its current site for so long, including the end of 130 local jobs. Based in an area where industry has been steadily moving away from rather being attracted towards, closure would have dealt a serious blow within the community.

The project had numerous positive factors that we knew would attract investors and we were pleased to take this on. We got to work quickly on understanding the key factors, particularly relating to the terms that would work for management. The management team were always realistic on what was achievable and happy to accept advice. Delivering the right investor profile was as important as the terms of the deal.

We reached out to selected PE funds and private investors within our network and had an unsurprisingly large response rate. Three investors quickly met with our client as often happens one stood out head and shoulders over the others. Their

“Team were local, understood the issues, could roll their sleeves up and offered terms that worked for all parties. The Buy-out was completed in June of 2024. 90 jobs were saved. The new business allows both continuity of the site and a new freedom to go into the market and seek clients in different markets.

“*“Many thanks to BYC for finding the perfect investor for us. We are so pleased complete the MBO. We are now part owners in a business that we are passionate about. We have new business streams coming to us and believe the future looks bright for all concerned. We are very grateful for your support and will happily recommend you and your company to others looking for capital.”*”

CEO - John I.

### Sector

Manufacturing

### Location

Southeast

### Stage

MBO

### New Capital

£seven figures

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.



**Nick Young**

Managing Director

[Nick.Young@by-consulting.co.uk](mailto:Nick.Young@by-consulting.co.uk)

020 7637 7755

07957 367 783



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57-58 Russell Square | London | WC1B 4HS | 020 7637 7755

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