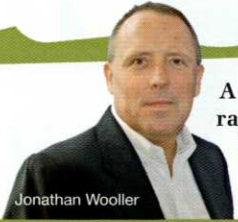


# New partnership boosts fund raising options

Janus Venture Finance fills the funding gap



Jonathan Wooller

A new venture is being launched in May to help companies looking to raise funds who face a long-standing problem ... raising finance when the loan sought is too big to fund via an overdraft but too small to interest traditional venture capitalists.

Janus Venture Finance provides short and medium term funding solutions for businesses looking to raise £250,000 - £5 million but unable to do so through traditional channels. Its focus is around short-term (3 months to 364 days) mezzanine funding, enabling businesses or professional practices to invest in growth and development.

Janus Venture Finance already works with lenders and providers of funding in the South East to assist companies who may not be able to extend their borrowing from regular sources any further, or where there may be a need for some restructuring before existing providers will feel comfortable lending more.

It is unusual in taking a broad view on the security available to secure funding. As well as property and plant and machinery, consideration is given to secure against work in progress or order books, intellectual property, book debt or personal guarantees.

A joint venture between funding and strategy advisors Hoskyn Child International and M&A

specialists Hyde Consulting, the launch follows on the back of a highly successful trial period, during which a series of deals have been completed. These ranged from an advance of £350,000 to a medium sized legal practice, which was secured on Work in Progress, to a 12 month bridging facility of £1.1m secured on intellectual property and an equity stake for a utility sector supplier.

Each application will initially be evaluated by Hoskyn Child International, who's chairman Jonathan Wooller said: "Janus Venture Finance is aimed at a wide selection of businesses, ranging from manufacturers through to professional firms. By taking into account a far broader range of security, which traditional funders cannot always consider, we can help many companies."



Collin Ellis

## Building South East businesses

In their earliest phase of development or during spurts of growth, businesses raise capital for several reasons, from product development to market expansion. Funds are raised in several ways, through friends and relatives or by going to a bank, business angel or venture capitalist.

Funding can be a minefield, and a truly impartial advisor, one with an objective view of the options available, can help to broker financing arrangements that best suit the company's needs.

This is why Finance South East was established, to improve access to finance and investment support for ambitious growth companies and entrepreneurs in the South East.

FSE offers a region wide

investment readiness programme, but also lends to growth businesses through its unique £10 million Accelerator Fund, a source of funding for companies that are not yet ready for venture capital. One such beneficiary is The Natural Café (below) which has successfully expanded the business with support from FSE.

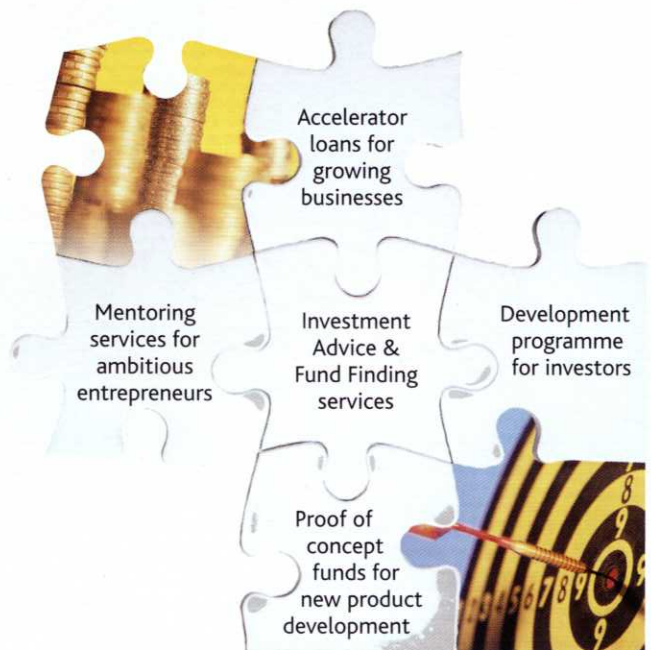


Paul Currie, Managing Director of The Natural Café comments, "We have just opened our third site in Godalming, Surrey with support from the Accelerator Fund. We have found FSE enormously helpful and their service has allowed our team to concentrate on growing the business."

To find out more, visit [www.financesoutheast.com](http://www.financesoutheast.com).

FinanceSouthEast ►►

The specialist funding organisation for growth companies and ambitious entrepreneurs in the South East region



For more information visit [www.financesoutheast.com](http://www.financesoutheast.com) contact us on 01344 758540 or [mail@financesoutheast.com](mailto:mail@financesoutheast.com)