

Ariannu Twf Financing Growth

Jon Moulton

Founder, Managing Partner,
Alchemy Partners LLP

“How not to Prosper
The Other Way to Succeed”

ALCHEMY

ariannutwf.co.uk
financinggrowth.co.uk

 Cyffwrdd Cymru
Finance Wales

Why Do Some Businesses Work?

Largely because they avoid killer mistakes

Avoiding mistakes often as important as the positive actions

Good product

Good market

Strong finances

Crummy competitors

Excellent management

Not ruined by governments

Blunders – the Essence of Business!

Common Blunders

- Strategy
- Funding
- Management action
- Management generally

Strategic Blunders

Too small a market

Not spotting the key success factors

Too crowded a market

Big economies of scale

Fast moving technology

Low cost economy competition

Developing a new business from a stuffed basis
(pensions, premises, people)

High volatility – currency, regulatory change

Location

Funding Blunders

Too little – commonest

Too much – can also kill

Too easy – does kill

Too late – usually lethal

Too much complexity

Too much greed – 100% of zero.....

Vast executory costs

Management Action Blunders

Or inaction....

Poor or no financial control – deadly and common

No respect for numbers

Gross optimism

Expansive actions

Being unconventional – usually a bad idea

Being unresponsive to events

Detachment

Management – the Usual Blunder

Inexperienced

Inadequate

Promoter not manager

Him – or was it the adviser?

Divorcees

Fraudsters

Selection – few remaining criteria!

Fit for purpose at the time

Difficulties for Small/Medium Businesses

Less complete managerial skill base
Frail finances
Lack economies of scale
Increasingly unattractive regulatory burden
The Employment Equality (Religion or Belief) Regulations 2003
The Employment Equality (Sexual Orientation) Regulations 2003
Protection from Harassment Act
Working hours
Employment tribunals
Waste
Carbon
Breeding – a cost for business
Flexible working
Diversity
Bullying
Time off for religion
Age discrimination
Pensions – and still more Regubloodylation
Bilingualism

Good Things For Small/Medium Businesses

Agile

Less legacy baggage

Actually good access to capital

Lots of (variable quality) support

More fun!

QUESTIONS LATER...

Iraq

Council tax

Prescot's Two Jags

Prescots staff relations

Prescot's croquet

Blunkett

Stalingrad

Napoleon march on Moscow

GEC/Marconi

Hadrians Wall

British Rail

Energy regulation

The EU generally

English batting

Financial regulation

UK infrastructure

University educational utility

MFI

Ariannu Twf Financing Growth

ariannutwf.co.uk
financinggrowth.co.uk



Cyllid Cymru
Finance Wales