

Amoo Venture Capital Advisory adds value to your company by investing in you

SME Business Support

We back managers through the critical stages of their business life cycle as they execute a vision. Our strategy workshops are popular and include deliverables like credible 5 year projections, objective snapshot of where your company is currently, and a funding roadmap that includes forecasts for staffing, revenue, and strategic partnerships. As experienced entrepreneurs ourselves, we don't just talk corporate finance – we roll up our sleeves to add value to your business.

Investment Readiness

Helping entrepreneurs to gain investors' confidence by interpreting the needs of the investor, and meeting those needs through communication of management skills, quality presentation of business plan, defining appropriate sources of financing and defining a strategic roadmap.

Capacity Building

From the beta stage of your venture to consolidating your project's structure while bootstrapping and taking your idea to market, we are behind you. We focus on your bottom line and on helping you gain clients and generate revenues. We support you in your recruitment, team building, strategy and partnerships.

- ▲ Amoo Venture Capital Advisory is a boutique firm focused on venture capital in emerging markets, servicing domestic and international clients.
- ▲ We specialised in the technology, media and telecoms sector. This broadly covers Digital Media, Hardware, Software, Internet and Cleantech.
- ▲ Special interest in companies exposed to our fast growing markets such as Brazil, Russia, India, China, South Africa, Mexico, Indonesia, Nigeria and Turkey.
- ▲ Connected to an international network of institutions, strategic partners and world-class advisory board, who adds value to our clients.



- ▲ We leverage our relationship with investors to get your business in front of relevant potential investors. For high quality projects, we screen our network of relationships to decide which ones are most appropriate for your business.
- ▲ A diverse group of professionals with intercontinental experience in business strategy, capital raising, managing businesses, project implementation, strategic direction and business development.

Case Study: Data Analytics Pioneer

Profile



UK based real-time data analytics pioneer developing highly innovative systems and apps that are focused on gaining enhanced visibility and insight by analysing structured and unstructured data and real-time social media, from streams of data flowing from many different sources.

How we engaged

Amoo created a comprehensive financial model, including business valuation and prepared professional investment documents as well as made introductions to investors. In addition to working on investor relations, managing communications with investors, attracting syndicates for the deal.

Outcome

The client successfully closed its second funding round at the target value suggested by Amoo. The company is currently preparing for a trade exit.

Case Study: Network Platform

Profile



A Latin American start-up that plays the role of a matchmaker for businesses and subject matter experts.

How we engaged

Amoo conducted an overall assessment of the investor documentation (i.e. Business Plan, Sales Projections, Preliminary Due Diligence documentation).

Outcome

Amoo produced a list of recommendations for the firm which were used to crystallise the business and brand strategy.

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Leverage our emerging markets network and expertise to add global value your proposition

Capital Raising

Many promising start-ups with high growth potential do not have access to capital markets due to limited operating history – which entail higher risk for investors. We assist management in developing credibility by developing an attractive investment structure, valuation and presentation to attract the investment required to grow your business.

Events

We bring people together via open networking and themed seminars. Our attendees vary from creatives, technologists, engineers and service providers, to investors, venture capitalists, private equity, and management consultants. Users come to share expertise, learn and through established links, find modes of executing ideas across these countries.

Contact

We are always happy to hear from you and talk about new opportunities.

For more information on any of our products or services, please visit www.amoo.co.uk or give us a call +44 (0) 78 3014 3489



Case Study: Mobile Fashion App



Profile

Award-winning technology firm and the creator of a virtual fitting room application, benefiting online shoppers and retailers. Technology renowned by many international and online retailers.

How we engaged

Amoo advised on online strategy; how best to maximise digital initiatives for the company. Amoo successfully secured meetings with key executives in the industry and assigned an in-house consultant to facilitate the pre-fund raising process.

Outcome

The company secured a fund raising round and has since expanded its operations internationally. Having over 15 global clients, the application has become the leader in the online apparel industry.

What We Do

We pride ourselves by providing flexible and innovative solutions providing real added value for our clients based on their specific needs.



Live Client: Network Platform



Profile

An innovative company designing and manufacturing robust, high-quality and affordable mobile smartphones for the local market. Accelerated-growth potential with added key features to respond to the needs of a growing customer base.

How we are engaging

Amoo is assisting with the initial fund raising process by preparing documents for potential investors. This involves identifying growth opportunities and project prioritisation. Amoo is responsible managing investor relations and maintaining communications.

Status

Currently working on investor relations, managing communications with investors and attracting syndicates for the client.

- ▲ We have over 10,000 individuals and companies from all over the world on our combined social networks, digital channels and mailing list. Our social channels include Twitter, LinkedIn, Facebook and YouTube. We also have a popular quarterly newsletter with over 6,000 subscribers
- ▲ We created place4BRICS as part of our commitment (CSR) to nurturing the start-up ecosystem. The seminar series features speakers from the industry that are as passionate about start-ups and entrepreneurship as we are

Some of our partners:

