

Grow**Eur**Business

LANDING OR GROWING YOUR BUSINESS IN THE EU?

We lead your way

Boutique business consultants based in Amsterdam to support your every step

www.groweurbusiness.com

Landing or growing your business in the EU?

OUR OFFER

We make your life easier



RELIABLE LOCAL SUPPORT

- Personal attention
- Based in Amsterdam
- Experienced managers
- Native English speakers
- Efficient and quick support
- Local contacts
- Trust and discretion



PRACTICAL PROFESSIONAL EXPERTISE

- Market opportunity analysis
- Migration/expansion steps
- Management and financial expertise
- Strategy support and roadmap
- Total business view
- Trusted sounding board
- Interim management
- Brexit support



COST AND TIME SAVINGS

- Time - we figure it out
- Travel -we are local
- Practical steps adding value
- Reduction of complexity and total cost
- Leverage network of advisors
- Flexible solutions and competitive pricing

How we help you grow your business in the EU

GrowEurBusiness offers a structured approach to your EU expansion adding value at every stage

1 Before you start

Your opportunity: we help you identify and quantify the opportunity for your business

- **market research:** segment identification, market size, location, risk, profitability
- **competitor analysis:** who would you be competing with and their strengths
- **identifying route to market:** how you enter the market and key steps

What you will need: We help you determine the resources you need realise your opportunity

- **people:** type of skills you need and how to obtain
- **service providers:** which services you need and the best solution for your business
- **investment:** for expansion, working capital and identifying potential sources of additional funds

2 Getting started

Once you decide to start we will help you prioritise and make the right choices

- **presenting your offering:** make sure potential customers understand your product or service offering
- **distribution:** how you find relevant distributors
- **potential partners:** identify partners to help you expand faster
- **reliable networks:** we connect you to a reliable network of service providers
- **cashflow management:** how can you best sequence your activities to ensure adequate funding
- **risk:** developing strategies and plans to minimise risk and grow your business in a controlled way

3 Implementing & growing

Once you have started we are available to support according to your needs.

- **decision making support:** for new production capacity, extra marketing investment, potential price change impact analysis
- **interim management:** general and financial management, part-time, sounding board, as your business requires
- **project support:** program roll-outs, progress monitoring and control
- **business insights:** developing key analytics, metrics, dashboards and management information
- **strategy, planning and control:** set up clear goals, plans, budgets, forecasts
- **policies and processes:** ensuring full business control and transparency
- **remote management:** we provide flexible solutions to help you manage your business remotely as required

Partners: profiles and contact

GrowEurBusiness was founded by Greg Tyrrell and JP McAllister: management and finance professionals with a passion for international business and extensive experience in growing and supporting businesses in many European countries and beyond.

We are independent of any vested interests and founded GrowEurBusiness to transfer our knowledge and use our experience to assist businesses to develop in the EU.

Focus sectors are Food/Agri, Life Sciences and Technology including data centers.



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JP McAllister is a partner in GrowEurBusiness with more than 30 years international experience, particularly in Food/Agri in Business Development, M&A and Director roles

JP is an Irish national working internationally and based in the Netherlands for over 25 years



Greg Tyrrell **+31 (0)6 539 99 656** **greg.tyrrell@groweurbusiness.com**

Greg Tyrrell is a partner in GrowEurBusiness and an independent senior management professional and company coach with 30 years of international experience, largely in the Business Communications technology sector. His passion is advising and driving companies forward strategically and financially, growing sales and earnings. He does this by taking complex problems and making them understandable and actionable for others, especially business opportunities in need of funding

Greg is an Irish national originally from Dublin, a graduate of TCD the Irish Marketing Institute and a Chartered Accountant

