

Advising ambitious business owners up to and beyond a company sale

Impact *beyond* the deal



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Who are we?

Initium® is a **specialist corporate finance advisor**, partnering with privately owned business owners up to, during and beyond a company sale transaction. A proudly employee-owned business, we work exclusively on the 'sell side' – advising ambitious business owners exploring their growth and future exit strategies.

Established as BCMS in 1989, we became employee owned in 2022, and rebranded as Initium in 2024 – the same year we were recognised as one of **The Sunday Times Best Places To Work**.

Our 'why' as a business is creating impact beyond the deal. By this, we mean providing a lived experience for our clients and our colleagues that is beyond expectations and unrivalled in our industry – **delivering real and enduring impact** way beyond a business sale transaction itself.



How we can help?

We'll guide you on the first steps towards a more valuable future.

We will help you understand, shape and maximise the true value in your business prior to an exit, secure the best possible deal terms when the right time comes to sell, and achieve freedom, create lasting impact, and exceed your expectations post-sale.

Our core services are as follows:

Initium® Value Assessment and Value Maximiser: For shareholders seeking an evidence-based valuation of your business, and a long-term roadmap for growth and exit.

Transaction advisory services: For shareholders looking to pursue a company sale in the next 12 months, including to trade buyers, Private Equity, or even your own staff.

Life after sale: We can help you find your freedom post-transaction as part of our network of 250+ former clients, The Fellows, who are pursuing new goals and opportunities, and living life to the full.

Initium: at a glance

- ✓ Specialist in private company growth and sale transactions
- ✓ £10m – £100m typical deal value
- ✓ Unlocked over £3bn of value for client businesses
- ✓ Increased company values by 2.5x within 36 months on average*
- ✓ Unique post-sale network of 250+ former clients
- ✓ Sunday Times Best Places To Work 2024
- ✓ Profits distributed to community causes, with a goal of 30% by 2030
- ✓ 100% committed to impact beyond the deal



*For clients using our Value Maximiser consultancy service since 2021

Who we work with

The clients Initium can help the most are ambitious entrepreneurs who are looking to deliberately **build the value** in their businesses. Their reasons for sale are generally growth and change oriented.

We work with clients across **multiple sectors**, with very different business models. Whatever sector you operate in, and regardless of the type of business you run, our experience of hundreds of completed transactions tells us this: if you're on the path to exploring your growth and exit options, it's highly likely you'll agree with one – or more! – of the following statements:

- ✓ I can't keep up with current client demand
- ✓ I want to change my work/life balance
- ✓ I want to realise the full value from the business I have built
- ✓ I want to take some chips off the table and de-risk the future of the business
- ✓ I want to secure the legacy of the business for my staff
- ✓ I want to do something different, and pursue completely new opportunities

“To this day, the decision to hire you – from a shortlist of three – is probably one of the best decisions I have made in my entire life...” Client survey response

We're about people, not process...

Working with an advisor is not just about finding someone with the technical ability to deliver a transaction. It's also about the 'people fit'. Let's be honest: **selling a business is complex**, and you're almost certainly going to experience some challenges and testing moments along the way. As well as trust, fundamentally you need to have rapport with your advisor. You need to like them, as well as respect them.

We believe that if you're embarking on this journey, you want a partner, not just a service provider. We believe that **business is all about people**. We look to build lasting, long-term relationships with our clients, who become friends when working with us, and stay friends long after.



What makes us different

- ✓ **We're employee owned** – every single one of us is a stakeholder in your success
- ✓ **We're independent** and unbiased – we have no hidden agenda or obligations to other parties
- ✓ **Our ethos** – it's not just about the transaction. You as a human being, really matter to us
- ✓ **Our post-sale community** – 250+ former clients can't be wrong, and all clients can have life-long membership to the exclusive Fellows community, unrivalled in vibrancy

Are we right for you?

...and are you right for us?

- ✓ Are you committed to building a lasting legacy for your business, your team and your clients?
- ✓ Does your business generate at least £1m EBITDA, with ambition to reach £2m+?
- ✓ Are you forward-thinking, open to ideas, and focused on growth?
- ✓ Do you have an ultimate sale price expectation of at least £10m?
- ✓ Do you want to deliver positive impact and outcomes for all?

Our services... in plain English!

Initium® Value Assessment

This is a short-term, cost-effective engagement, tailored to you and designed to help you understand how much your business is really worth, and why. Together, we'll analyse:

- Which **KPIs** you really need to focus on moving forward
- Your **weaknesses** as a business, and how to improve them
- How you stack up against your **competitors**
- Any areas of **untapped potential** you could exploit
- Where to **focus** your energy to maximise value



Initium® Value Maximiser

This is a longer-term consultancy service, where together we'll shape your business to be fully transaction ready, helping you get maximum value at the optimum time. This tailored programme has increased company values by 2.5x within 36 months on average.

The multiple benefits of Value Maximiser include:

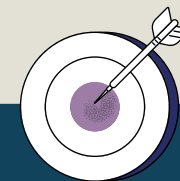
- **Commercial** – identifying strategic growth initiatives that will enhance your company's attractiveness
- **Organisational** – implementing resource planning and developing your leadership team and company culture
- **Financial** – setting ambitious but achievable financial goals and measuring progress
- **Risk reduction** – getting the business in the best possible shape for a sale process, making a transaction easier

“Having been through the business sale process with a large global M&A Deal advisory business and you, I would recommend you first every time...” Client survey response

Transaction advisory services

If you and your business are ready to move to a full sale process right now, then you'll need to explore your range of business sale options. We can create, manage and deliver a bespoke strategy on your behalf, tailored to you and your objectives. Typically, we work with clients to deliver the following:

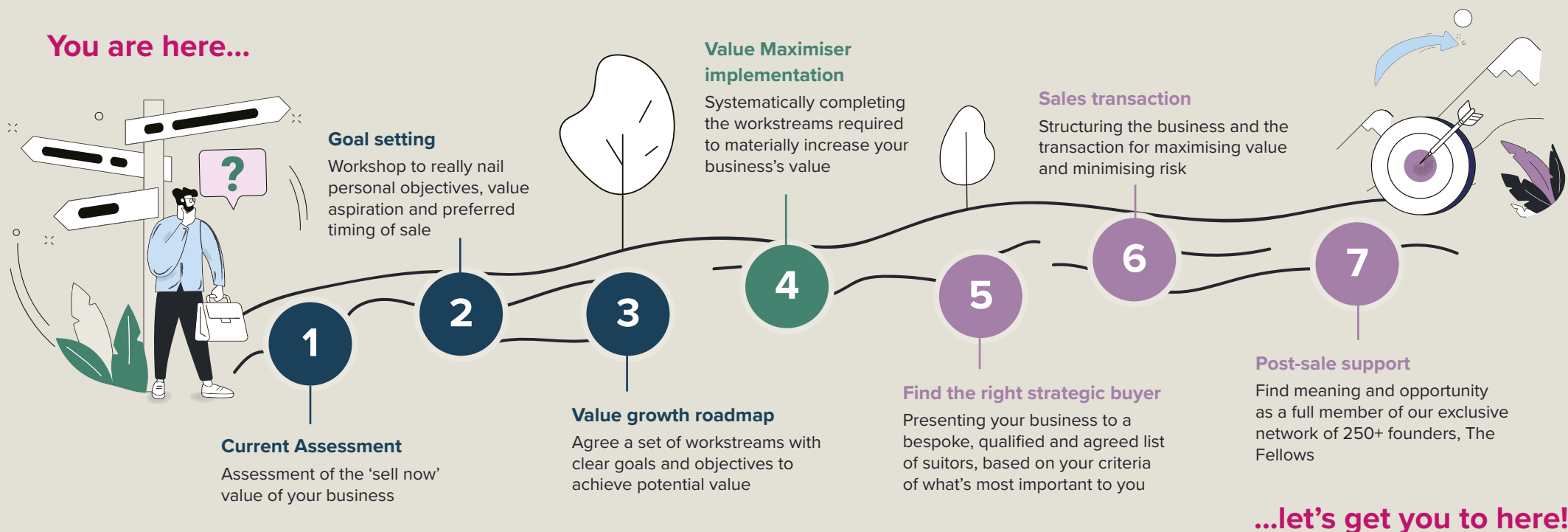
- Full company sales via a competitive sale process
- Negotiation services with your preferred buyer
- Growth capital investments and partial company sales
- Employee Ownership Trusts (EOTs) – selling your business to your staff
- Management Buy Outs (MBOs) / Management Buy-Ins (MBIs)



Why work with us?

- ✓ **We're impartial.** Initium is sell-side only – meaning we only ever work with shareholders looking to sell
- ✓ **We're independent** with no reliance on buyers. Many advisors work 'both sides' of the deal table, creating conflicts of interest
- ✓ **We think laterally** in profiling buyers. ~50% of clients sell to overseas-based acquirers, and many to buyers our clients had never thought of
- ✓ **We're specialists.** Our day job is selling privately owned businesses. This is all we do – which is why we're so good at it!
- ✓ **We've seen it all.** With a portfolio of hundreds of transactions, we've been there, done that, and got the t-shirt across multiple industries
- ✓ **We're by your side.** We pride ourselves on close relationships with clients before, during and long after a deal completes

What's the right path for you?



Value Assessment

Agreeing your future goal and how to get there

Value Maximiser

Completing the work to achieve your goals

The sale process

Achieving your ultimate goal and beyond

The Fellows Group

Our industry is guilty of being very transactional: once the deal is done, your story ends. But your partnership with Initium won't finish when your deal completes. You'll become part of our unique community of **250+ former clients** – the Fellows – who have used the sale of their business as a springboard to explore new opportunities, and create lasting impact.

Many entrepreneurs experience a sense of loss in the months after selling a business. The founding principles of the Fellows Group are to be there for each other, share ideas and advice and build personal and professional contacts, supporting the transition to life after a sale, via a range of different events and initiatives.

Our Fellows tell us that their deals had a huge and enduring impact on their quality of life. They all speak of freedom, time, choice, and new opportunities. Many mention improved health and family relationships. This network is, we believe, the largest of its type in the world – and **it's growing with every single client we work with.**



Unlocking your life post sale

A new chapter begins... The range of activities our clients pursue post sale will astonish you. Some choose to give back, donating time to volunteer work and establishing charitable foundations, becoming Non Executive Directors, Foundation Trustees, or mentoring other entrepreneurs.

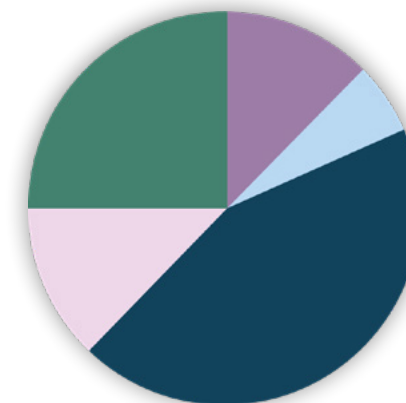
Others start new business ventures, often in entirely unrelated sectors. Others **realise life-long dreams**, and in our Fellows ranks we have a bestselling novelist, a Guinness World Record holding adventurer, a channel swimmer, sailors, triathletes and cyclists, a football club chairman, an antiques restorer, music promoters, and even a member of the House of Lords!

Whatever they choose to do, **most initially struggled to come to terms with letting go**, and establishing a new identity beyond owning a business. That's why our clients all appreciate the chance to speak to other Fellows, and compare experiences. After all, only other entrepreneurs truly understand what's involved in running and selling your own business.

What will you go on to do?

In a recent survey, our clients shared their key post-sale goals

- Invest in another business
- Start a new business
- Become a NED, mentor or coach
- Pursue voluntary/non-profit work
- Pursue own hobbies/interests



Initium's core values

We want the work we do to have a positive impact in three distinct areas...

1 Impact for our clients

We want to help those who work with us to maximise value in their companies, and **exceed expectations before, during and after a transaction**. Because we build such strong client relationships, we know a sale has impact far beyond financial security – it delivers opportunities, better work/life balance, and freedom to pursue new goals, often benefitting others.



2 Impact for our colleagues

Initium is an employee-owned business, and **every single member of staff has a genuine stake** in how our company is run. Nurturing talent and fostering growth forms the bedrock of our approach, and we provide pathways for advancement at every career stage. It's why we were recognised as one of The Sunday Times Best Places To Work in 2024.



3 Impact for our community

In 2004, our founders established our own charitable organisation, The Snowdrop Foundation, active in the UK and supporting a school in Kakinada, India. Additionally, we have a dedicated Community Team, through which we support charities important to us. Our goal as a business is to commit **30% of profits to impact causes** by 2030.



What is impact beyond the deal?

When working with you, impact is in **adding real value**, and in the genuine care and support we offer during the stresses and strains; it's partnering; it's friendship.

Post-sale, it's about opening up new opportunities, freedom, time, choice, restoring control, and giving you the chance to pursue life-long passions.

For everyone who works at Initium, we are determined to make a career here more fulfilled, varied, meaningful and enjoyable than anywhere else.

For our community, impact is about the support we can give others as a business. Our Foundation benefits directly from our financial success, and impacts thousands of lives in the UK and overseas. We support other organisations with charitable initiatives, many local to us here in the Thames Valley.



Our selected transactions

[view more transactions online](#)

Sale of



to



Specialist in the provision of drinking water regulatory compliance services to the offshore and marine sectors

Sale of



to



Provider of compliance-driven water hygiene and water treatment services to the built environment

Sale of



to



World-leading supplier of scientific instrumentation and services for the analysis of geological cores

Sale of



to



Academy Award® winning provider of cinematography lenses for multiple film and digital applications

Sale of



to



Full-service medical communications agency with expertise across multiple therapy areas

Sale of



to



Award winning distributor of own brand and third-party medical consumables to NHS hospitals across the UK

Sale of



to



Legaltech specialist, providing SaaS-based Practice Management software to the legal sector

Sale of



to



IT consultancy delivering complex digital transformation programmes for the financial services sector

Sale of



to



Major international exhibitions business, operating 50+ tradeshows across Europe, the Middle East and Asia

Sale of



to



Independent insurance intermediary, specialising in landlord insurance for the buy-to-let sector

What our clients say about us...

“In considering the sale of my business, it was important for me to feel a connection with the team who would be supporting me on this journey.

I wanted to work with people who were experienced and professional, down-to-earth and honest, supportive and caring, and who were also able to have a bit of fun along the way. I found these qualities and more in the whole team, who supported me throughout.”

– Louise Sharp, Makara Health, acquired by Precision Value & Health

“You brought not only the M&A expertise we required to negotiate a ‘once in a lifetime’ transaction to the best possible conclusion – but also provided extensive support in so many other ways. I have no doubt that this deal would not have happened if we had not been working with you.”

– Dan Melhuish, LMS, acquired by DocGo

“We chose Initium to act for us based on what they told us they would do, and they exceeded our expectations in every respect. I have nothing but praise for their organisation and professionalism.”

– Bill Mayne, MSS Group, acquired by RSK

“For anyone considering their business sale options, we would most certainly recommend Initium. They have the experience, knowledge, expertise, and the track record to get you the best outcomes and, perhaps most importantly, they are supportive, brilliant, friendly people to deal with.”

– John Shanahan, EHM, acquired by Bunzl plc

“You understand the pressure a sale process places on business owners and you expertly managed that process for us every step of the way.”

– Charlie Shaw and Alison Turney, joint founders of Gold-Vision, sold to Volaris

“We thoroughly enjoyed working with you and were impressed with your professionalism, depth of knowledge and continuous enthusiasm.

Your support during the identifying opportunity stage, preparation and transaction work was first class, making navigating a challenging process manageable and transparent at all times. You really were the ideal partner.”

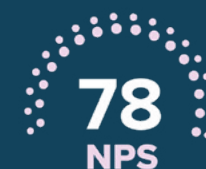
– Tony Bosley and Peter Schultheiss, Geotek, acquired by Judges Scientific plc

Our Net Promoter Score (NPS)... 78

Created by Bain & Company, NPS has become a globally recognised indicator of customer satisfaction and measures active promoters (those customers who would definitely recommend you) against detractors (those who wouldn't).

In our recent NPS survey of clients, we scored 78. Is that any good? Well, Bain & Company suggest that anything above 0 is good, above 20 is favourable, and above 50 is excellent.

According to CustomerGauge data, the average score for a financial services business is 44.





Initium: pronounced in-ish-ee-um

[Init_ium] Latin: beginning, starting point
— the root word for *initiative*...



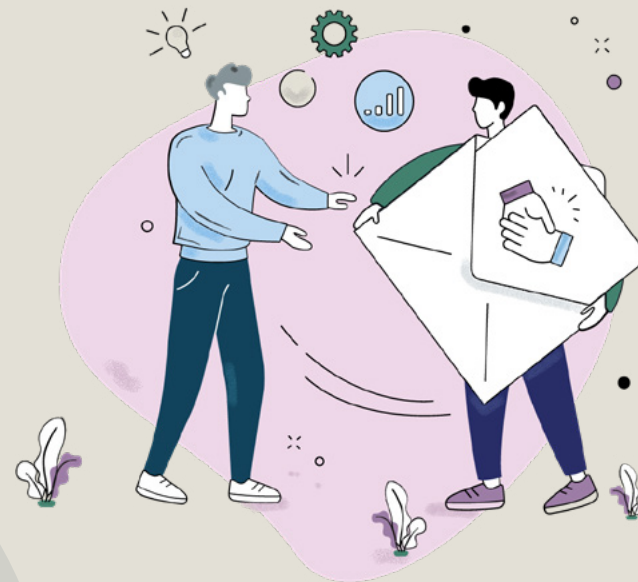
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