

making money in digital media markets



New Media Partners specialises in the use of new media and digital technologies to drive innovation. We work with start-ups, SMEs and international companies to accelerate and de-risk the process of bringing innovative ideas, products and ventures to market.

In these nascent and fast-moving markets, influenced globally by unpredictable change in consumer and business demand, decisions about potential opportunity, likely growth projections and investment decisions in media/technology companies must be informed by deep sector knowledge, foresighting and expertise.

This is the basis of our Prosperity products.

what we do

Every growing business needs clarity, credibility and connections – our high growth industry experts have many years of experience of working enthusiastically and intensely with exciting ventures to maximise their likelihood of long-term success. We bring our industry knowledge and expertise to benefit your business. We broker connections that shortcut your time to market. We provide honest and challenging input to refine your proposition, sharpen your business model, and enable you to make focussed decisions. Our goal is to help you to maximise your profit, and to create sustainable competitive advantage.

Danny Meaney knows a lot about our industry and was very willing to share thoughts and views. At a time when our industry is facing great change, it was important for us to have an outside viewpoint. The advice was timely and there is no doubt that if I required further support or needed an update on industry information, I would turn to nmp in future.

Gina Lee Fucci
Managing Director
Films at59



business planning

Working with New Media Partners, the business planning process is never dull. A great business plan enthralls and engages. It provides renewed focus, belief and impetus for growth. Our experts will work with you to:

- Develop the vision for the company, and the high-level strategy to deliver on that vision.
- Use our market presence and our Insight products to undertake market analysis to determine the true extent of the opportunity, refining the proposition, customer profile, competitor analysis and pricing models
- Advise on brand development, marketing proposals, and sales mechanisms
- Evaluate the critical success factors for the business, how they will be measured and managed.
- Analyse business risks, and their mitigation
- Based on competitor analysis, create the route map required to maintain sustainable competitive advantage
- Assess the extent to which the management team has the breadth of capability required to deliver the strategy
- Support the development of detailed financial projections, identifying funding requirements

investor readiness

Many early stage companies, or new ventures within established companies, have funding requirements. Where these requirements cannot be met from within the company's own resources, our experts help you to create investor-ready collateral. The business plan is a good start point for discussions with investors, but needs to be supplemented with additional material on the more variable elements of the plan. Our team will challenge you to address the financial questions that potential investors will ask, before they ask them: knowledge hub, and the questions we answer include the following:

- What is the investment being made by the existing management team?
- What is the exit strategy for the venture (trade sale, flotation, etc.) and in what timescale?
- What are the precise funds required, when, and how much equity will be ceded?
- What are the achievement milestones that will trigger each tranche of the investment?
- What are the potential returns for the investors?

Danny is a brilliant, insightful person who really understands how businesses need to operate in the modern era. I've delivered workshops for Danny and they have always been first rate events. Recently I have been working with him on a startup and again he has demonstrated just how much he knows about what makes businesses tick and how they should operate.

Richard Adams
Principal
School of Communication
Arts 2.0

I met Danny three years ago and have worked both with him and for him. He is cut from a cloth that tells it as it is and more importantly how it should be - in business this is so important. Danny is a great listener, influencer, and trusted partner, his list of business contacts is a goldmine and I can't believe how often he has helped either myself or my clients find a solution to a problem. I hugely recommend him in a competitive world as somebody you must meet if you want to move your business forward.

Tony Harding
MD
Momentum Spk



We coach you in how to present to investors in order to maximise your chances of a successful outcome, and we assist you in the analysis of competing investment proposals.

access to money

We have strong connections with international venture funds that have a focus on companies in the digital media and technology sectors. Using the investor-ready collateral, we engage in early-stage contact with individuals in the venture fund management teams, gauge their level of enthusiasm for the opportunity, and broker discussions between the interested parties, all on a strictly confidential basis.

Prosperity products

 <p>BUSINESS PLANNING vision market analysis branding & marketing strategy risk management competitor analysis management team financial planning</p>	 <p>INVESTOR READINESS scenario development IP protection investment requirement presentation coaching exit strategy ROI advice</p>	 <p>ACCESS TO MONEY VC and angel connections early stage development partner identification ongoing business support ro de risk investment</p>
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Danny is one of the most experienced executives to be found in the UK familiar with both the media and tech spaces. Through his company, nmp, he has develop a strong track record in helping companies in these sectors better understand the commercial challenges they face, to chart a path through these challenges and to help position themselves strategically to exploit changing external landscapes. His network is outstanding and is global in reach. I look forward to working with him again.

Paul Gillooly
Founder
Blue Eyed Boy Media Ltd

the benefits

- Jacket's off approach to improve your business. Our advisors work hands on with you to help grow your business
- Real life industry experts. Our advisors have been there and done that – they know which pitfalls to avoid and how you can truly make money
- Supported by our highly qualified research team. Our advisors are supported by New Media Partners Insight team and products that help provide current market intelligence to guide decisions

about nmp

New Media Partners provides a unique approach to advisory services using digital media. Our products centre around 3 areas:

- **insight:** market focused product and service development supported by custom research to enable businesses to innovate to meet the dynamic needs of the market
- **prosperity:** providing industry hands-on expertise to both the financial community and digital media and technology businesses to enable them to make money
- **ventures:** New Media Partners is also involved in several new ventures including TripleSEE, the world's first full service IPTV agency and MediaNet, a value add technology services provider



We are recognised for our expertise in the development and commercialisation of Media and Technology enterprises

find out more

To find out how New Media Partners' experience can help you make the right decisions, contact us to arrange a discussion.

Danny Meaney
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Danny Meaney has been an invaluable resource to our business. With Danny's knowledge of the sector, wealth of contacts and business acumen, he has been able to challenge our business model and advise us what route to take to ensure Spider maximises its revenue and grows to be a highly successful business.

John Campbell
MD
Spider Online