

# Case studies: Sweet Cred Limited

**SWEET CRED**



## Overview

- Sweet Cred Limited ("Sweet Cred") is a unique novelty toy and confectionary business with sales in UK, Europe, Asia and Australia
- The business was successfully launched in 2004 by an experienced entrepreneur who funded all the principal set up costs including a factory in China and established international distribution channels
- By 2006 Sweet Cred had grown significantly and was looking to raise £5m to help fund the working capital requirements and to find a strategic private equity partner to assist with the growth of the business

## Role

- Completed a thorough analysis of the business and verified working capital requirements and growth potential
- Reviewed the financial projections and prepared an integrated financial model
- Quickly identified two potential investors and received an indicative offer within two weeks of issuing the Information Memorandum
- Negotiated key legal terms and assisted the new FD with all due diligence requests



**Octopus VCT provided £5m expansion capital for 25% equity stake**