



# Press Release

---

## Duet extends support for SME investors

Adds services covering Due Diligence, Board Effectiveness and Exit Strategy

London, 23 July 2009.

Duet Partners Ltd, a specialist provider of advisory and coaching services to SME technology businesses, announced today that it has introduced a new range of services targeted at early stage investors and SME Boards.

John Hall, Chief Executive, commented: "Whilst our primary focus has been to address the needs of the company CEO, we are finding that investors are increasingly attracted to the same expertise and experience to support their own requirements."

Duet is now working with SME business investors including Angels, private investment funds, Venture Capital and Private Equity houses to provide expertise in the following areas:

### *Due Diligence*

Duet's operational expertise in tech sector businesses enables the Company to assist investors assess the capability and potential of a business, either as a new or follow-on investment. Duet is completely independent and the team has significant experience in analyzing business risk and opportunity.

### *Board Effectiveness*

Duet works with Boards to develop their essential functions as the business grows and to foster effective relationships between different categories of director. As well as being the key conduit between the Company and its investors, the Board and its Directors also have fundamental legal responsibilities. Duet assists Boards in the development of strong governance practices.

### *Exit Strategy*

Duet works with investors, management teams and Boards in the development of exit strategy scenarios, including the potential for a trade sale or sale to alternative investors. Duet's M&A expertise can be leveraged at every stage of the process, including the preparation of a business for sale, locating potential buyers, negotiating the deal and completion.

## **Expertise**

Duet has recently expanded its Advisory Council to strengthen its capability in M&A and Corporate Governance:



*Nick Naylor - Corporate Finance Advisor*

Nick has worked for over 15 years as a corporate finance adviser in the City of London. He has previously acted as a corporate broker and investment banker at Cr dit Lyonnais Securities (formally Laing & Cruickshank), Robert W. Baird and Noble & Company.

During his career he has advised a wide variety of companies on numerous transactions, including fundraisings, acquisitions, mergers and restructurings. He has significant experience of working closely with companies, both listed and private, in technology and related sectors.

*Dr John Forrest, CBE - Corporate Governance Advisor*

In John's earlier career he was Technical Director of Marconi Defence Systems and later became Director of Engineering at the Independent Broadcasting Authority. From this engineering team, he formed the communications company NTL, becoming its first Chief Executive and later its Deputy Chairman.

He later joined the main board of 3i plc and has held appointments as Chairman or Director of many technology sector companies in the UK, France, Canada and the USA, taking several through IPO on AIM or NASDAQ. He has worked closely with government on a number of senior industry committees and is a former Senior Vice President of the Royal Academy of Engineering.

*Emma Barrington - Industry Research Specialist*

Emma has 20 years experience in research and technology, specializing in business information and knowledge management. The majority of her career has been in the consulting and investment banking sectors, having spent eight years with KPMG Consulting as Head of Research for one of their national practices, five years at DBM Plc developing and implementing their online services across Europe and a year in the strategy team at leading online and interactive consultancy, Agency.com.

Emma has also held senior roles at Credit Suisse and Merrill Lynch working with investment bankers across EMEA, focusing on M&A research and due diligence.

Ends.

**About Duet Partners:**

Duet Partners works with SME technology companies to reduce operational risk, develop strategies for growth and accelerate investor return.

We provide an impartial and expert sounding board on the core organizational, financial, and legal issues that have to be addressed by leaders of early stage technology businesses.



---

Our team includes technology industry executives whose experience spans the full spectrum of Board and senior executive roles including Chairman, CEO, CFO and General Counsel as well as industry research and Corporate Finance experts.

We provide services either through a project based Advisory model or through our executive Coaching model. Both provide access to the expertise of the entire Duet team, coordinated through a dedicated Client Partner.

**For more information:**

Please contact:

John Hall  
[john.hall@duetpartners.com](mailto:john.hall@duetpartners.com)

Richard Conway  
[richard.conway@duetpartners.com](mailto:richard.conway@duetpartners.com)

Duet Partners Ltd.  
Berkeley Square House  
Berkeley Square  
London W1J 6BD  
United Kingdom

Telephone: +44 (0) 20 7887 6406

Web: [www.duetpartners.com](http://www.duetpartners.com)