

# DRIVING GROWTH



LEGALEDGE

How better legal can help you navigate big business milestones, avoid roadblocks and help you grow



## 2. REDUCE COSTS

Many SMEs use extortionate specialists where a more commercial approach is needed. Make sure you get the right legal resources for the job in hand and your legal budget's managed properly.



## 3. GET THE RIGHT TECH IN

Contracts for new tech are often 'over-lawyered' (unnecessarily expensive and long). Streamline your contracts so your project can go ahead, faster.



## 1. GET REVENUE IN FASTER

Ineffective contracts can make your sales, revenues and growth grind to a halt. Get the right contracting processes in place so it's easy for you to do business.



## 4. GET INVESTMENT

Don't let the investment process take you away from your business. Make sure you know what to expect and when so you can secure your funding faster.



## 6. MOVE INTO NEW MARKETS

New markets are rarely carbon copies, but don't reinvent the wheel each time. With the right advice you can avoid the pitfalls of doing business locally.



## 5. BRING ON NEW PEOPLE

Make sure your business is strong enough to grow as fast as you want it to. Robust processes allow you to scale your talent, quickly and safely.



## 7. BRAND

So much more than just a logo, you need to make sure you own the intellectual property for your brand and key assets, that they're protected and can be exploited in all your markets.



## 9. RENEGOTIATE A BAD DEAL

Bad deals cost your business money and management time. Use the right tools to exit unprofitable deals or renegotiate terms with customers or suppliers.



## 8. ADD NEW PRODUCTS/SERVICES

Be ready to sign up new customers quickly and realise revenue fast. Make sure you can roll out your new offering as efficiently as possible.



## 10. PARTNERSHIPS

Ask the right questions up front and structure your relationships in the right way so you get the most out of any new partnerships.



## 11. RESTRUCTURE

Don't let a restructure be a drain on your resources or an ongoing distraction. Get the right advice so you can do it as quickly and efficiently as possible.



## 12. ACQUISITIONS

Avoid making expensive mistakes by understanding potential stumbling blocks up front and doing the deal and subsequent integration right. You can then get on with running your business.



## 13. EXIT

If your (and your investors') goal is to get to exit as profitably as possible, make sure you have the right partners in place to get you exit-ready.