



CASE STUDY

Pop-up Boards



Better outcomes can be reached through better scrutiny. To succeed, sometimes you need an external sounding board and a safe space to stress-test your strategy. Our extensive Board experience and reach allows us to bring together an experienced panel of trusted peers and experts who will impartially challenge, critique, support and validate your strategy empowering you to make more informed decisions.

In the Pop-up Board case study below, Criticaleye was able to bring together a carefully selected group of experts to share stories and experiences of the issues the host company was facing.

Company type	Key drivers for Pop-up Board/background	Outcomes of Pop-up Board
Employee services group	<ul style="list-style-type: none">• A desire to grow the business and seek investment for this next stage of growth• To gain insight on investor relations, including how to build a stronger narrative and attract the best deal	<ul style="list-style-type: none">• Advice and information on shaping the investor pitch (i.e. what to prioritise, tone and approach, accentuating the positives)• The need for a clearer vision on where the business is now and where the leadership team wants to be• A renewed focus on defining and segmenting potential investors (i.e. AIM over tech) and thinking about the transition from old investors to new• Opening up the possibility of taking a radical approach – making a bold statement which would put the business ahead of the competition

“ Our Criticaleye Pop-up Board was a fantastic experience. Although it wasn’t easy to hear some of the critiques of our pitch, it was an extremely supportive environment and feedback was given in a highly constructive way. The outcome of our Pop-up Board can be measured in terms of our share price improvement. ”

Criticaleye Member