

## Right money at the right time



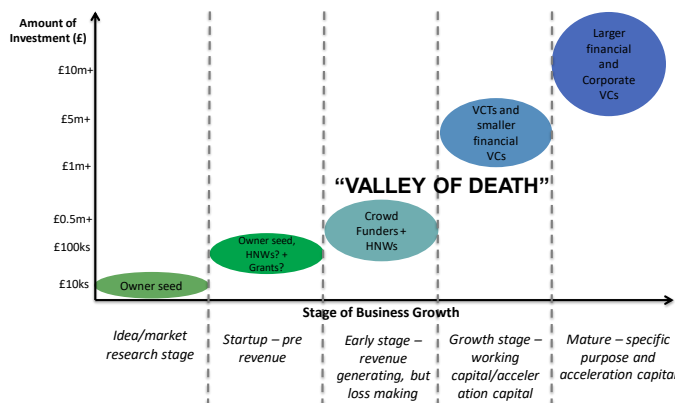
### What is ROI?

Commercial businesses exist to maximise profits from a position of competitive advantage. They need to invest in developing their business but with a degree of guarantee that the return on investment (ROI) both meets their required level of performance and is affordable. This often requires business targets to be set, innovative products to be developed and future performance previewed – the job of the BAR A3 integrated Methodology that integrates a set of modules to get the job done.

### Why is ROI important?

All businesses seek to be scalable and sustainable in order to create future strategic value.

In many cases a business owner can be overwhelmed by the financial risk in seeking funding to support the growth of their business - what are the sources, how to decide which to select, what will they want to know, do I know this, how much time will this take, how confident am I that the method of repayment is both the best and affordable. This has even attracted the phrase the “Valley of Death” that in the UK universally confronts business owners as they find a paucity of funders and significant competition when traversing the early and growth stages of the business lifecycle.



A careful and structured ROI assessment approach can check the viability of the business through its lifecycle given a financial strategy based on affordability.

### What is FLC?

Part of the BAR A3 Methodology, FLC is a framework and set of tools that develops a financial strategy based on investment requirements and ROI.



### What does FLC do for you?

The use of FLC is driven by a sound business appreciation yet refines the desired level of ambition.

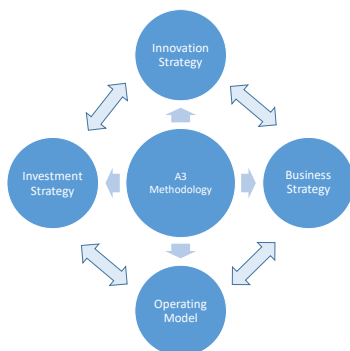
Potential sources of funding are identified and aligned to the nature and scale of the potential development and associated timeframe.

Options are evaluated and prioritised to find the best fit between likelihood and type of award to the acceptability of the commercial terms and conditions.

FLC does this based on the ROI for the business owner and strength of the investment case. In addition BAR can assist with the specialist preparation of the funding application and/or the investment case and pitch.

## How is FLC delivered?

FLC integrates with the A3 methodology and is therefore used in conjunction with the other 3 core modules – Strategic Value Matrix (SVM), Innovation Delivery Model (IDM) and Business Performance Model (BPM).



The BAR consultant provides an appropriate thinking environment for the business owner by facilitating the analysis and design process using the BAR A3 methodology. This phase will quantify ambitions, endorse investment requirements and select investment options on the grounds of ROI and affordability.

The outline process is typically:

- FLC bounds the client's business aspirations by aligning the business and financial lifecycles using its Funding Market Overview and producing a series of progressive funding measures.
- FLC uses its Softer Investment Considerations to refine and characterise the funding options in terms of source, amount of investment and conditions
- IDM and SVM produce a desired strategic value and an array of development requirements thought to bring about growth; these developments require financing
- BPM models the future operation of the business and investigates performance output against potential areas and nature of investment to maximise strategic value
- Options are evaluated and a Financial Strategy produced which outlines the investment requirement - how much, when, for what and candidate sources
- An investment case – ROI for the client business and investor(s) can now be prepared.

## What value is added by using FLC?

FLC will offer a structured approach to ensure your financial strategy is accessible, credible and offers the best ROI for your business.

The prospect of acquiring finance to meet your strategic growth plans is raised significantly and the effort in doing so is minimised.

The financial process becomes better understood, an integral part of strategic planning for the business and embedded.

Growth of your business becomes not only affordable but is underpinned by a solid plan that is also appropriate and achievable.

## How much does FLC cost?

BAR pricing is tailored to your business scenario. The first stage of FLC – developing a Financial Strategy - is typically fee based with the amount dependent on the effort required. Support to process applications for funding can be offset by workshare arising from a successful award. Development of investment cases and pitches for external investor consideration may be priced as a combination of effort and a commission based on value and outcome. BAR may also consider an equity position with the client if strategically valuable for both parties.

## Why Bar?

A specialist with real experience offering business growth expertise to companies with high value technologies who wish to expand within the UK defence and security sectors.

## Contact Us



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