



Identity remains confidential

Effective were approached by a management team who were seeking private equity funding to establish a new niche airline business.

What was the Requirement ?

The management team needed to develop a full IT strategy, together with full supporting budgets and required additional input to develop the appropriate sections of the business case for submission to Private Equity firms.

How did Effective help ?

Effective were involved at a very early stage in the process. Effective staff sat with the management team to fully understand the business model, the objectives and the timescales involved in the whole project.

Effective then undertook the necessary industry research – both on-line, at trade shows and through meetings with key industry suppliers.

Effective then went on to develop & document a comprehensive IT strategy to deliver the defined business objectives, underpinned by appropriate capital expenditure/recurring expense budgets.

Effective contributed further to the development of other associated areas of the business case being prepared for investors and assisted in the presentation to potential investors at appropriate stages.



The management team are currently in the final stages of securing a £75 million first-tranche of funding and have engaged Effective to implement the defined IT strategy.

What our customer had to say :

'Without Effective's professional approach and attention to detail, we would not have been in such a strong position to present a comprehensive and thorough investment proposition to the Private Equity community. We look forward to working with Effective during the next stage of this exciting project'

Project Team Leader and C.E.O. designate.

Effective Systems Ltd
7 The Coles Shop, Merton Abbey Mills, Watermill Way, London SW19 2RD

Web : effectivesystems.com **E.Mail :** info@effectivesystems.com **Tel :** 0845-838-5331
