

# SEVERN SEED FINANCE END TO END BUSINESS FINANCE

## Introduction

**Severn Seed Finance (SSF)** is a new business dedicated to providing much need equity funding and support to start up and early stage businesses in Wales, M5 and M4 Corridors and North West of England.

With over 600,000 new companies registering annually in the UK it's very competitive and difficult for many to raise funds as they are high risk and often require experienced professional support to secure funds, and make them investment ready.

## The Problem

Over 66% of start-up investment is concentrated in London and the South East of England. However, many funds and investors are now seeking to invest in the Regions and SSF provides a suitable vehicle to do this. Similarly, start-ups in the target regions do not have access to suitable funds. Access to business finance is a priority for the Regions.

Despite the presence in Wales of Finance Wales and xenos the funding gap for pure risk finance is still massive. In the Welsh borders and M5/M4 corridors regional funding does not exist.

However, funders and investors are demanding with differing needs. Most start-up businesses do not recognise or understand them. SSF can provide the solution via a unique blend of business and investment experience, professional network and advanced fintech technology.

## Business & Investment Expertise

**SSF** founder David Maas has 10 years managing a national business angel network, having raised over £30M for start-ups companies. Prior to this he spent 15 years in business in the FMCG sector developing national account sales world-wide, including export business development in over 24 countries and 4 continents. David is well placed to understand both the needs of early stage businesses and investors alike.

David is supported by a small similarly experienced professional team and a wider network of expert Associates.

## An Effective Business Model

The key requirement both these client groups is making a successful investment. But funders rarely offer to prepare companies for investment and entrepreneurs are understandably unaware of investors requirements.

**SSF** brings its experience to bear on both sides and combined with a bespoke technology platform enables each to engage and achieve successful outcomes.

## Key Commercial Collaborations

**SSF** has established several specific commercial collaborations with London based funds to deliver suitable investment ready business propositions. This includes a group of active HNWI private investors.

A core supply of funds will come through a unique arrangement with a London based seed fund that delivers tax efficient investment and funding for start-ups.

**Severn Seed Finance** is now seeking suitable business opportunities to prepare and present to its funding Panel in the first quarter of 2017.

For further information please contact:

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