

Stoneward Capital

London based Strategy and M&A Advisory Boutique

Company Presentation

2025

Content

I. About

II. Service Offering

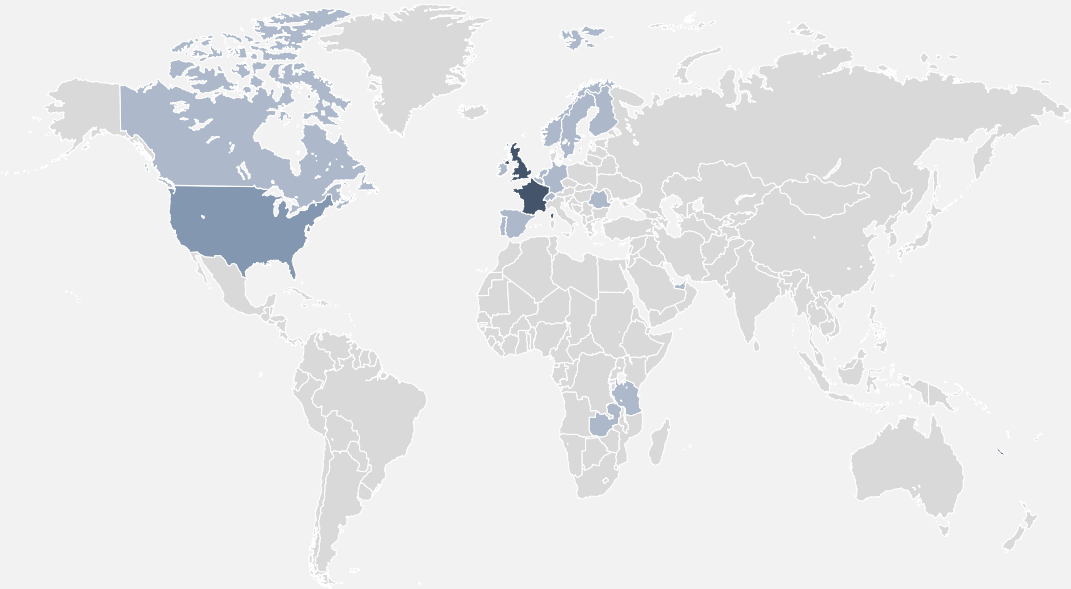
III. Credentials

IV. Why Stoneward Capital

V. Contacts

Stoneward Capital is a London-based Strategy and Mergers & Acquisition advisory boutique focused on supporting growth stage companies

Stoneward Capital | Deal footprint and Key figures



2024

Year of incorporation

UK

Headquartered Company

£1bn+

Deals completed by the Founder*

30+

Transactions supported by the Founder*

Mission, Vision and Purpose

The Company

Stoneward Capital is a boutique investment advisory firm, established in London in late 2024. Founded by a former head of practice and founding member of BearingPoint Capital UK, the firm operates through a network of affiliated advisors.

Our Services

We offer senior Strategy and Mergers & Acquisitions (M&A) advisory services tailored for growth-stage companies, covering corporate strategy, buy-side mandates, sell-side mandates, carve-outs, and integrations.

Our Mission

Stoneward Capital provides founders and directors of growth-stage companies with access to seasoned professionals experienced in advising leading private equity houses and corporations on both private and listed deals across EMEA and North America.

Our Values

We believe that trust is forged through uncompromising excellence. We take pride in delivering bespoke solutions, meticulously tailored to meet the unique requirements of each of our clients.

* In prior employment capacity

We offer a comprehensive suite of services to help founders and shareholders accelerate top-line growth, divest non-core assets and realise deal value in the holding period



Corporate Strategy

If you are looking to **evaluate new market opportunities, conduct competitor benchmarking, or validate investment opportunities**, we bring extensive experience in leading corporate strategy mandates and preparing investment-grade financial models.

Commercial Due Diligence

Market Research

Financial Modelling



Buy-Side Advisory

If you aim to **accelerate top-line growth, expand market share, or acquire strategic assets and IPs**, we can support you in originating investment opportunities, approaching targets, and executing the deal.

M&A Strategy

Origination

Deal Execution



Sell-Side Advisory

If you need **assistance in raising funds or selling your business**, we offer comprehensive sell-side services. Our support includes developing the equity story, identifying and qualifying potential investor profiles, and executing the deal.

Equity Story

Investor outreach

Deal Execution



Deal Operations

Complex transactions mandate meticulous operational planning. We can support you developing an integration strategy or formulating a separation strategy to deliver the full value of your investment or divestment.

Integrations

Carve-outs

Joint-Ventures

Corporate Strategy Services



I. Market Research, Commercial Due Diligence

- **Market Analysis:** Market assessment, including size, growth rate, trends, and competitive landscape.
- **Customer Analysis:** Customer base, segmentation, NPS and customer satisfaction interviews.
- **Competitor Benchmark:** Competitors, market positioning, and right-to-win assessment.
- **Products and Services:** Products and services, including features, pricing, and market acceptance.
- **Sales and Marketing Strategy:** Sales and marketing strategies, channels, contracted position and pipeline.
- **Financial Performance:** Historical financial performance, and business plan assessment.
- **Management and Organization:** Target company's organizational structure and key personnel risks.
- **Regulatory and Legal Environment:** Report on regulatory trends with potential impact on the target company.
- **SWOT Analysis:** Identification of the target company's strengths, weaknesses, opportunities, and threats.
- **Growth Opportunities:** Identification of potential growth opportunities and strategic initiatives.
- **Risks Assessment:** Analysis of potential risks and challenges facing the target company.

II. Financial modelling, business plan and business case development

- **Information Request:** Data collection, statements and business plan walkthrough, key drivers' identification.
- **Architecture design:** Model structure definition including inputs, statements, schedules and output sections.
- **Assumptions and Inputs:** Validate business plan drivers. Define, benchmark and validate key inputs.
- **Model Development:** Preparation of detailed income statement, cash flow, balance sheet and schedules.
- **Scenario Analysis and Sensitivity Testing:** Development of alternative scenarios and model sensitivity testing.
- **Validation and Testing:** Audit model, conduct stress testing and perform reconciliation with historical data.
- **Documentation and Reporting:** Preparation of model documentation and presentation materials.

Duration, Team and Fee structure



3-6 weeks
duration based on engagement complexity



1-3 FTEs
assigned to project



Fixed Fee or Daily rate
(Arrangements available upon request)

Buy-side Advisory Services



I. M&A strategy

- **Vetting process:** Identification of the Investment Committee stakeholders and definition of the vetting process.
- **Governance:** Provision of operational support for programme management and reporting.
- **Capital allocation:** Market research, definition of target geographies, sectors, products and services.
- **Screening Criteria:** Definition of targeted deal size and detailed investment criteria.
- **Teaser and pitch:** Preparation of communication templates and company presentation documents.

II. Origination

- **Target Longlist:** Preparation of an initial list of potential targets.
- **Target Shortlist:** Qualification and validation of relevant target profiles.
- **Contact finding:** Identification of relevant individuals and contact details for shortlisted targets.
- **Outreach Campaign:** Handling of communication and initial meetings with targets to qualify interest.
- **Campaign Reporting:** Weekly reporting on outreach campaign progress and qualified interests.

III. Deal execution

- **Letter of Intent and Non-Binding Offer:** Test valuation and coordination with counsel for LOI signing.
- **Deal planning:** Deal planning across documentation, due diligence, valuation and negotiations.
- **Documentation management:** Preparation of the information request list and documentation tracking.
- **Due diligence:** Provision of due diligence report templates and coordination of due diligence teams.
- **Valuation:** Asset valuation and preparation of the comprehensive buy-side investment case.
- **Transaction documents:** Coordination with counsel on key terms negotiation and SPA preparation.

Duration, Team and Fee structure



6 months+
duration based
on engagement
complexity



1-3 FTEs
assigned to
project



**Retainer,
Success Fee**
and break-up
fee

Sell-side Advisory Services



I. Equity story preparation

- **Equity story:** Preparation of the equity story and the exit strategy.
- **Data room:** Provision of a model IRL and support on documentation tracking and VDR management.
- **Teaser and Information Memorandum:** Preparation of marketing materials to advertise the opportunity.
- **Valuation:** Preparation of an investment grade business plan and indicative valuation.

II. Investor outreach

- **Investor Longlist:** Preparation of an initial list of potential investor profiles.
- **Investor Shortlist:** Qualification and validation of relevant investor profiles.
- **Contact finding:** Identification of relevant individuals and contact details for shortlisted targets.
- **Outreach Campaign:** Handling of communication with targets to qualify interest in the opportunity.
- **Campaign Reporting:** Weekly reporting on outreach campaign progress and qualified interests.

III. Deal execution

- **Letter of Intent and Non-Binding Offer:** Non-binding offer vetting and coordination support on LOI signing.
- **Deal planning:** Deal planning across documentation, due diligence, valuation and negotiations.
- **Documentation management:** Coordination support on answering Information Request List and Q&A.
- **Due diligence:** Coordination support on due diligence management meetings.
- **Valuation:** Binding offer collection and vetting, deal presentation to the board of directors and the shareholders.
- **Transaction documents:** Coordination with counsel on key terms negotiation and SPA preparation.

Duration, Team and Fee structure



6 months+ duration based on engagement complexity



1-3 FTEs assigned to project



Retainer or **Advisory Shares, Success Fee** and break-up fee

Deal Operations Services



I. Integration

- **Integration strategy:** Guiding principles, governance structure, stakeholders and meeting cadence.
- **Synergies, Integration costs and Risk assessment:** Synergy benchmarking, integration budget preparation.
- **TSA negotiations:** Group dependencies mapping, services inventory and pricing negotiations.
- **Operating Model:** Group of companies' model, intercompany agreements mapping, processes, systems, DoAs.
- **100 days planning:** Detailed functional integration plan preparation, cross-workstream dependency mapping.
- **Day1 Readiness:** Day1 state definition, Day1 checklist preparation and workstream coordination on delivery.
- **Synergy tracking:** Synergy delivery planning, progress monitoring and financial impact measurement.
- **Integration operational support:** Programme management, functional level support on integration delivery.
- **TSA monitoring and TSA exit:** Coordination support on TSA delivery and preparation for exit or extension.

II. Carve-out

- **Separation Strategy:** Guiding principles, Governance structure, stakeholders and meeting cadence.
- **Asset delineation:** Transaction scope definition, assets inventory, group dependencies mapping.
- **Operating Model:** Group of companies' model, intercompany agreements mapping, processes, systems, DoAs.
- **TSA preparation:** Group dependencies mapping, services inventory and pricing negotiations.
- **Standalone Business Plan:** Carve-out financials' preparation, dis-synergy assessment.
- **Separation planning:** Detailed functional separation plan, cross-workstream dependency mapping.
- **Separation operational support:** Programme management, functional level support on separation delivery.
- **Day1 Readiness:** Day1 state definition, Day1 checklist preparation and workstream coordination on delivery.
- **TSA monitoring and TSA exit:** Coordination support on TSA delivery and preparation for exit or extension.

Duration, Team and Fee structure



1-3 months
duration based on engagement complexity



1-3 FTEs
assigned to project



Fixed Fee or Daily rate
(Arrangements available upon request)

Founder's Credentials (Non-exhaustive)

Spotlight credentials

Software
European Private Equity
 Acquired
SaaS Company
 Delivered Commercial Due Diligence

Utilities
Nuclear manufacturing group
 Delivered industrial strategy, investment plan and financial model

Pharma
European Pharma Group
 Considered acquiring
IP Asset (patent rights)
 Delivered Commercial Due Diligence

Industrials
European Building Materials Wholesaler
 Delivered pricing strategy and implementation in coordination with sales teams

Transports
Leading European rail group
 Delivered corporate strategy, investment plan and financial model.

FinTech
Mobile banking group
 Acquired
Point of Sale solutions
 Delivered Buy-side Advisory Services

Services
Global Consulting group
 Acquired
Supply-chain consultancy
 Delivered Buy-side Advisory Services

Software
European Consulting group
 Acquired
ERP software business
 Delivered Buy-side Advisory Services

Industrials
Industrial Systems group
 Considered acquiring
FM services provider
 Delivered Buy-side Advisory Services

Insurance
European Insurance group
 Considered acquiring
Insurance consultancy
 Delivered Buy-side Advisory Services

Hospitality
Global Hospitality Group
 Formed a JV with
Global Luxury Group
 Delivered Joint Venture Advisory

Insurance
European Private Equity
 Sold group to
European Private Equity
 Delivered Sell-side advisory services

Fintech
European Fintech Group
 Fundraise preparation
 Delivered Sell-side advisory services

SaaS
Software Scale Up
 Exit preparation
 Delivered Sell-side advisory services

Fintech
Payment services company
 Fundraise preparation
 Delivered Sell-side advisory services

Pharma
Global Pharmaceutical
 Divested (IPO)
Consumer Products BU
 Delivered Carve-out Advisory Services

Utilities
UK Energy Production Group
 Acquired
Renewable Energy Group
 Delivered Integration Advisory Services

Industrial
European Private Equity
 Considered acquiring
FM services carve-out
 Delivered Carve-out Advisory Services

Automotives
Global Automotive Group
 Considered acquiring
Leasing group carve-out
 Delivered Carve-out Advisory Services

Services
European Consulting Group
 Acquired
Boutique Consultancy
 Delivered Integration and Restructuring

Services
UK Hospitality Group
 Acquired
UK Hospitality Group
 Delivered Integration Advisory Services

Why Stoneward Capital?

Grounded



We are a boutique firm. We truly understand the intricacies of running a business and the concerns that preoccupy your team.

Experienced



We have extensive experience across Europe and North America, with over 30 deals successfully completed in these regions.

Polyvalent



We offer comprehensive end-to-end services, allowing you to concentrate on what truly matters: running and growing your business.

No bait-and-switch



We ensure senior involvement in every meeting and provide significant face-to-face time on every engagement.

Meet the Founder



About

Pierre Couturier is a seasoned professional with a wealth of experience in Strategy and Mergers & Acquisitions (M&A). As a former Head of Practice and Founding Member at BearingPoint Capital UK, and an M&A Manager at PwC Deals, Pierre has demonstrated strong leadership and expertise.

His career has spanned across the major financial hubs of Paris and London, where he has made significant contributions to major transactions, successfully and consistently driving impactful outcomes for his clients.

Experience

Pierre boasts an extensive track record of successfully executing deals ranging from £10 million to over £1 billion for both private and listed organisations. His experience spans a wide array of sectors and industries across the EMEA region and North America.

His expertise extends to delivering transactions for, and targeting companies listed on major stock exchanges such as Euronext (ENX), London Stock Exchange (LSE), Toronto Stock Exchange (TSX), Nasdaq OMX (OMX), and Frankfurt Stock Exchange (FSE).



pierre.couturier@stonewardcapital.com



+33 6 68 07 04 98



[LinkedIn](#)



Stoneward Capital

