

# *PwC and high growth potential companies*



# ***PwC and high growth potential companies***

Entrepreneurship is, without a doubt, the current trend. We read headlines practically every day about new business initiatives and great ideas. However, behind all this media attention lies a less visible element, which tells us about the effort, challenges and risks that these entrepreneurs must face in order to turn their ideas into successful projects, and turn these projects into high growth potential companies.

**At PwC we strongly believe that entrepreneurship and the development of an innovative business fabric with high growth potential are key for the future of the Spanish economy.**

The journey, in short, is characterized by complex needs, in an increasingly changing environment, which these companies have to face with professional services not always adapted to their needs:

## ***Complex needs...***

Behind every project is a company which goes further than just a creative idea, and which, even if small, faces complex needs. Also, not all high-potential companies are at the same stage, and even those that are, do not all have the same needs.

## ***... in a changing environment...***

If the environment is changing for all companies in general, it is even more so for a growing company. It is necessary to quickly adapt to new regulations, and constant stakeholder demands or to diverse strategies and processes, all this, while it is transforming and developing as a business.

## ***... and not always with tailored professional services.***

Too much effort is being devoted to adapting existing arrangements for professional services, and not to designing services suitable to the high potential company's needs, depending on the stage of growth.

# PwC's response

At PwC we want to help to consolidate the Spanish entrepreneurial ecosystem: we are convinced that entrepreneurs have a key role in the development of the country's economy

and because we, as a professional services firm, also want to grow and transform with them, progressing with our clients as we help them reach their maximum potential.

*In order to help in consolidating the Spanish entrepreneurial ecosystem, at PwC we believe that the best way to contribute is by doing what we know best, and have been doing for many years: collaborating with our clients and adding value with our professional services.*



**We accompany you through your journey in order to help you reach your maximum potential, no matter the stage you are at.**

We want to accompany you in your entrepreneurial project, collaborating with the needs that may arise at any stage, whether it is during the creation of the project, its consolidation, expansion, or possible export to capital markets (MAB, NASDAQ), or through agreements with large financial or industrial investors.

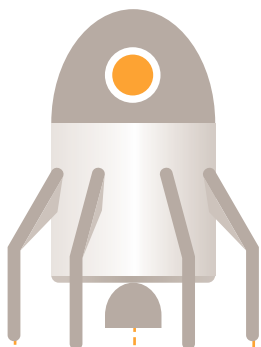


## Creation

**Business project creation with small investments**

### "You have a project"

We help you to develop your idea with our experts, thanks to our collaboration with the main business schools, universities and other institutions.



We listen

Tailor-made services

We change

## 1 We listen, we want to really get to know your project

At PwC we know that to be able to help you and create value, we need to sit down with you, listen and understand your needs. We can then add the abilities and experience of our firm, our international network in 157 countries, experience in projects focused on entrepreneurship that we have developed in USA and Israel, as well as the knowledge of large clients in key sectors of the economy. Therefore, we know that it **all starts by listening.**



Therefore we have created a new **area for High Growth Potential Companies**, generating a **services proposal** which addresses the needs of these companies, while we make the most of the opportunity in order to change as a firm. Because at PwC we want to treat high-potential companies as what they are from the start: **clients of our firm.**



#### Exit

It is the time to search for new market horizons or financial and industrial partners.

##### “A new dimension”

Our experts in strategy, transactions and capital markets in Spain as well as Israel and USA will help you find the best alternative for your business.



#### Expansion

You are already the benchmark in your market, you need new challenges

##### “It’s time to grow”

We collaborate with you in the design of your company’s growth strategy (Business plans, preparing the search for more intense capital investment, international structures).



#### Consolidation

The project turns into a viable and investable company

##### “Consolidate your company”

We collaborate with you in your legal and tax strategy, together with key financial aspects for your company. We help you to “settle down your company”.

## 2 We create integrated services in order to respond to diverse and complex needs

At PwC we are changing in order to adapt our professionals’ abilities to your needs. Therefore, our specialists in key business areas (strategy, operations, transactions, legal and tax advice, processes, technology, innovation, financing, etc.) are also being transformed. This is a dynamic process because we **want to accompany you through your journey**, no matter what the business model, industry, or stage of your company.

## 3 We change

At PwC we are not only facing the complexity and volatility of the current environment, but we are also transforming our business. We believe on entrepreneurial principles and put them into practice: creativity, innovation, initiative and capacity to assume and accept risk, we want to work side by side with high growth potential companies, because we want that contact to be the reason and driving force behind **our own transformation** as a firm and that of our professionals.

# Why PwC

- 1 We are able to offer an integrated service thanks to our multidisciplinary team. Here you can find all services in one company, with a professional identified as your one-to-one contact.
- 2 We have created an area for High Potential Entrepreneurship which allows us to get to know you better and respond to your needs.
- 3 We place an international network present in more than 150 countries at your disposal in order to grow your company.
- 4 Our clients include leading national and international companies from all industries (technology, services, industrial products, finance, Public Administrations, etc.), with endless possibilities to leverage the potential of your company.
- 5 We are already implementing this strategy in many of the countries forming part of our network, such as USA, Israel, with teams that have extensive experience and knowledge of the needs of high-potential companies at every stage.
- 6 And most importantly... because we want to.

## Key points for PwC's relationship with its high growth potential companies

1. At PwC, we don't see you as just a creative idea or a good project: we see you as a client, a client that we want to accompany through the complex and exciting growth process.
2. We want to listen to you. We will never tell you what to do. We propose ideas and you make the decisions.
3. Although it is true that on a day-to-day basis we work with large national and international companies, we can assure you that you will never be left behind. In fact, we want you to be up there with them, they could be great partners for your growth.
4. All the professionals that would be working with you, will do so because they want to. We have asked them. The involvement and dedication of our people is an essential requirement to be able to begin working together.
5. We also want to grow and transform. We have made a decisive commitment to have high potential companies as clients, as they are and will be key for this country's economy. We also want to look to the future with enthusiasm, innovating and taking action. And we want to do this with you.

### For more information, please contact:

**Alberto Tornero**  
PwC Director for High Growth Potential  
Companies and Entrepreneurship  
alberto.tornero.suarez@es.pwc.com  
+34 915 684 485

**Pedro Alberto Gómez**  
PwC Global Innovation Leader  
pedro.alberto.gomez@es.pwc.com  
+34 915 684 825



◀ Consult the firm's latest reports  
on our app for iPad.



**pwc**

PwC helps organisations and people to create the value they search for. We are a network of firms present in 157 countries with more than 184,000 professionals committed to offering quality services in audit, tax and legal advice and consulting. Tell us your problem and discover how we can help you at [www.pwc.es](http://www.pwc.es)

© 2014 PricewaterhouseCoopers S.L. All rights reserved. "PwC" refers to PricewaterhouseCoopers S.L., a member firm of PricewaterhouseCoopers International Limited, each of which is a separate, independent legal entity.