



OJANY & CO

*Creating Value  
in Software  
Enterprises*

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*A unique service from qualified  
and experienced financiers with a total  
understanding of the software industry.*



## *Introducing Richard Ojany*

### **A financier who really understands the Software Industry**

**Until recently Richard Ojany was responsible for software development across a listed group of companies, with a software development budget in excess of £1 million and a team of over 70 staff on three continents.**

Prior to that Richard ran his own successful software house which he initially saved from liquidation and then sold in a multi-million pound trade sale.

Richard qualified as a Chartered Accountant with Coopers & Lybrand (*now part of PriceWaterhouseCoopers*) and is an honours graduate in Commerce.

*Richard is approachable and friendly, and would be delighted to meet on a no obligation basis to discuss any software business to which he might add value.*

# Ensuring Profitable Software Development

## *Creating value*

Improve the value of any software business by working in partnership with an experienced and professional financier with a real understanding of the software industry.

## *Improve profits*

Substantially reduce software development costs. Generate new markets for software products and maximise the ROI on software development.

## *Grow the business*

Successfully plan, manage, finance and deliver the next stage of a software enterprise, allowing the business to expand into new areas.

## *Turnaround*

If it looks as if all hope is lost, our real-world experience in software company rescue and recovery could shed a new light on things.

## *Equity*

Exploit our capital funding to buy into, acquire or finance the start-up of a software business.

## Commercial focus

You may be involved with an existing software business, struggling to establish or increase profits, or trying to set up a new business without sufficient capital to get it off the ground. With creditors knocking at the door a perfectly viable business could appear to be floundering. Whatever the circumstances, we can help.

## Business start up

With the right product, plan and structure in place it is possible to make good profits from software.

But the creative and innovative software industry is awash with good ideas where those responsible have not had access to the resources and commercial backing needed to exploit the opportunity.

**We have the financial and commercial experience to help kick start the business and convert the ideas and work done so far into the profits of the future.**

## Equity for growth or exit

Where the circumstances are right, we will welcome the opportunity to buy into the business - confirming our commitment to working as a team, and providing the cash injection needed to fund growth or finance the exit.

## **Business recovery and turnaround**

Our first objective will be to relieve any immediate pressure from creditors and safeguard essential overheads, working to restore a positive cash flow as soon as possible.

Having achieved that objective we then work to restore longer term profitability and establish a stronger, viable balance sheet.

The sooner you reach for our help, the more effective this stage of the process will be.

## **Get off-shore**

Research and development salaries are a significant element of the cost in a software business.

Working with us you do not surrender your development to a third party. Rather, we work with you to establish your own offshore team. They work to your standards and in your way. They just cost you less.

Our practical experience in this area shows that it is possible to establish an R&D facility that saves you 80% of your current spend. This saving can either go straight to your bottom line, or may be reinvested into your product, making it more competitive in the marketplace.

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**Creating value in existing  
software businesses**

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**Contributing the skills and  
resources needed to grow the  
business to the next level**

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**Saving insolvent or struggling  
businesses from insolvency**

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**Equity funding available to partner  
or exit existing owners**

**OJANY & CO**  
CREATING VALUE IN SOFTWARE ENTERPRISES

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