

CASE STUDY

Fundraise

"Ian, Mark, and the team have been more than just advisers to sort out my company's financing – they are a sounding board, and, at times, a shoulder to lean on."

Meet Joe

Joe is an entrepreneurial investor who has worked with the MGroup in many different capacities for over 9 years.

In this time, Joe has acquired, built, and secured a future for Avatu Limited, a digital forensics and cyber security consultancy.

"I wouldn't change anything about my experience working with the MGroup so far. I have a close working relationship with Mark, Ian, and Darren, and see the MGroup as part of the team."

The MGroup's Support

Joe first worked with the MGroup back in 2013 when Mark helped Joe identify the right investment opportunity and funding solutions and he acquired Avatu Limited. Since then, Joe has maintained a close relationship with the MGroup who have acted as his accountant and helped him year on year to keep his business growing.

When the pandemic struck in 2020, Avatu was impacted and, like many businesses, saw revenues decline. Determined to find the best path forward for Avatu and its staff, Joe came to the MGroup once again for advice. Working closely with Ian, Joe considered all options. These meetings provided reassurance, however, that all the right things were being done and that Avatu had a future. Ultimately, Joe and Avatu made it through the pandemic with no assistance from government Covid schemes and ready to move to the next level.

Joe has since worked with Ian to undertake a round of funding to invest in the future and build Avatu further.

SUPPORTING YOU FROM THE FIRST INTERACTION THROUGH TO THE FINAL ONE

Ian Walker, Senior Manager, Corporate Finance

“MGCF was involved in the original Management Buy-In process in 2013 and we were very pleased to be back working with Avatu now. With a staged process of support we managed to facilitate strong profitable growth and we look forward to seeing Avatu’s future develop.”



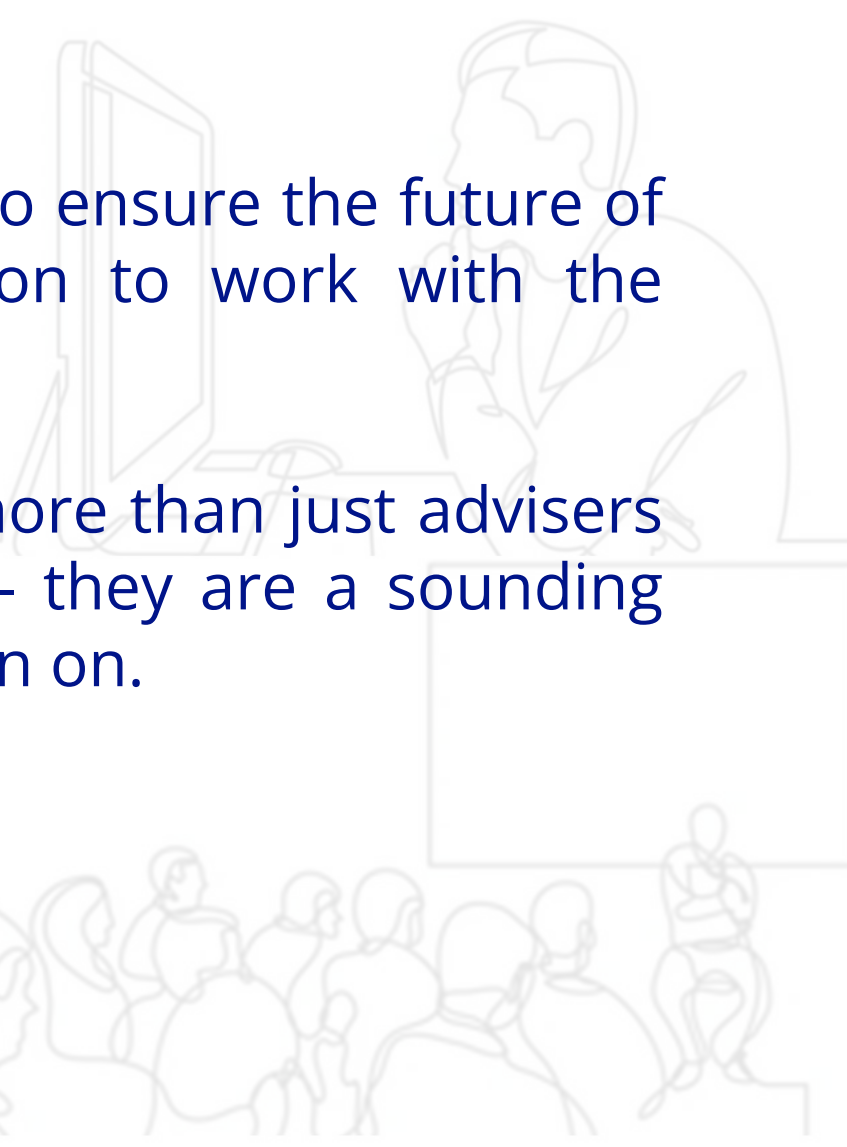
In Their Words



The MGroup Corporate Finance first helped me to acquire my business in 2013 and we worked hard at that time to find the right opportunity.

When the time came to find funding to ensure the future of the business it was an easy decision to work with the MGroup again.

Ian, Mark, and the team have been more than just advisers to sort out my company's financing – they are a sounding board, and, at times, a shoulder to lean on.



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