





## About Us

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2014 - 2023

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### Capital Raised

£33.8M in equity  
£40.5M in debt

### Size

£250,000 to £25M

### Services

Private Investment  
Turnaround Funding  
Corporate Advisory  
Lending Services

### Stages

Development Capital  
Turnaround  
Early Stage  
Disposal

Established in 1998, Beer & Young has become a market leader, delivering equity 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 £250,000 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, B&Y is here to help.

Over the past nine years we have raised nearly £75million in capital with 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

Salary Advance Platform	£1,000,000	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 is further supported by the Government's Future Fund and will result in new capital in excess of £1 million moving into 2021.
Phone and Computer Repairs	£500,000	Information Technology	This leading authorised 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.
Property Part Exchange Services	£2,000,000+	Property	We were approached by this property trading company to secure a significantly larger funding facility on much more favourable terms. Agreements were quickly made with a private fund, who had the knowledge and capacity to support the company long term.

### Development Capital

UK Hotel Group	£8,500,000	Hospitality & Property	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.
Health Data Science Platform	£300,000	Healthtech	Despite the current economic climate, we were able to arrange online meetings with a handful of key, targeted investors for this growing healthtech business. The majority with vast knowledge and expertise in the sector raise a working capital bridge in order to accelerate sales growth prior to a Series A round.
Vehicle Finance	£2,000,000	Financial Services	Our client is an ethical lender in the sub-prime car finance market. They are privately funded and 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.

### Turnaround

Special Interest Publishing	£600,000	Publishing	Our clients offering is nationally recognised and historically successful. However, having branched out, they encountered serious cashflow problems. We dealt with the critical issues from major creditors and HMRC, and delivered new investment from private investors with industry experience.
Smart Energy	£400,000	Manufacturing	We quickly calmed the situation down, introduced serious investors and liquidity is no longer an issue for our client who provides bespoke smart energy metering, monitoring and control systems across the UK.
Specialist Structural Welding Services	£200,000	Construction Services	Our client provides specialist welding services to prestigious projects, including The Shard. Seeking funding for growth opportunities, we found an investor who offers a mentor role as well as the new capital required.

### Early Stage Capital

Gym Franchise	£465,000	Leisure Sector	Based on quick group workouts, the gym franchise has taken the world by storm and required funding to expand in the UK. Our experience in dealing with lenders ensured that the fundraising was completed by a combination of a single HNW and a major bank.
Property Platform	£Undisclosed	Property Rental	A digital platform to disrupt activities carried out by letting agencies using clunky paper-based systems. Having already raised their SEIS allowance, our investor came in with second round funding under EIS to help further the technology and enable our clients to come to market.

### Corporate Advisory

Specialist Financial Services	£5,000,000 loan	Financial Services	We raised £5million 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	£2,000,000 debt + £90,000 equity	Retail	The business allows clients to offer retail finance to their customers. Profitable since inception, the management team recognised the need to grow the loan book. We delivered a combined equity and debt package that will support business growth over the coming years.



## £1,000,000 Growth Funding for Salary Advance Platform

Our client has completed their funding round, this being the concluding element to a merge between themselves and a similar sized competitor. The capital raise is further supported by the Government's Future Fund and will result in new capital in excess of £1million moving into 2021.

We first worked with our client in 2018 as a pre-revenue business. We sourced and helped arrange a seven figure debt facility from a private fund, sourced early equity as well as other practical support to enable the business to start trading.

### Investment and Outcome

Having remained in close contact with the client, we were pleased to help bring in an additional £300,000 from our investors to compliment funds already committed in the merge. In addition to investment, one of our investors accepted the post of Chairman and as a highly experienced FTSE100 CEO, he will provide strong governance and excellent advice, guidance and direction for the combined business.

The company is an innovative low risk financial benefit provider that mirrors the well-established and booming salary advance market in the US. Their model incorporates not just a salary advance offering, but also third-party financial planning and credit union loans, and a soon to be launched E-Money Debit Card. Our client uses a tripartite agreement between the employer, employee and the Company, thus ensuring the salary advances are repaid directly from the employee's salary.

“ *By merging the companies we are able to deepen the Financial Education service and offer Financial Coaching to workers.*

*Financial Education is seen in the market place as vital to a Wellness product and having the ability to provide an IFA approved Financial Education product gives us a unique offering versus the competition.*

”  
CEO - Salary Advance

#### Sector

Fintech

#### Location

London

#### Stage

Growth Capital

#### New Capital

£1,000,000



## £500,000 Funding for Phone and Computer Repairs

Our client is the only UK company with full manufacturers' accreditations from two leading suppliers and is at the forefront of the drive to deliver fast and reliable repair services to a growing repairs market. It has experienced high growth in the last 12 months. The funding was required to help with short-term cashflow issues and to support the expected accelerated growth over the next 12-24 months.

### Investment and Outcome

From our network of High Net Worth investors, we shortlisted and contacted a select number of individuals who we believed would be the right fit for our client. Three corporate investment firms, including two HNW individuals who have previously invested with B&Y, were extremely keen.

While we began engaging with potential investors, our client experienced a brief hiatus in volumes from one of its major patrons. The company quickly became under increased financial pressure.

The B&Y team worked tirelessly, engaging with a consortium comprised of a boutique private equity firm and two experienced individuals. Ultimately, we were able to rapidly raise funds from two investors, avoiding a major cost cutting. Our client is now not only well-funded but also has two active, experienced investors to help the business reach its market potential.

“ I approached B&Y as I was looking for investors that would help us overcome short term challenges and ultimately help us drive growth and profitability. Throughout the process B&Y were solid advisors and helped me find the clever money that I was seeking. The investment was achieved quickly and to the deadline that we had been set by circumstances. I'm confident we have the right team on board to help us bring the rigour and discipline we need to drive the business forward. ”

A.H., Beer & Young Associate

### Sector

IT-Hardware/Electronics  
/IoT

### Location

South East, UK

### Stage

Development Capital

### New Capital

£500,000





## £300,000 Capital Raise for Healthtech

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. ”

N.Y., Beer & Young

**Sector**  
Healthtech

**Location**  
London

**Stage**  
Early Stage

**New Capital**  
£300,000



## £8,500,000 New Capital Raised for Hotel Group

Our client owns and operates a profitable, fast growing Hotel group.

Historically known for buying and redeveloping branded hotels, including Ibis, Best Western and Travelodge, they are now able to acquire much larger hotels and are committed to taking their portfolio to £100 million in assets over the next 3-5 years. Already with over £40 million in group assets and numerous projects in the pipeline, our client has benefitted from the funding lines we secured on their behalf.

Roll back 2 years, our client approached us with their plans for an aggressive acquisition strategy. Whilst being supported by tier 1 lenders on individual hotel purchases, the banks were not able to consider a group facility.

At this stage of their development, this key funding line needed to be privately sourced. Within our investor network, we were able to identify the right solution. We worked with the client and investor on a structure that suited both parties and are delighted to report that this arrangement is working superbly well.

We remain actively involved with our client and continue to help source capital as they expand their activities.

“*Beer & Young have always delivered on my projects, for both residential development and funding for my hotels. I happily recommend fellow business owners to Nick and B&Y for their funding needs.*”

LB, Property Entrepreneur

### Sector

Property Development

### Location

Cheltenham

### Stage

Development Capital

### New Capital

£8,500,000



## £600,000 for Special Interest Publisher

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 end result was that we concluded an investment with £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 B&Y. I first met Nick a few years ago having heard so many positive comments about B&Y. 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 B&Y to any entrepreneur seeking capital.* ”

F.O., Founder and CEO  
Special Interest Publisher

### Sector

Publishing

### Location

London

### Stage

Turnaround

### New Capital

£600,000

We have a 25-year 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**

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“ We are particularly proud to have won Best Corporate Finance Boutique twice from the highly respected Business Moneyfacts. ”



Game Changers,  
Global Awards



Best Corporate  
Finance Boutique



Corporate Finance  
Boutique of the Year



Best Corporate  
Finance Boutique



Business Rescue  
Funder of the Year



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