

The journey to success



Foreword

There are times in your career when you realise you have stumbled upon something quite special.

For me, that happened in 2022 when I met Sahar Hashemi and Barny Macaulay. They were about to formally launch **Buy Women Built** (BWB). The community which sprouted from a small WhatsApp group during the pandemic has flourished into a movement of almost 2,000 female founders (and growing) with the goal of harnessing the power of consumers to support businesses owned by women.

We are proud to be one of BWB's first corporate partners and over the past years, I have had the pleasure of spending time with female founders and have learned so much about the challenges they face as they run and scale their businesses.

Hurdles and obstacles aren't in short supply along the way and many founders can put planning their personal finances and establishing a defined exit strategy to one side.

We surveyed over 100 members of the BWB community and found that while **44% knew their options** for corporate finance and an exit, **only 10% had a plan in place** for their personal finances. A sobering figure that we, unfortunately, see often with founders of all genders and sectors.

That number is too low.

We believe that having a plan for your private wealth as well as your business puts you in a much stronger position. We have written this report to feature some incredible female-founded businesses at different stages and also highlight the personal finance considerations a founder will have at varied moments of their journey.

I hope you enjoy reading the remarkable stories of **Melanie Lawson** of Bare Biology, **Alla Ouvarova and Anna Richey** of Two Chicks, and **Cécile Reinaud** of Seraphine. And, perhaps, you can get one step closer to creating your financial plan.

Sophie Kilvert, Client Adviser
Wealth Management, Rothschild & Co

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Rothschild & Co and entrepreneurs

Rothschild & Co is a proud partner of Buy Women Built and its community of female founders.

Since our founder, Nathan Mayer Rothschild established our business in London in 1809, we have been a home to entrepreneurs and their businesses.

Being family-owned allows us to take a long-term view with not only our investments but our relationships too. We are able to support the entrepreneurial community well ahead of any business opportunity.

Rothschild & Co is one of the world's largest independent financial services groups and services clients through four core divisions:

Wealth Management – Working with some of the world's most successful individuals, our wealth management business offers services specifically designed for entrepreneurs. The majority of our clients are first generation entrepreneurs and trust us to help preserve and grow their wealth over the long term.

Global Advisory – A leading strategic partner to founders and management teams that provides an impartial and insightful perspective on M&A, strategy and financing advisory. **Arrowpoint Advisory**, a part of Global Advisory, is an adviser to owner-managed, family and founder-led businesses specialising in UK mid-market transactions.

Five Arrows - The alternative assets arm of Rothschild & Co deploys the firm's capital alongside that of a select set of leading institutional and private investors into private equity and debt investments.

Asset Management – A global, independent multi-specialist asset manager, delivering bespoke investment solutions and advisory services to institutional clients, financial intermediaries, and third-party distributors.

As a business we are committed to deepening our knowledge and understanding of the communities we serve. We commissioned a survey which asked the members of Buy Women Built various questions around personal and corporate finance.

We were encouraged to learn that this community has a good understanding of corporate finance options for their business with nearly half of those surveyed having a strong understanding. Conversely, only 10% of those had a personal financial plan. In this report, we speak to some inspiring founders about their businesses and also take a look at how a founder should be thinking about their personal finances at each stage of their journey.



**BUY
WOMEN BUILT**

About Buy Women Built

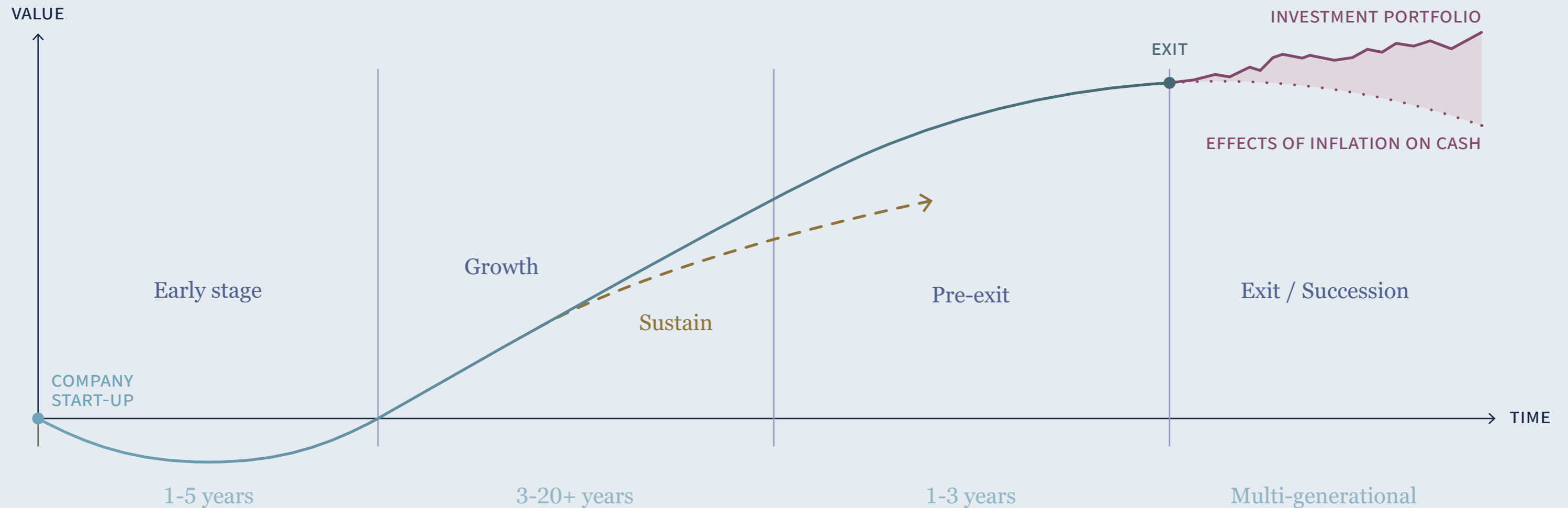
Buy Women Built is a consumer movement that aims to shine light on amazing female-founded brands. They want to inspire people to shop with purpose for commercial benefit and inspire future generations of female entrepreneurs. The kitemark is our visual badge that makes it easy for customers to find female-founded brands, buy from them and in turn, create a stronger, fairer economy.

Buy Women Built was founded by Sahar Hashemi OBE and Barny Macaulay in 2022 and has grown to over 1,900 brands in less than two years. Sahar was inspired by a tweet she saw that said “*Not everyone can invest in women and not everyone can mentor women, but everyone can buy from them*”.

Business growth journey

Starting a business is an all-encompassing undertaking. When navigating all that is needed to launch, scale and make a business profitable, and then thrive, it is understandable that not many owners find the time to step back and reflect on where they are on their business's journey.

As you read the stories of these inspiring entrepreneurs and our guidance on what a founder should consider at each stage, place yourself on the chart below and reflect on what your next step might be.



Organically growing her family business



That became my dream, to have this beautiful family business that's really solid and lasts for generations.

Melanie Lawson (right), founder and CEO of Bare Biology and mum of three, does things differently. A believer in our innate knowledge and instincts to live truly well, when she looked to nutrition for post-natal depression and OCD, the idea for her brand was born. Bare Biology is a curated range of pure omega-3s, vitamin D and collagen. All the best quality, sustainably sourced, and trusted for over 10 years by professional health practitioners.



Melanie Lawson Bare Biology

Melanie Lawson is the founder of omega-3 and collagen supplement brand Bare Biology. Her journey into entrepreneurship began after giving birth to her first child, after which she suffered from postnatal depression but found it difficult to source high-quality supplements.

Inspired to fill this gap in the market, she started her supplement business from scratch. After sourcing fish oil from Norway for her products, Melanie launched a website and started to attend trade shows to grow the brand.

Her business has grown organically since then, and Melanie has made the decision not to seek outside investment or sell a stake in the business. Instead, she retains full ownership of her company.

"I don't want a boss – and I feel like investors end up being your boss," she said. "I know lots of brands want or need investors, but the founders seem to spend most of their time trying to keep their investors happy or writing reports and presentations for them."

The inspiration for her business strategy came from a visit to a family-owned vineyard in the north of Italy. *"The son, who was in his early 20s, showed us around the business that his parents had started," she said. "That became my dream, to have this beautiful family business that's really solid and lasts for generations."*

Bare Biology is growing by 50-60% each year and while she sets both short and long-term targets for the business, Melanie's primary aim is to grow both her personal and business finances in a sustainable manner.

"We started by wanting to get to £1 million revenue and that was amazing when we did it, then we targeted £5 million, which we've just hit, and now we're looking at £10 million," she said. "I want the business to be really big, but I don't want to run a huge corporate business."

"My goal from the beginning has been to help women feel better – our mission is to be a brand women trust with their lives."

Equally important is finding a balance between her business and personal life. *"I want to take my children to school and pick them up," she explained. "I see my business as funding my personal life."*

Melanie added: *"One of my main personal financial motivations was to be making enough money from the company to be able to afford to send my children to private school."*

Taking advice early in the entrepreneurial journey is key, so what lesson would she share with her younger self? *"I would say not to be so hard. I think women in particular can be really hard on themselves when they mess up or make a silly mistake. Persistence is also key, I think a lot of people give up too quickly or get impatient."*

The accumulation journey

Starting a business is the beginning of a long journey that can be enriching, frustrating and rewarding in equal measure. Yet through the twists and turns of business growth, it can be easy to forget the impact this can have on your personal finances.

Even in the early days of business growth while founders are necessarily very concentrated on the business, it's important to have a strong financial plan for both your personal and business finances.

However, we have found that many entrepreneurs do not have a robust strategy in place for their personal finances. Our survey asked female founders what word they associated with their long-term personal finances - among the responses were words such as 'chaotic', 'uncertain' and 'unstable', suggesting that even those running successful businesses were seeking greater advice on their personal situation.

Although it can be tempting to concentrate solely on your business, it's never too early to start wealth and tax planning, making sure that your personal finances are healthy and can grow in a stable manner, even if your business growth is far from being linear.

As a founder, this may mean taking on more financial responsibility than you've previously had. For example, you might have moved from having an auto-enrolled pension to having to consider this yourself.

There are some simple steps that founders can take to maximise their wealth in the long term. For those who are able to pay themselves a good wage or strong dividends, building a nest egg should be at the forefront of your plan. A nest egg is an important part of any financial strategy. It should give you access to cash when needed and be used to grow your wealth over the long term. This includes maximising the tax allowances available.

How we think about wealth

Some founders can find it premature to talk about wealth when caught up in the throes of scaling a business. At Rothschild & Co Wealth Management, we believe it is important to have a personal plan from the beginning.

We find it is helpful to discuss personal wealth in 'pots'. These pots vary in their purpose and in the risk and return expected from each asset type.

Often, we meet founders whilst they are focusing on scaling their businesses. They have invested much of their personal capital in their company and as a result, their wealth tends to be concentrated into two of our five pots: the lifestyle pot (typically primary residence, car and a few luxuries) and the business pot (their company).

Though founders have intimate knowledge of their companies, this concentration is still a risk. In most cases, we advise entrepreneurs on how they could diversify their assets. For many, this is achieved through a long-term investment portfolio - a nest egg.

Rothschild & Co wealth framework



Creating a financial plan

Whilst the wealth framework is a helpful starting point, before a plan is put into place you need to consider and define the purpose of the/your wealth. Ask yourself questions about the kind of life you and your family might like to lead in future. Think about the opportunities or challenges that may arise in future in each category that you could anticipate with prudent planning.

Our entrepreneurial clients at Rothschild & Co Wealth Management tend to achieve their financial plans in two ways: one is to sell their business, the other is to prudently save and invest the drawings from their company over the years.

As no sale is guaranteed, we think it is wise to consider accumulating your assets over time. Our clients find that it is often helpful when we build a cash flow forecast to illustrate potential returns and impacts of saving and investments. It also shows which accounts you would deploy capital to and in what amounts. The modelling can provide the confidence to stick to a long-term personal financial plan.

When investing over the long-term there are many vehicles available to do so including some with significant tax benefits.

Options include:

Pensions – Pensions can come in several forms; many savers either pay into a workplace pension or invest via a self-invested personal pension (SIPP). Pensions can offer significant tax advantages, but it is worth remembering that the assets will be locked in the pension and you may not be able to withdraw this capital for many years.

ISAs – Limited to an annual allowance of £20,000 invested per year*, a Stocks and Shares ISA offers a tax efficient way to invest and save. Unlike a pension, you have full access to your ISA and could sell and withdraw your assets from the portfolio with short notice.

General Investment Account (GIA) – As pensions and ISA have set limits and allowances, a GIA allows clients to continue to save and invest beyond those restrictions.

Founders often know their business and its finances inside and out but having all your wealth tied up to a single business can carry some risk. By building a long-term nest egg that aims to protect and grow your wealth over time, you could have greater flexibility in your other pots and diversify your risk.

The information above is not intended and should not be considered tax advice.

*Allowance correct at the time of publication and are subject to change.

Case study

We met a founder of a growing consumer goods business. She had started the business alongside her professional job but resigned three years ago as the company's revenue increased and allowed her to meet her living expenses.

Over these three years, business has boomed with products stocked in leading supermarkets and high-street shops alongside a healthy direct-to-consumer revenue stream from her website. The business has grown to 32 employees and over £6 million revenue.

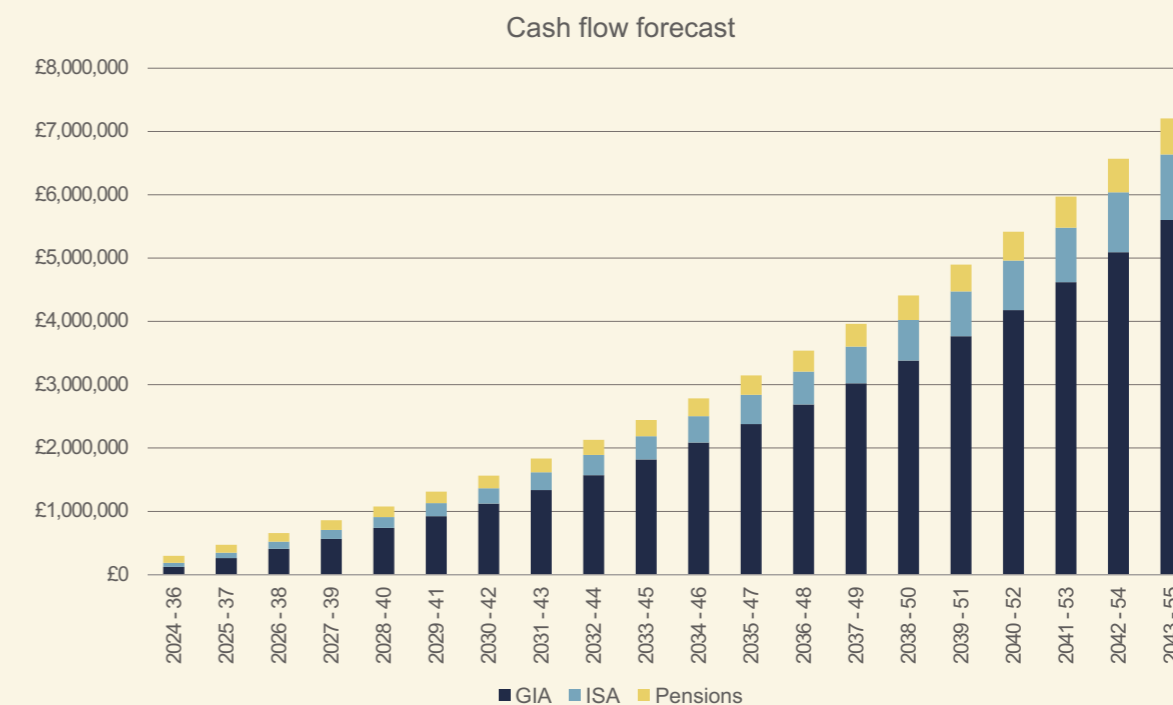
Scale has allowed the company to lower its unit cost. The founder can now afford to pay herself an attractive wage and dividends whilst still being able to invest in her team and expand into new markets.

When we met her, aged, 36, she thought it was "too early" to think about wealth and that she "didn't want to count her chickens before they hatched" for a business sale.

Despite the reservation, she sat down with one of our Client Advisers. She plotted her current assets on a wealth framework before considering how much she could afford to contribute to an investment portfolio.

Having looked at her expected spending, she thought she was able invest £150,000 most years. We modelled these contributions for her maximising tax allowances with investments split between her pension, ISA and General Investment Accounts.

The cashflow model showed her the impact of investing regularly and gave her the confidence to build a nest egg which could diversify her personal finances alongside her business assets.



The model above was created using the following assumptions: Starting value of the ISA is £40,000 and pension is £100,000. Model assumes 6.4% investment return and inflationary increases to allowances.

The forecast above is intended for illustrative purposes only and does not constitute advice.

Breaking open new opportunities for growth

Alla Ouvarova and Anna Richey were inspired to establish Two Chicks after they were unable to find liquid egg whites in the UK. Today it's a product that is on the shelves of most supermarkets.

"I'd been to the US and seen how popular egg whites were," said co-founder Anna Richey. "But you just couldn't get them here."

The founders started their business with just £25,000, with Alla focusing on the financial and logistics side of the company and Anna leading the sales and marketing efforts.

As Alla explained, it was a struggle for them to raise finance as two women with no experience in food or business. They then decided to start the business themselves with £25,000.

Anna added: *"As a new product in the UK, we had to build and create the whole market."*

After two years of organic growth, the founders sought a £75,000 cash injection to fund a product redesign, marketing and product development – three areas they believed would help scale the business. This was later followed by a third round of fundraising, raising £200,000.

"We didn't want to give away too much equity," Alla said. *"Which was easier to do the more we had proven the concept."*

Scaling is a difficult challenge for any business, but their ambition was to get the product on the shelves of all major retailers and to launch more products, rather than set specific financial targets.

"We were just trying every day to get as many retailers as possible interested," said Anna.

As a new product in the UK, we had to build and create the whole market. – Anna Richey

Alla admits that after strong growth at the beginning, the business then reached a plateau. Founders can often be impatient at this stage, but determination is key.

Anna said: *"People give up too easily, they think it's going to be better and more glamorous more quickly. Everything takes longer than you think it's going to take, it's not going to happen overnight – you have to believe in the idea and be committed to it."*

In the last three years, the business has nearly doubled in size. The pair said that the bedrock of the business growth was the relationship between the two co-founders. *"If one of us has a bad day the other one will pick her up,"* Alla said.

Their advice to other founders who are trying to scale? Alla said: *"Be flexible and open to change. Don't give up and don't take no for an answer."*

Alla and Anna set up the Future Female Entrepreneur in 2022 to empower the next generation of female entrepreneurs. They host monthly networking events featuring panel discussions and talks with successful female founders and experts on all things business and entrepreneurship.



Alla Ouvarova Anna Richey Two Chicks

Alla (left) and Anna (right) are the founders of the multi-award-winning Two Chicks products brand.

They were the first to launch liquid egg products into European retail markets, that had previously only been available in the US. They now have a line of products and

are stocked in almost every supermarket chain in the UK, as well as internationally.

Having moved to the UK with her family in 1991, Alla went onto study economics at UCL. An avid sportswoman, she recently competed in the World Championships of the highly prestigious

Hyrox fitness competition.

Anna holds a bachelor of arts in English literature from the University of York and a masters in broadcast journalism from City University of London. In her spare time, she enjoys horse riding and writing poetry.

Scaling successfully

Growing from a start-up business to a more established company is rarely a linear path, and you must start by deciding how you intend to grow the business and how quickly you want to expand.

Growth could be achieved by adding new products or services, streamlining process or employing a larger team to support the business. You could also seek a new type of customer or build your brand by targeting new countries or markets.

In many cases this scaling is ultimately done with a view to selling some or all of the company, and it's at this point many founders choose to seek outside investment to help grow the business.

At this stage of the journey, the financial performance of the business is crucial. It's important to time any exit or partial exit to coincide with a moment of strong profitability and performance. You should be able to demonstrate year-on-year increases in revenues and profitability – and show that scaling is sustainable.

While it can take some time for a sale opportunity to emerge, sometimes it can happen quite quickly and it is important to be prepared for the possibility. Who knows when you might receive an offer you cannot refuse? However, more than half of founders said they did not have any exit plan in place. Our survey found that 56% of respondents stated they do not have an exit plan and 42% said they were not knowledgeable about the available options to exit a business.

Many founders receive an unsolicited approach from somebody who makes an attractive offer or has a compelling story about the future of the business. This can be highly tempting, even if the offer is unexpected. On other occasions activity in the markets fuels interest from private owners to sell a business. Other common reasons to pursue a sale include an owner feeling they have taken the business as far as they can.



Have you got a personal financial plan for the sale of your business?

90% NO

10% YES

Do you have an exit plan for your business?

56% NO

44% YES

To what degree are you relying on a business sale to fund your retirement and other life goals?

16% FULLY

23% MOSTLY

46% PARTIALLY

15% NOT AT ALL

Business success generates attention which, in turn, can bring acquisition offers.

It pays to be prepared should an offer come your way. At Rothschild & Co Wealth Management, we typically advise clients who are two years from an expected sale to consider the following:



Build your personal advisory team

You may have a well-constructed board of advisers for your business. It is important that you build a personal 'board of advisers' too. It could include lawyers, accountants, tax advisers and wealth managers



Purpose of wealth

Define the role you want your wealth to play in your life, the life of your family and friends, and in supporting any charitable and philanthropic causes



Consider a claim for Business Relief

Formerly known as Business Property Relief, Business Relief may help reduce a future Inheritance Tax charge for business owners



Assess whether you can claim Business Asset Disposal Relief

This can reduce your capital gains tax bill when you sell certain business assets or shares



Assess your tax residence and domicile

Consider whether you could achieve a more tax-efficient sale by changing your residency status or domicile



Use asset protection

Manage your estate and ensure that your assets are distributed according to your wishes after your death



Decide your form of consideration

Consider the consequences of restricted shares, loan notes and earn-outs



Consider publicity and privacy

While many founders are keen to share their story of success, others prefer to keep a lower profile during a sale



Open accounts for sale proceeds

Be prepared to receive what could be a significant amount of cash. You will need an initial account that keeps your cash safe and then investment accounts to help it grow in the future



Ensure access to liquidity

If you've been drawing an income from your company then the potential loss of this income stream after the sale could be significant. Ensure you have access to funds when you need them

It's never too early to start thinking about your financial future. Making good decisions early in your wealth accumulation journey can have a significant impact on your finances in the long term.

– Sophie Kilvert, Wealth Management, Rothschild & Co

Raising and selling an empire



Cécile Reinaud Seraphine

Cécile Reinaud is the founder of Seraphine, the international maternity label worn by the stars, from Kate Winslet to Kate Hudson to Kate, the Princess of Wales.

Launched as a single store in 2002, Cécile scaled the company, winning the Queen's Award for Enterprise twice along the way.

In December 2020 she sold the business to Mayfair Equity Partners for over £50 million.

After exiting the Seraphine business, Cécile has focused on philanthropy and taken on the role of European Co-Chair of the Cherie Blair Foundation for Women and is part of the company's advisory board.

The charity's mission is to empower women to start, grow, and sustain successful businesses in lower income countries in Africa and South East Asia.

Cécile is also a regular public speaker on the topic of female entrepreneurship and a business mentor for entrepreneurs.

I have talked to founders who chose not to sell and then years later regretted it... I reached my 'magic figure'.

For Cécile Reinaud, founder of maternity fashion brand Seraphine, selling the business was something she planned from the very early days of building her company.

"I have two sons so I couldn't envisage this becoming a multi-generation business, which is often the motivation for not selling," she said. "I also wanted it to be a high-growth business."

However, when her business had successfully scaled to a global brand she felt her job as an entrepreneur was done and she could now delegate to her management team for the future journey.

Seraphine was launched in 2002 using funding from family and friends. After starting with a single high street shop, Cécile added further locations and an online store. *"We were always profitable, so we never had to go back and get more funding."*

One of the key reasons for her success was the level of planning that went into the business. *"We were always operating with a clear three-year business plan and trying to follow that very carefully. We started introducing KPIs and metrics that maybe some other businesses don't have early on."*

By 2017, the business had a turnover of £20 million and was generating £2 million profit. It was at this stage she sold two-thirds of the company to private equity firm Bridgepoint Capital. *"It enabled me to take more risks with the business and try to grow it faster,"* Cécile said.

"Female entrepreneurs tend to be a bit more risk averse. That's good but sometimes they're not aggressive enough. Having the cash from the sale was like a comfort blanket, and having a strong partner gave me wings to grow the business further."

We were thrilled to partner with Cécile and advise on the sale of Seraphine. At Rothschild & Co, we have helped many founders like Cécile achieve their strategic and financing goals for their business.

– **Samantha Gough,**
Global Advisory, Rothschild & Co

Turnover doubled in the next three years and so Cécile decided to pursue a full sale, using Rothschild & Co's Global Advisory business to conduct the sale. In 2020, Seraphine was sold to Mayfair Equity Partners for £50 million.

Cécile said: *"I have talked to founders who chose not to sell and then years later regretted it because they could no longer achieve the same valuation. I reached my 'magic figure.'"*

Did she miss being involved with the company post-sale? *"You have a grieving period where you miss it,"* she said. *"Seraphine was like a family to me."*

"But growing a business is like a child, in the early years it's all consuming, by adolescence they are growing so fast, and then after 18 years perhaps it is time to let go and give them independence. I sold my business after 18 years."

Business sale and beyond

Selling your business could feel like the end of the journey, but in many ways it's just the start.

Business owners looking to sell have a wide range of possibilities. The number of options can seem overwhelming at first, and it's important to think about whether you want to maintain a stake in the company after the sale.

Rothschild & Co Global Advisory and Arrowpoint Advisory can both assist and advise on the sale process.

Here are some of the most common types of sale:

Private equity sale

The world of private equity is quite complex, however, it is becoming increasingly flexible and can be adapted to your needs. There are minority buyouts, majority buyouts, different capital raising rounds and structures to help fund business growth as well as provide a form of exit, hybrid deals and even debt-only deals. Selling the whole company allows you to make a clean break, while a partial sale means you retain a stake in the business.

Trade sale

A trade sale is when the business is purchased by a corporate acquirer, often in the same industry. Generally, 100% of the company is sold, offering the seller a clean break from the company. Buyers are looking to fulfil a purpose, such as entering a new marketplace or accessing new technologies or products.

Initial public offering (IPO)

IPOs are another potential route for selling a business and they typically involve only a partial sale at the point of listing. This is when a private company

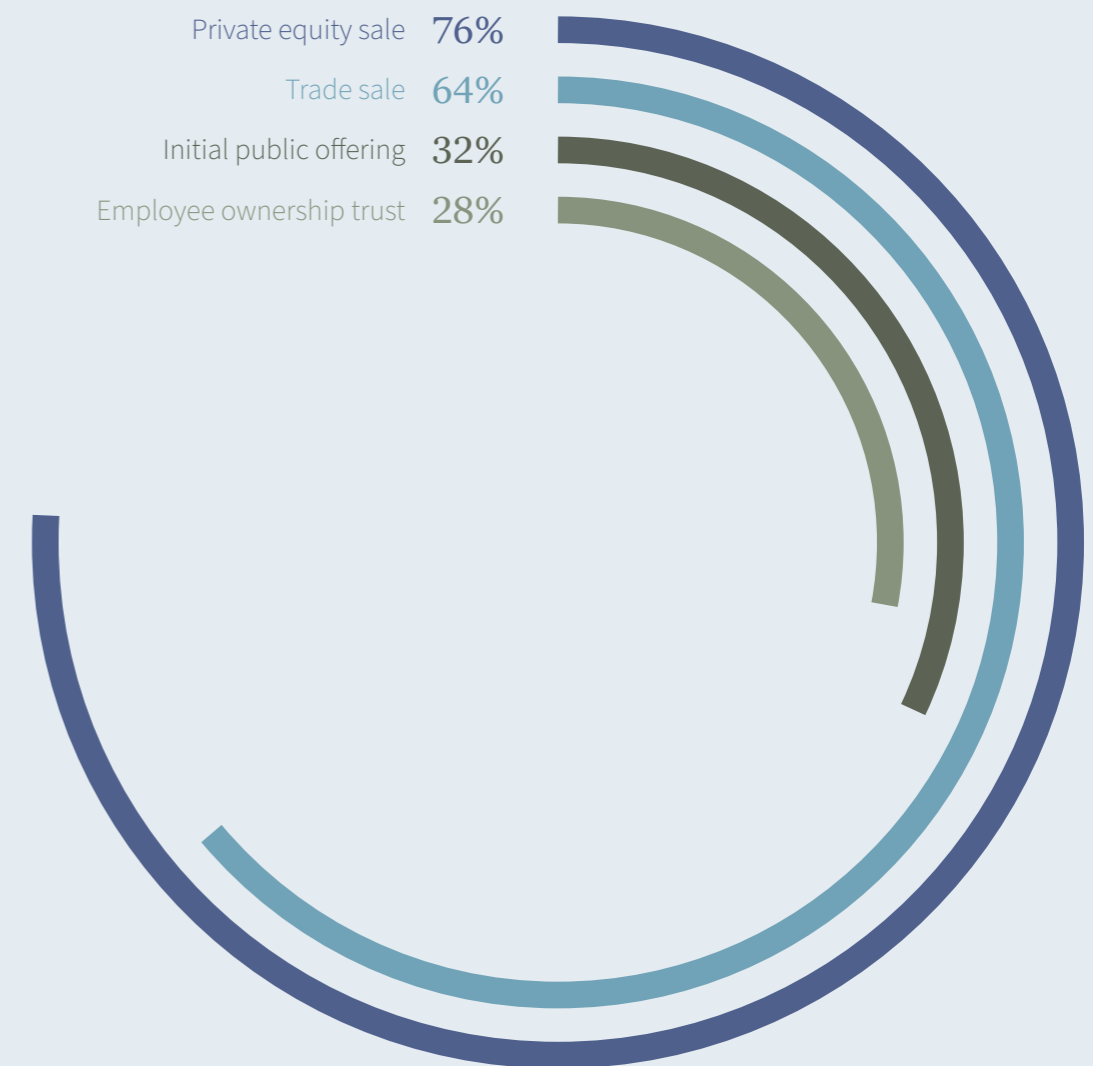
lists its shares on a stock exchange, giving the wider public the opportunity to invest. An IPO often provides the opportunity to sell a greater proportion of shares over time.

Employee ownership trust

At its simplest, an Employee Ownership Trust (EOT) is a trust created for your employees, to which you sell your company (in whole or in part). The company is then held for the benefit of the employees. There is flexibility on how and when the trust pays you.

A sale to an EOT can be tax efficient while also providing for the future of your business and its employees.

What type of sale would you be interested in pursuing?



Our survey asked entrepreneurs to outline the types of sale that they would be interested in pursuing.

More than three-quarters (**76%**) of respondents said they would consider a private equity sale, the most popular option. The next most common answer was a trade sale, which was

considered an option by **64%** of respondents.

Other options were less popular but still garnered significant interest among entrepreneurs. Almost a third (**32%**) of owners said they would consider an initial public offering (IPO), and **28%** were interested in using an employee ownership trust.

Post sale

Selling a business can often mean that you have gone from having a ‘river’ of income to a ‘lake’ of wealth. The latter is a finite pool which you must maintain, and how you manage your wealth post-sale can have a major impact on how long it lasts.

It’s crucial to make sure your wealth grows and is preserved for the long term. That’s why we firmly believe you should divide your wealth into pots, which will give you greater clarity about what you hope to achieve. Choices you make on ‘day one’ could have a major impact on your future prospects, so it’s important to consider your options thoroughly.

You should also consider your retirement plans and ensure you have enough money to achieve your goals. Our survey asked whether founders were relying on a business sale to fund their retirement and 85% of respondents said they were – either fully or partially. This means it’s crucial to use this wealth wisely.

Here are some key areas we, at Rothschild & Co Wealth Management, discuss with founder clients:

- 1 **Protecting and securing** – the first step is protecting and securing the cash received from the sale. The Financial Services Compensation Scheme (FSCS) only protects up to £85,000 per person or £170,000 for joint accounts per financial institution. In other words, if you keep your lump sum in a single account and the bank collapses, you could potentially lose a significant sum of money. Set your plan for securing the capital prior to the sale.
- 2 **Recreating an income and cashflow forecasting** – when people say ‘income’ they often mean the cashflow they need for their spending. As you may no longer be employed at your company, you may have to recreate an ‘income’. For our clients, we do this by drawing on their investment portfolio. Use cashflow forecasting to see how much money you’ll need to achieve your desired lifestyle and how this spending impacts your wealth.
- 3 **Using wealth ‘pots’ (pg.13)** – with security and income creation established, reconsider the Wealth Framework. Think about how you might want to deploy your remaining capital into other ‘pots’ and ensure they meet the desired purpose for wealth.
- 4 **Enjoying your wealth** – you may also want to set aside money to pursue angel investment opportunities or passion projects. Selling your company can be a major life change, so it’s important to enjoy the benefits.

It pays to think ahead. Even before a sale completes you should start to make your long-term plans.

Case study

We recently created a financial plan for one of our clients following the sale of her cosmetics business. This client was in her mid-50s, married with two children. Her husband was ready to stop working so last year they decided they wanted to enjoy their retirement together. As a result, she wanted to transition away from running the business.

Making a financial plan

In the lead up to, and on the successful completion of, the business sale, we met regularly with the couple to discuss their financial plan. During this process, we analysed their current spending, outlined their post-sale objectives in greater depth, and used cashflow forecasting to understand how their spending requirements might change in the future.

Their objectives post-sale included:

- Purchasing their £2 million dream house in Italy
- Gifting £500,000 to each of their children for them to purchase their first property
- Investing £1 million into a friend’s business venture
- Enjoy having more free time and slower pace of life

We subsequently built a detailed model for their after-tax sale proceeds of £12 million.

This model took into account:

1. Their immediate expenditures
2. The likely cost of their new lifestyle
3. Phasing of funds into a long-term ‘nest egg’ portfolio
4. The projected returns from their investment portfolio with us

After taking into account the purchase of the Italian property, gifts to their children of £1 million total and investing into a new business venture, we modelled scenarios where they would put **£7.5 million into their nest egg portfolio**.

The client wanted to recreate an annual **‘income’ of £250,000** (versus the £100,000 she had previously paid herself as a salary) in order to cover upgrades to their lifestyle following the sale.

We also recommended that they keep **£500,000 in cash** (2-3 years’ worth of spending). This cash buffer protects against market volatility while allowing us to look for opportunities to top up this buffer while we monitor their portfolio.

Though the cashflow modelling was certainly not definitive, it gave the family confidence that they could enjoy their lives whilst preserving their wealth.

Conclusion

We know that every entrepreneur is different and that the journey to success can come in many different forms. You may be looking to build your company to achieve a sale, or to pass it on to the next generation. But, whatever your path, there are many lessons to be learnt from others.

Every founder's journey has been shaped by different experiences, challenges and goals. For all of them, a sense of purpose and a clear vision is critical for the success of your business and personal journeys.

A business needs a great idea, enthusiasm, drive and a little bit of luck to be successful but too often we find that while founders have an in-depth understanding of their business's finances, they say that their personal finances aren't paid the same important attention.

At Rothschild & Co, our decades of experience and insight could help you make informed decisions and support prudent growth at every step of your journey, both professionally and personally. Having a team that embraces your unique path and keeps you focused on your purpose with practical advice can help you head towards your goals on firmer ground.

Our Global Advisory and Arrowpoint Advisory teams can assist with your business sale or a capital raise and our Wealth Management team can help you manage your personal wealth during your growth and post-sale phases. We would love to talk to you about your current situation and where you hope to get to – so please get in touch with **Sophie** and **Samantha**.

The Buy Women Built community also helps many female founders at every stage of business growth. With hundreds of members across the UK connecting to share insights, experiences and advice, the community is growing and welcoming more founders every day. Please visit the **Buy Women Built website** to find out more.

We hope this report has provided some inspiration and practical guidance. It's never too early to start talking about both your personal or business finances, and we hope to hear from you about your own journey. Please share this report with other founders who you think might benefit from our advice and community.

Sophie Kilvert is a Client Adviser in the Wealth Management business, having joined Rothschild & Co in 2019. She co-heads one of the client teams and is responsible for advising a wide range of entrepreneurs, as well as charities, families and individuals.

Before joining Rothschild & Co, Sophie worked at Seven Investment Management as a Private Client Manager for 15 years. Her role involves working with many entrepreneurs to help them gain a better understanding of their personal financial purpose and goals.

She has worked with many business owners who have successfully completed a sale, ensuring they can preserve and grow their wealth today and over the long term.

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Samantha Gough is a Director in the Global Advisory business, having joined Rothschild & Co 10 years ago. She has extensive experience advising a range of clients on the full spectrum of M&A and strategic activity.

Prior to this, she trained as an ACA Chartered Accountant with Deloitte in their corporate finance team. Her role involves advising founders, management teams, investors and PLCs on a broad range of M&A and strategic topics.

In particular, Samantha feels very passionately about changing the narrative around availability of funding for female-led businesses, helping female entrepreneurs and business leaders gain access to pools of capital to help grow their businesses and realise their personal and business aspirations.

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Lawyer-turned-entrepreneur, **Sahar Hashemi** has used her deep knowledge of both the corporate and startup worlds to become an internationally recognised thought leader, speaker and bestselling author on entrepreneurial mindset.

Sahar left her legal career in a top London law firm to start Coffee Republic, the UK's first US-style coffee bar chain with her brother Bobby. In five years, they built it into one of the UK's most recognised high street brands with 110 bars and a turnover of £30 million.

Sahar is co-founder of Buy Women Built, launched in March 2022 to boost economic recovery by bringing consumer support and recognition to female founded businesses. She sits on the board of the Scale Up Institute and on the advisory board of Digital Boost, Change Please Coffee and The Hundred Cricket.

🖱 buywomenbuilt.com

Sophie



Samantha



Sahar



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