

# Access to Finance: SMEs

**ACCESS TO FINANCE (A2F) IS A SUBSIDISED PROGRAMME – SET UP BY THE LONDON DEVELOPMENT AGENCY – WHICH CONTRIBUTES TO THE PROVISION OF CONSULTANCY SUPPORT IN ORDER FOR BUSINESSES ACROSS THE CAPITAL TO RAISE FINANCE.**

**EASTSIDE IS A DELIVERY PARTNER OF THE PROGRAMME FOR THE SECOND YEAR RUNNING.**

In 2006-2007, Eastside helped 21 organisations raise £2.4 million. Below is a selection of social enterprises which eastside have helped through the A2F Programme and consequently raise finance.



## EMG/PRONUS

[www.ematrixglobal.com](http://www.ematrixglobal.com)

EMG (now Pronus) is a business intelligence software developer that came to Eastside in need of securing a further round of funding to develop and support opportunities in its sales pipeline. It had been turned away by London Seed Capital (LSC) because its business plan was at such an early stage.

Through the Access to Finance programme, Eastside:

- » Analyzed the business
- » Consulted with EMG management around the strategic planning
- » Rejuvenated the business model and brand through a worked business plan
- » Developed a new financial model with an amended and reworked financial forecast more attuned to the needs and concerns of investors



In the words of Chief Executive George Frangou, “Eastside provided an edge to the business plan” and was able to secure £98,000 of investment. The same business plan that was developed through the A2F programme could then be further used to raise additional investment.

This allowed Pronus to secure a major contract with British Aerospace Systems and to initiate a new marketing campaign. It has further invested in new infrastructure and set up new remote online services that have provided a significant boost to customer service.



## EAGER

Eager is a high-quality-long-life fruit juice manufacturer that came to Eastside after a successful first period of operations with its signature Apple Juice drink. It had expansion of its range of drinks in mind and needed capital to achieve this and market it.

Through the Access to Finance programme, Eastside:

- » Reviewed the existing business plan with the client in depth
- » Redeveloped the plan to bring to fore the brand’s unique selling points
- » Marketed the business to investors

Eager’s new business plan was received extremely well by investors, and under Eastside’s guidance Eager secured £250,000 of equity finance from a consortium of four business angels.

Eager has since successfully developed six brands, and is on the path to generating ten times its existing sales in its first year, in line with all expectations and targets.



**CONTACT US:**