

2023

FUSE —  
CAPITAL

# CASE STUDY

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SLR DYNAMICS

# Meet SLR Dynamics

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

*"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"*

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# Looking to raise capital that fuels, not slows—your growth?

Fuse Capital helps close the right deal at the right  
time, with the right partner.

Let's talk!



For more information or to discuss your funding needs, please contact us at:



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