

Business and Financial Planning for Start-up Company

Client: Confidential

Lead contractor: Crystal Blue Consulting Ltd

Description

A small start-up technology company required additional capital to finance the development and marketing of its product. Crystal Blue reviewed the business model, developed a business plan and medium term interactive financial model with scenario planning capability. In addition we prepared investor presentations and coached the management in presenting their ideas to investors.

Services provided

Research, financial analysis and modelling, business planning, presentation preparation and coaching, report writing.

Highlights

The required finance was raised, the business developed its product and is currently operating profitably.