

SLR Dynamics

Owner Managed, IT Solutions

Background

SLR Dynamics empowers technology-driven companies to accelerate their journey to automation.

The Company provides end-to-end solutions from comprehensive Managed Services for entire solutions and application estates, to agile and adaptive support for specific test and automation projects.

Incorporated in England in 2009, SLR was originally funded to deliver first-class consultancy and testing services.

With strategic investing, founder, Salim Raza, has built an impressive foundation and driven continued growth. This led to the development of an automation testing tool that has been successfully used by SLR's clients since 2015.

The Challenge

SLR is an owner managed business with Lisa and Salim Raza holding 100% of the shares. When looking for capital to grow, maintaining this level of shareholding can be challenging.

This meant that SLR strategically turned to Private Debt, rather than the more commonly used Private Equity and Venture Capital (both routes which exchange shares for capital).





Results

£2,500,000 Term Loan Secured

Fuse Capital understood the expansion plans and confidently presented SLR to the appropriate lenders. The lending team designed and delivered a persuasive Investment Memorandum that highlighted the potential for both parties.

SLR previously had been using short-term working capital finance to grow their business. Having recognised that a longer term loan would fuel their growth more sustainably, SLR has received a deal that will go the distance and will fund the following:

- Test and invest in their in-house automation tool
- Roll out the tool to more clients and win new contracts
- Maintain their ongoing operations
- Maintain a 100% shareholding

A Message from SLR Dynamics

“The support and advice our team has received from Fuse Capital has been invaluable. I would like to thank the team for their hard work especially through COVID times. Whilst we have been focused on business operations, the Fuse team were able to successfully secure essential growth funding for our future”

