

From **Angel** to **Venture Capital.**

Get the advice and support you need to make the leap from angel investment to venture capital (VC) backing. At White Lake we provide hands-on input to help you prepare your business to meet VC expectations, as well as guidance throughout the transaction process – based on our first-hand experience as VC investors.

White Lake is a team of financial experts, all qualified accountants, with vast experience in securing and managing venture capital and institutional investment. We've worked with a wide range of businesses looking to take that next step. And we've been on the other side of the table, as fund managers deciding which businesses to invest in.

Our experience gives us a profound insight into the priorities of VCs – which we combine with our operational knowledge to guide entrepreneurial businesses through critical transactions. Furthermore, because we understand the pressures early-stage companies face, we structure our pricing to reflect business cashflows.

Our areas of expertise include:

Negotiation support and Capital raising

Having set up 3 VC funds, invested in 15 others and assisted British Gas and the Environmental Technologies Fund on key investments, we can help you understand VC priorities and secure favourable terms. We can also lead capital raises.

Strategy, finance and governance

Unlike traditional advisors, we take a hands-on approach, working directly within your business as interim executives. We help you improve core financial and operational processes, from reporting to forecasting, strengthen your working capital position and build the skills of your management team.

Business plan review and analysis

We offer expert financial modelling and frank and constructive analysis of your business plan – helping you see potential weaknesses and prepare answers to the questions VCs will ask.

Contacts and introductions

Benefit from our extensive network of contacts, from investors to advisors. As fund managers responsible for \$500m+ across our careers, we have strong, direct relationships with many VCs.

Helping start-up businesses win
venture capital and institutional investment.

 **WHITE LAKE**
STRATEGIC ADVISORY GROUP

“ *White Lake has helped us in a number of ways, from building a comprehensive financial model to supporting the board and management team in key decision-making, strategy and finance. At all times I have been impressed with their knowledge, experience and enthusiasm.* ”

CEO and Co-Founder, Motor industry

About us - White Lake group is led by John Rowland with Ashok Parekh as Director of Investment Services. We work with an international team of associates in a range of fields.



**John
Rowland**

John has over a decade's experience as an investment manager, working for family offices, investment funds and venture capital firms across the world. He has structured and managed more than 30 transactions in a range of sectors. John serves on the boards of several companies, including that of a major investor. He holds degrees in Electronic Engineering and Business, is a Chartered Financial Analyst and a qualified accountant. He founded White Lake in 2012.



**Ashok
Parekh**

Ashok is a highly experienced portfolio manager who has worked in the UK and Canada. He spent several years managing investments at Blackrock's alternative investment division. Prior to that, he helped a family office create its own fund of funds. He has a Bachelor of Commerce degree, is both a Chartered Financial Analyst and Chartered Alternative Analyst, and a qualified accountant.

To discuss your situation and possible requirements, please contact John on **+44 (0) 7726 302025** or email jrowland@whitelake-group.com or visit our website whitelake-group.com

Our record - We have helped entrepreneurial businesses in a wide range of sectors prepare for and secure VC investment.

We introduced a robust financial model to enable more accurate budgeting and forecasting at a manufacturer.

On behalf of an investor, we have taken Board positions in several companies to assist with fundraising.

We worked within a specialist manufacturer to help manage the cashflow situation and overcome funding shortfalls.

Following institutional investment, we worked in-house to help a company restructure and strengthen its finance function.

We are currently working to help sell a VC-backed business.

“ *White Lake's input assisted us to improve the way we managed finance and performance. They worked with us to define relevant KPIs to support our growth strategy, and ensure the Board had the right information via relevant dashboards to monitor progress. They also provided invaluable support on budgeting – aligning departmental budgets with targets.* ”

CEO, Tech sector