

EROP GROUP®

Corporate Financing Intermediation for Growth

Client:
Technology Startup "TechInnovate Inc."

Field of Expertise:
Corporate Financing Intermediation

The financial experts of EROP Advisory have been lead advisors and participated in a few hundred mandates and in order to provide an overview over the industries, we are giving insight and presenting a case studie below.

Due to GDPR and privacy reasons of our clients, the names of our clients and their companies have been altered but the scope of work and the industry focus have remained unchanged.

Overview:

The information provided in this case study reflects real-life scenarios, but for confidentiality purposes, the names have been changed. TechInnovate Inc., a promising technology startup, sought expansion capital to fuel their growth plans. They engaged EROP Advisory for corporate financing intermediation services to secure the right funding.

Background:

When TechInnovate Inc. sought expansion capital to fuel their growth ambitions, they turned to EROP Advisory, a consulting group based in Austria and focused on businesses in south-eastern Europe. With a specialization in operational, strategy, and advisory services tailored to private corporations, investors, public companies, and family offices, EROP was well-equipped to connect TechInnovate with the right financing options.

Problem & Task at Hand:

- **Problem:** Limited access to capital, hindering TechInnovate's growth ambitions.
- **Task:** EROP Advisory was tasked with acting as an intermediary to connect TechInnovate with suitable financing options for expansion.

Initial Assessment:

EROP's specialists conducted a detailed assessment of TechInnovate's financials, growth projections, and funding requirements. They identified the need for strategic financing to support TechInnovate's expansion into new markets.

Applied Steps:

- 1. Financial Analysis and Preparation:** EROP analyzed TechInnovate's financial data and prepared a comprehensive financing proposal.
- 2. Investor Matching:** Leveraged EROP's network and relationships with investors to match TechInnovate with suitable financing partners.
- 3. Negotiation and Deal Structuring:** EROP facilitated negotiations and structured financing deals to align with TechInnovate's growth plans.

Results:

- **Secured Growth Capital:** TechInnovate successfully secured a EUR 5 million investment for expansion initiatives.
- **Market Expansion:** The capital injection enabled TechInnovate to enter new markets and launch innovative products.
- **Strategic Partnerships:** EROP's intermediation led to the formation of strategic partnerships with investors, providing not just funding but also expertise and industry connections.

Testimonial:

"EROP Advisory's corporate financing intermediation was pivotal in securing the growth capital we needed. Their expertise and network of investors helped us find the right banking partners to fuel our expansion, leading to exciting new market opportunities.."

CEO, TechInnovate Inc.

Conclusion:

The engagement of EROP Advisory for corporate financing intermediation was crucial for TechInnovate's growth trajectory. By connecting TechInnovate with strategic investors and securing growth capital, EROP enabled the company to expand into new markets, launch innovative products, and forge valuable partnerships. Despite the financial cost of engaging EROP, the substantial financial benefits realized by TechInnovate underscore the value of strategic consulting.