

COSMETICS BRAND

Award-winning, London based cosmetics company.

In 2019 the owner was seeking their first A round of equity investment. BIG assisted with an investment deck that allowed the owner to obtain a higher amount of capital for a lower amount of equity than previously recommended. This allowed the owner to retain a higher amount of ownership..

Our approach

Researched local competition, market and provided guidance on viability to ensure the owner was not committing to a bad investment.

Assisted owner with developing a narrative to help highlight the important of the business which led to a higher valuation.

Analysed existing financial information and used that to develop a realistic and achievable forecast that was attractive to proposed investors.



Before

- Lack of awareness for strengths and weaknesses
- Poor financial presentation

After

- 3x turnover
- Business successfully obtained A and B rounds of investment