

CASE STUDY

Elevate Legal brings an ambitious vision to life



OVERVIEW



Customer
Elevate Legal



Industry
Law



Country
Australia

Meet Andrew: The man with the plan

In early 2016, Andrew Neilson sat down and wrote a business plan.

In it, he outlined his intent to save his clients from the pain he himself had experienced during the due diligence and verification processes for eight capital raises in as many years, as both a commercial general manager and company secretary.

Andrew would accomplish this by providing some form of portal where they could store and maintain all their critical documentation in an 'always-on' capacity. He knew that keeping everything housed and tracked in one place would make their lives much easier as they worked towards an important milestone like an IPO or capital raise. After all, going through these events is a highly turbulent time for a business, where any resources and cost saved can have a significant impact on the outcome.

This sort of platform would elevate Andrew's services to being indispensable, enabling him to maintain a close working relationship with clients over the full lifespan of their

business, and to expand his own in the process.

Fast-forward a couple of years, and Andrew's plan is coming to fruition in some truly ground-breaking ways. And that's why we're sharing his story.

Elevating legal services beyond expectations

Andrew runs Elevate Legal, an innovative law firm based in Melbourne that is passionately invested in client outcomes. Andrew has 20 years' practical experience providing commercial legal and governance services, particularly for young, growing companies. As a small firm, their business primarily relies on word-of-mouth referrals and trusted reviews.

The firm's current focus is on helping companies at the most critical stages of their lifecycle; to share their wealth of corporate experience and legal expertise, and deliver the most secure and streamlined process to companies preparing for an exit or investment round - especially those with significant regulatory or compliance burdens.

It's this area where Andrew is most focused on expanding his business, prioritising the development of his IPO readiness offering to maximise value for clients. He sees the potential to offer tremendous value to companies of all sizes as they work toward an event.



■ ***“ Many of my clients are smaller companies who have the perception that IPO is only for the big end of town. The platform and its scorecards have great value for smaller companies as well, whether their transaction is an IPO, trade sale or investment round.”***

Andrew Neilson

ULTIMATE GOAL

The vision: C-suite in a box

Andrew's plan for Elevate Legal is to offer a simplified, self-service platform for clients going through investment rounds and other high-risk, high-value transactions.

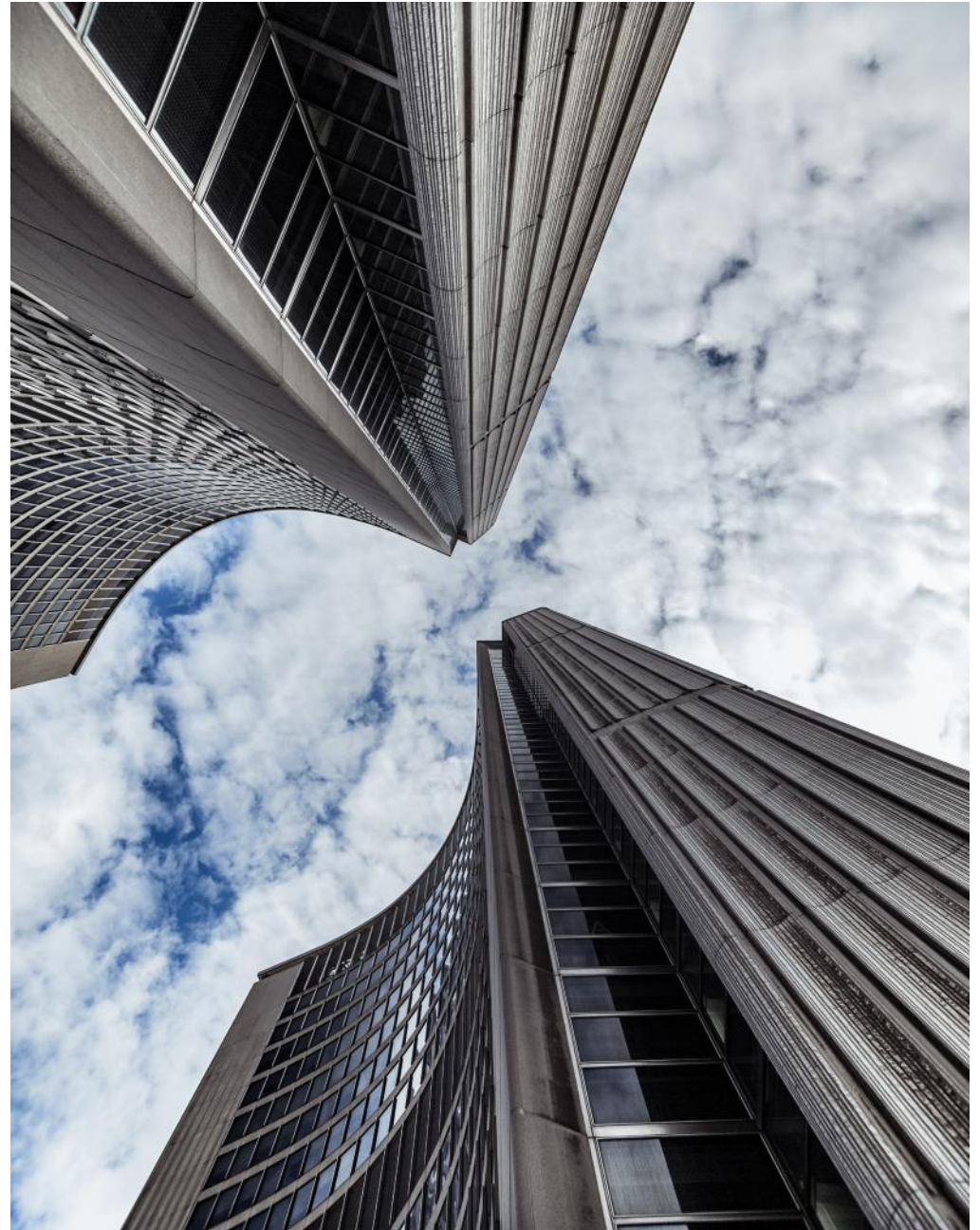
What sets Andrew apart is his past experience working outside the legal sphere; he's been in the client's chair before and knows the difference between legal gold plating and commercially pragmatic solutions.

Working closely with companies as they work toward an event like an IPO, investment or trade sale, he helps them get in shape before the formal process starts. That way, their company is presented professionally, due diligence is much less of a burden, and their risk is reduced considerably.

The goal is to expand his business, grow his pipeline to reach new clients, and keep existing clients' businesses in their best shape. Part of his vision includes partnering with growing, founder-led companies to find the ultimate joint solution.

■ *“Almost like outsourcing a C-suite in a box and partnering with other advisors, including accountants, auditors - even other lawyers leading the IPO process”*

Andrew Neilson



CHALLENGES

Creating awareness of the 'readiness tax'

A typical IPO process usually involves the company bringing on an expert team of advisors who work around the clock to make it all happen within a few months.

The leadership team suddenly find themselves too busy with due diligence requests, putting together the prospectus, and attending board meetings to run the business, and things quickly start to slip through the cracks.

Having worked in a range of industries, including senior commercial management roles, Andrew has seen the frustrations firsthand. Founders will consistently underestimate the amount of work required for this type of event.

"If the company is still being run by founders, they'll think 'whatever', I can do this on the weekend," said Andrew. "We bootstrapped to get this far; we won't spend anything on this process."

In reality, if they don't get ready now, they can end up paying exponentially more. "They need to hear – from other people they trust – that it's much better to invest some time and money to prepare for the event now over the course of 6 months, instead of trying to do it over 1 month for 5 times the cost," he said. "And cost certainty is critical; you never want to give a client a bill they aren't expecting."

When companies leave these processes too late, they quickly discover that preparing for a deal and running a business at the same time will result in plenty of unnecessary risk, stress, and a serious drain on cost and resources. (Not to mention zero personal life.)

Promoting long-term engagement

Another challenge with clients engaging the firm's help to prepare and execute a material event is that they often can't see past it to the next milestone that'll require them to be ready. They've just been through an incredibly stressful few months, and probably feel relieved to see the back of their advisory team.

Andrew's plan to house all client information centrally was a key strategy piece in creating some 'stickiness' to encourage return business and keep companies in their optimum shape at all times.

The first system they trialed was Sharepoint, but this proved frustrating – especially for clients without a Microsoft account.

The firm needed software with a much simpler user education process. "There's enough inertia in these processes without added difficulty," said Andrew, remarking that the technology had to be easy and intuitive to use.

With this software still causing too much friction, Andrew still wasn't spend enough time reducing client frustration. He signed on to Ansarada's platform and his IPO readiness service quickly gained momentum.



SOLUTION

IPO ready: Offering Readiness- as-a-Service

Andrew's solution was simple: start the process sooner and maintain your company in its best shape, so that when it's time to execute, you are ready to seize the opportunity.

Using the platform, Andrew was able to help his clients compile and verify all their critical documentation in a low-stress, collaborative manner, chipping away at the gaps over a period of time while enabling them to continue running their business smoothly.

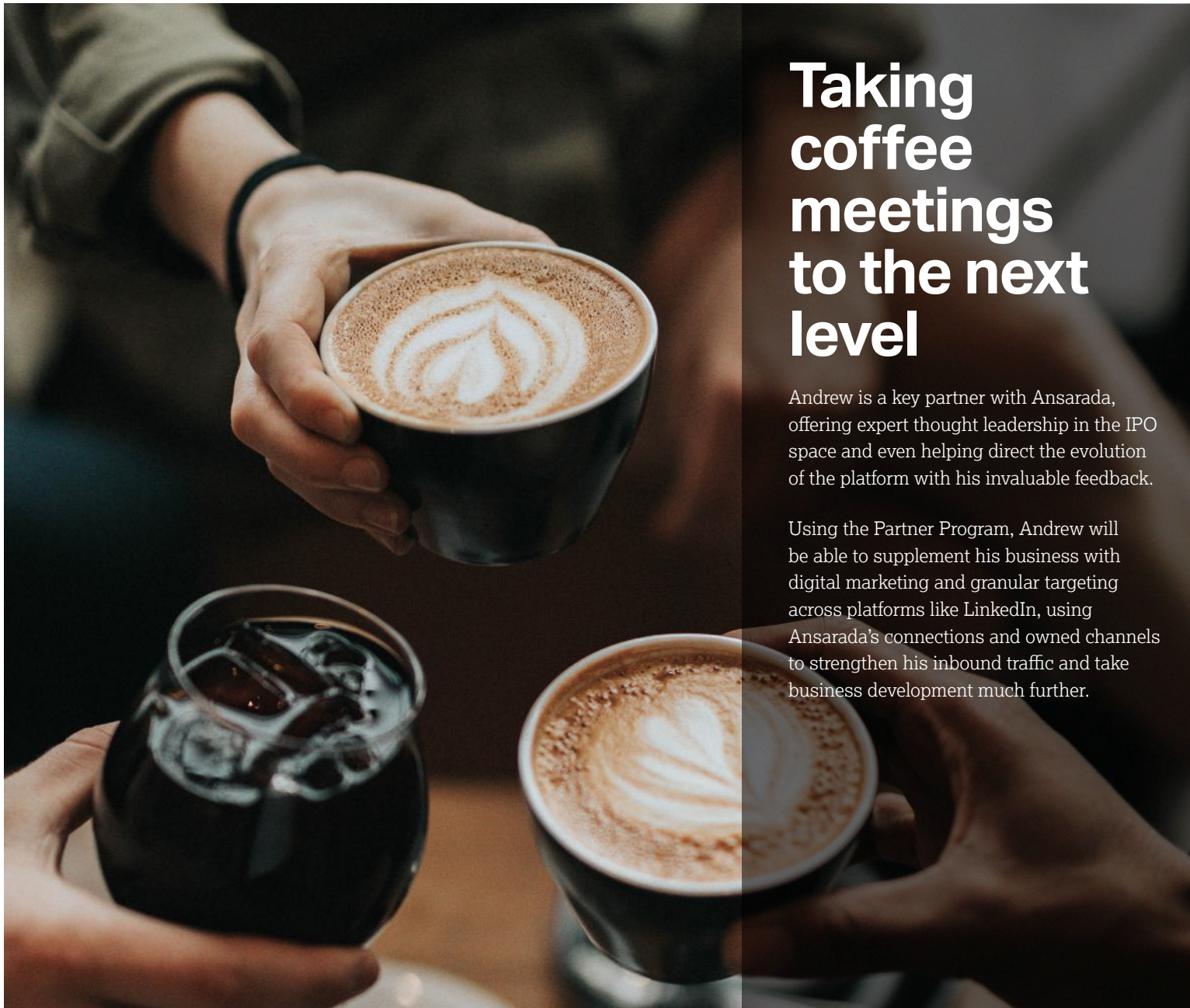
With Ansarada's customisable scorecards, Andrew built checklists for each of the use cases he facilitates, including IPO, investment, acquisition and document management.

Each scorecard provides a clear template for his clients to self-guide through the documentation they need to upload. Once they reach a score of 100%, they can be considered fully prepared to undertake their event.

Along the way, they have access to educational content which explains what certain documents are, and why they are so important. They have clear visibility over what has been provided, what still needs to be uploaded, and the responsible teams are accountable for completing their sections.

Client information is housed and maintained within the platform for Andrew to revisit at subsequent events, saving them significant time and stress as they work through each critical business milestone. Today, Andrew has even set up his own **website** with Ansarada's platform powering the back-end.





Taking coffee meetings to the next level

Andrew is a key partner with Ansarada, offering expert thought leadership in the IPO space and even helping direct the evolution of the platform with his invaluable feedback.

Using the Partner Program, Andrew will be able to supplement his business with digital marketing and granular targeting across platforms like LinkedIn, using Ansarada's connections and owned channels to strengthen his inbound traffic and take business development much further.

The quickest path to IPO

Moving forward, Andrew plans to build on his IPO ready site to enable a fully self-service model where people can answer preliminary questions and get started on Ansarada's IPO pathway, a fast track to the highest value outcome.

Once he can establish where they sit on the funnel and what they are trying to achieve, he'll be best placed to help them toward their ideal outcome - and that might sometimes mean making them aware of the readiness tax.

Running his own website with the support of Ansarada's platform behind it, Andrew has been able to scale his operations, run high-stakes processes securely and efficiently, and reduce stress, frustration and bill shock for more clients.

This is what high-performance IPO management looks like today; Andrew is simply ahead of the rest.

If you'd like to find out more about Ansarada's platform or the Partner Program, get in touch

[Request a demo](#)



Who we are

We are big thinkers, with a big vision for a world where every business, during every critical decision, is always ready to act. It's born out of an absolute belief in companies and the people who found, run and advise them. We are on a mission to achieve this with our SaaS platform and world class team who are based in five main hubs: Sydney, Ho Chi Minh, Chicago, New York and London.

Through supporting companies to execute more than 30,000 critical business transactions since 2005, we've learned what good looks like. Ansarada has leveraged this data and experience to enable companies to get to great sooner and identify ways to improve their operational excellence, and prepare for their most important business transactions. We give companies confidence for those big moments, including capital raises, IPOs, M&A deals and more. We like to remain on the forefront and constantly seek ways to make our clients lives easier which has led to the development of AI and machine learning tools that automate tasks, identify opportunities, and remove unnecessary risk.

Our team is really the core of who we are though and we are proud to have made the list of Australia's Best Places to Work for the last seven years and AFR's Top 100 most innovative companies.

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