

**Bio:**

Peter Osborn has been a successful entrepreneur for many years. He joined the London music recording industry in the early 1970s, and designed studios for George Martin's AIR Studios, The Bron Organisation, Vangelis, Freddie Starr, Manfred Mann, The Kinks, and others. Additionally, many hit records have been recorded in his studios by artists such as Kiki Dee, Cliff Richard, Stevie Wonder, Queen, Rod Stewart, Manfred Mann, Mott the Hoople, Tony Ashton, Jim Capaldi, Leo Sayer, and Roxy Music.



In the late 1970s, Peter moved on to designing innovative electronic equipment for the music business, and developed a unique cordless sound system for musicians in recording studios, for which he holds a patent.

He founded the software house, Redwood International, in the early 1980s which became the largest software product company in Britain, selling \$50m a year around the world, with over a million users. By the 1990s, the company had nearly 300 employees in twelve offices on four continents, and made the majority of its sales in the USA to major corporations and the Federal Government. The business was funded by venture capital, and five rounds were raised in total. In the last five years, the company grew by over 100% each year, and grew profit per employee at the same time. Peter successfully secured an exit for shareholders by trade sale in 1991.

During the 1990s, Peter developed his skills and career through his involvement in a number of businesses. Recently, Peter works with the Advantage Technology Fund, an early-stage investor whose investing partners are 3i, the Royal Bank of Scotland, EEF, and the EU, and made eleven investments for the Fund during 2001. This experience has combined with his entrepreneurial background to give Peter an insight into venture capital investing from both points of view.

He now concentrates on high growth and technology businesses, typically backed by venture capital, specialising in providing his management expertise to client companies, investors, and in selected personal business opportunities.

**Differentiators:**

- Grew his own business from start-up to money-making exit, as CEO throughout.
- Works extensively as entrepreneur and venture capital investor, understanding both.
- Acted on over 30 rounds of venture capital and other funding transactions.
- Successful entry into the US software market, with annual sales of over \$30m
- Experience of front-line management in high-growth, international businesses.
- Specialist advice to boards, shareholders and entrepreneurs on growth and exit.
- Wide network of contacts in business and venture capital.

**Roles:** mentor • executive- and non-executive director • investor, fund manager • project leader • business advisor • due diligence consultant

**Projects completed:** 5 strategic review and re-positioning • 11 vc investments • 4 start-ups • 10 fund-raising • 3 rescues • 9 market strategies • 3 exit workshops • 2 management restructures • 2 wind-ups • 5 business growth plans • 17 investor due diligence reviews.

**Sectors advised:** Software • education • logistics and transport • leisure • health and safety • medical devices • database marketing • network appliances • satellite VoIP data services • materials technology • veterinary pharmaceuticals and services • software development • enterprise systems • business intelligence • telecom • technical support • digital marketing systems • web hosting services • bio-degradable packaging • venture capital.

**Stages:** start-up • initial product launch • market roll-out • business development • business planning and strategy development • re-structure • re-finance • business scale-up • international expansion and consolidation • management development • buy-in, buy-out • rescue • exit

**Contact details:**

Office: +44 (0)1442-236255

Mobile: +44 (0)7802-666758

Email: [pgo@peterosborn.com](mailto:pgo@peterosborn.com)