

CASE STUDY

**Elevating growth:
Our strategic blueprint and actionable
steps improve the outlook for an
established fintech business**

**Phase
Two**

BACKGROUND



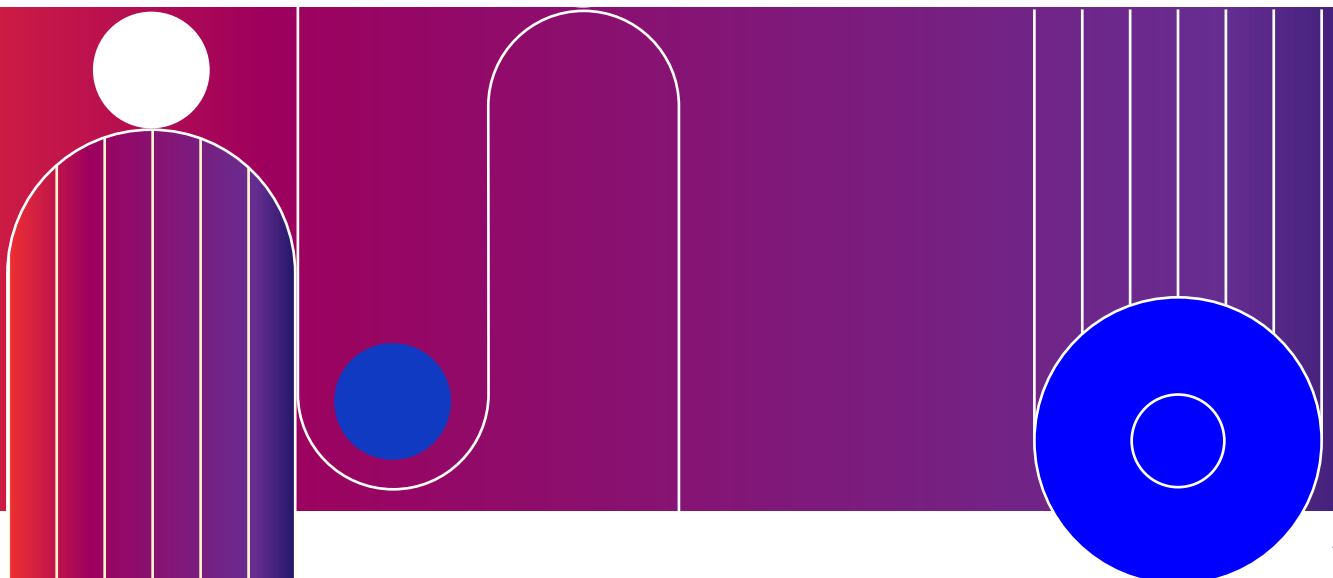
The business is a prominent player in the financial services sector, founded about 10 years previously and headquartered in London. Boasting impressive growth and profitability, the shareholders used our strategic blueprint to further elevate growth and best realise the assets they had created in the short, medium, and longer term.

The shareholder had initially leveraged our strategic blueprint and practitioners to deliver a comprehensive and tailored discovery session to understand the viability and implications for the shareholders for the following three scenarios:

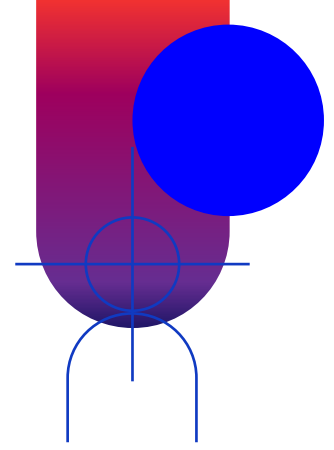
- Selling the business in the current market
- Instigating a growth plan for short to medium-term sale
- Implementing a growth strategy for increased dividends and reduced operational involvement.

The decision from this initial Phase was to align with a series of considerations and actionable steps that included the current valuation, the potential for growth, its unique market offer, and the re-structuring of its governance, operational and regulatory oversight.

One of the agreed outcomes was to extend the relationship with industry practitioners to deliver a second phase of the project. This included adding a plan focussed on the critical actions to deliver the shareholder's agreed "Grow and Sell" strategy.

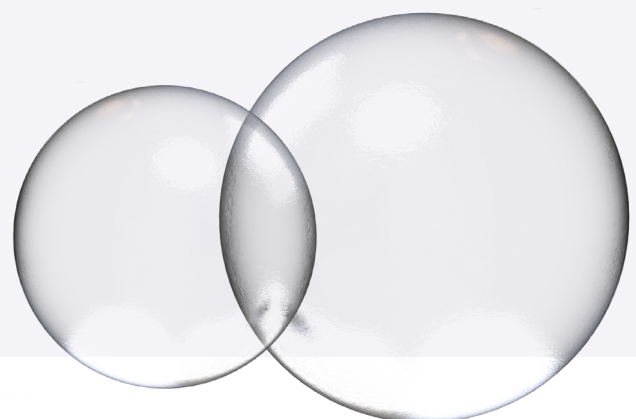


THE PROBLEM

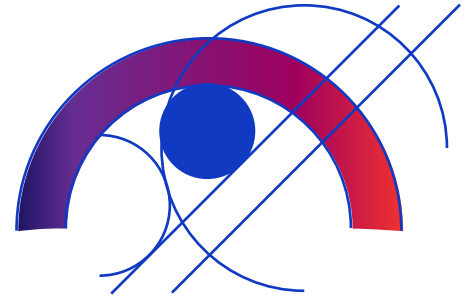


The shareholders had decided to adopt a “Grow and Sell” Strategy with a view to maximising the return on their businesses. Specifically, they wanted to understand the critical considerations and actionable steps for the following key areas:

- Setting out a clear strategy that will enable the shareholders to sell the business in the short to medium term.
- Identifying potential target investors and aligning the strategy tailored to those specific investors.
- Instigating a growth plan that would allow the shareholders to take a step back from the day-to-day operations and create sufficient value to realise their target price.
- To support the governance of the business with board advisory input to ensure the strategy is delivered within the agreed timeframes.
- To provide retained Subject Matter Expertise (SME) support to support the delivery of the overall strategic objectives as determined by the shareholders.
- To provide ad hoc support Subject Matter Expertise (SME) support to any key strategic initiatives that support the overall Grow and Sell Strategy as required by the shareholders.



THE SOLUTION

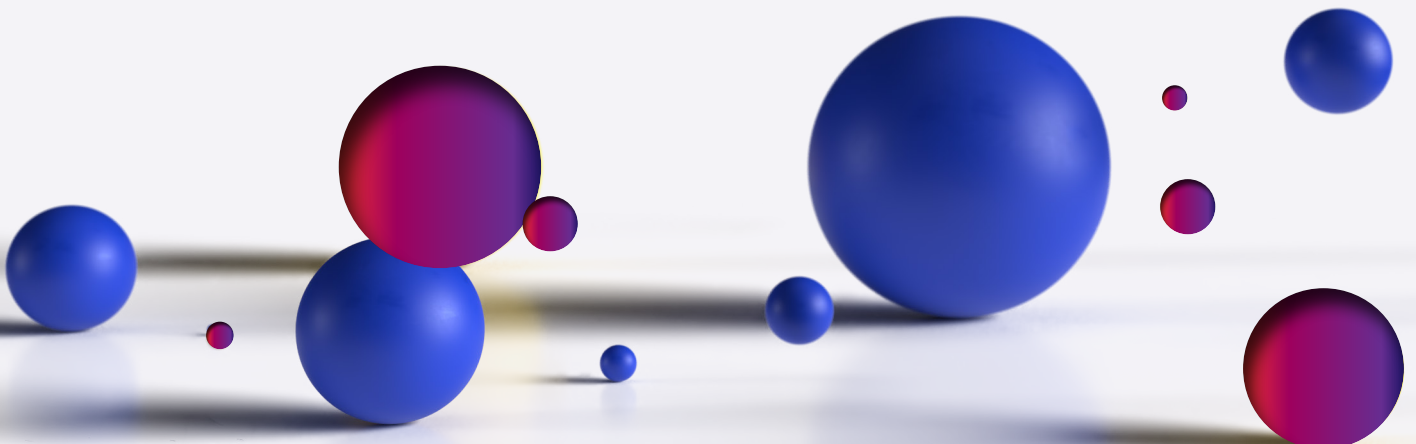


In response to the identified challenges and opportunities faced by a growing business, our strategic blueprint review created an action-focused solution that centred around a two-stage approach. The objective was designed to address the current business dynamics and outline a comprehensive strategy for:

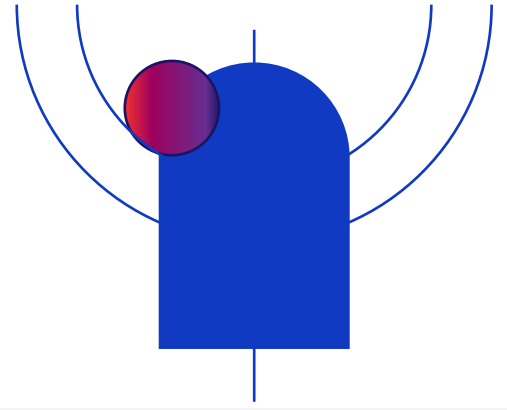
1. **Assessing the Key Considerations in a “Selling the Business” Strategy**
2. **Establishing a List of Strategic Objectives to Enhance Business Value**

The proposal outlined the methodology and the key activities that guided the remedial action plan. To kickstart our solution, we recommended a two-day face-to-face Idea Prioritization and Strategy Alignment Workshop that built upon the initial brainstorming session.

The purpose of this workshop was to refine ideas and prioritize initiatives that would drive short- and medium-term growth. We specifically addressed two core aspects: “Growing the Business” and “Selling the Business.” Each of these aspects involved four focused exercises targeting Brand, Products and Pricing, Sales and Operations, and Management Information.

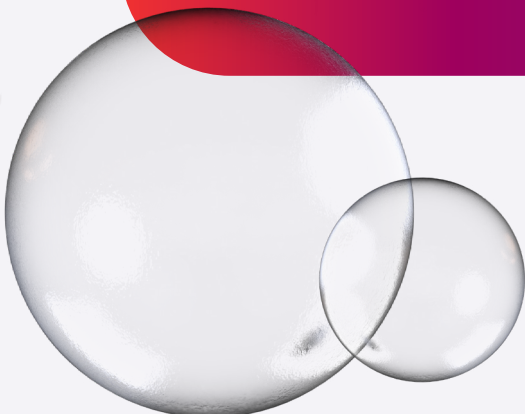


THE RESULTS



KEY RECOMMENDATIONS:

- Our strategic blueprint, business audits and practitioners supplied invaluable insights and considerations tailored for potential investors. This input ensured the strategies aligned with industry best practices and investor expectations.
- Our practitioners had analysed and dissected investor requirements to establish a comprehensive list of actionable initiatives. By understanding what investors look for, our experts were able to tailor the strategy to maximise interest.
- Key strategic initiatives identified for both “Growing the Business” and “Selling the Business” had been cross-referenced to ensure a cohesive plan delivered optimum overall value to the shareholders.



THE RESULTS

Continued

KEY RECOMMENDATIONS -continued

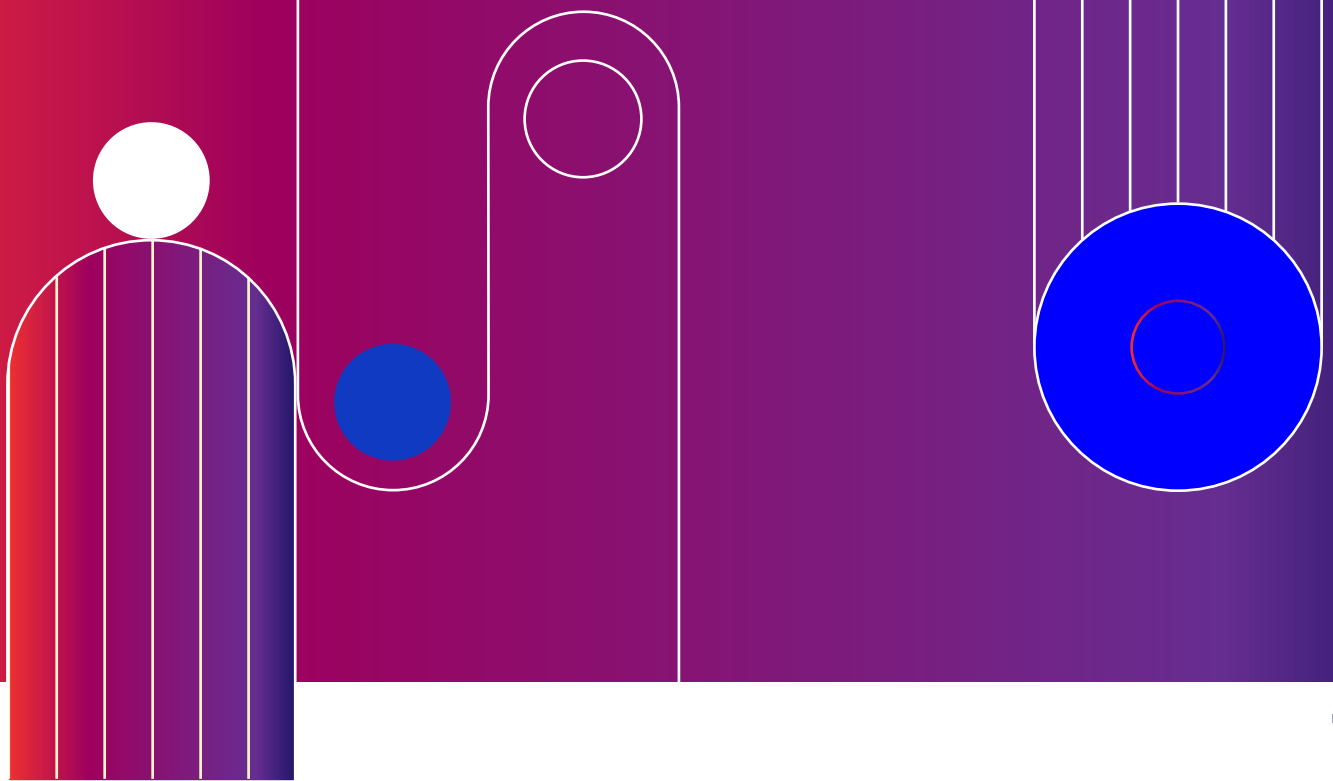
- Drawing from the insights gathered in a previous phase, industry practitioners utilised the “Key Shareholders Considerations.” These served as the foundation for discussions and the agreement upon a list of key deliverables.
- Practitioners guided and led discussions through their proprietary diagnostic model’s strategic pillars. This approach ensured that the outputs were channelled effectively, ensuring that they aligned with the overarching goals of the shareholders.
- The outputs from the “Grow the Business” aspect were meticulously prioritised and harmonised with the strategic objectives from the “Sell the Business” perspective. This alignment provided the shareholders with a well-defined set of strategic objectives that considered both growth and potential exit strategies.

CONCLUSION



Our strategic blueprint and audits assisted the shareholders by compiling a comprehensive 22 page summary report. This covered a detailed list of key deliverables to support the Grow and Sell Strategy. It also included the top 10 critical actions that when combined provided a clear strategy for the business that would enable the shareholders to sell the business in the short to medium term (3-5 years).

In addition, there was an emphasis on the need to create, prioritise, deliver, and monitor the plan to drive the strategic objectives. Therefore, the considerations and design were geared at ensuring that, over time, the shareholders will be able take a step back from the day-to-day operations. This would also ensure that the full value of the business would be realised and the shareholders more likely to achieve their target price.



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