

## Case Study – Wysenergi

Wysenergi is a start-up business based in the Forest of Dean, providing renewable energy solutions to small businesses and larger domestic customers. The company had been recently founded by a charismatic Corporate Sales Director with a passion for the renewables sector and for biomass technology in particular.

### Background

Martin had previously held a number of senior roles with large corporates, heading up their sales and marketing teams, setting strategy, and managing relationships with other corporate B2B customers. As a result of some career coaching, he had recently set up on his own, establishing a new business to sell and install renewable energy solutions with a particular focus on biomass solutions.

Wysenergi had a great new web site well on the way, and Martin had established relationships with a supplier of biomass equipment, with a partner focussed on providing solutions for the solar PV market, and with a domestic stove manufacturer. Customer engagements were still at an early stage, with the business not yet launched and with its direction and strategy not yet fully defined.

### Challenges

Working on his own, Martin needed help to think through and decide the strategy and direction for his new business. There were a number of possible routes under consideration:

- Selling and installing biomass equipment on the back of the governments feed-in tariff to small businesses and to larger domestic customers.
- Acting as the 'go-to' advisor for all types of small scale renewable energy installations, partnering to provide those that could not be offered directly.
- Becoming an agent and installer for the domestic stove manufacturer, and getting involved in the biomass fuel supply chain.

With customer enquiries starting to grow, the business needed a way to keep track of prospects and follow them through into sales.

As a new business, Wysenergi needed to make a splash, to launch itself into the market and let people know it was there and what it was about. But how to do this?

### Solutions

Martin was looking for a business mentor. Someone with skills and experience on the operational side to complement his own expertise in marketing, presentation and vision. Anamosys fitted the bill, providing weekly mentoring sessions to talk through progress and provide advice on the next steps, allowing Martin to remain focussed and develop the business.

Time was spent understanding the business, what Martin hoped to achieve, and what possible directions were available to pursue. After undertaking some additional background research into the market, the status of government incentives, and the partners with which Martin had established relationships, Anamosys was able to provide constructive feedback on the directions being considered, and to provide new input to the process.

## Devising a Strategy

The early mentoring sessions were spent discussing strategy, considering the implications of following different paths and where these might lead, and comparing the results against Martin's longer term objectives. The conclusion from these discussions was the adoption of a strategy combining a shorter term tactical plan to drive cash flow and help get the business off the ground and a longer term plan to grow the provision of biomass solutions. This strategy would form the basis of the business launch.

One of the inputs to strategy was the growing stream of enquires that the business was receiving. Mechanisms to keep track of these enquiries were needed which could scale as the business grew. Anamosys advised on how this could be done while Martin put the necessary tools in place and began to make use of them to manage the growing number of customer relationships.

## Launching the Business

With a strategy established, Wysenergi needed to set out its stall. Brainstorming ideas for the market introduction of the business, Anamosys came up with the concept of a launch event, to be held at the new Wysenergi showroom, showcasing the new business and its partner relationships, and explaining how it could help with renewable energy solutions.

Anamosys helped plan the work needed to establish the showroom ahead of the event, and to plan the launch event itself. More brainstorming was needed to decide who to invite to the event, how to get to these people, and how best to use the event to reach out to potential customers, both directly and indirectly (via the media). Input and feedback was provided on the agenda and content of the launch event to help ensure that a compelling message was presented to those attending.

The launch event was a great success, well attended, and helping Martin to get Wysenergi off the ground.

"Peter brought his considerable operational knowledge and practice to bear when I was starting Wysenergi, helping me to get things moving and acting as an important sounding board for my thoughts about business strategy. His ideas for the launch event and the help he provided in organising it contributed significantly to the promotion of the new business."

– Martin Phillips, Managing Director, Wysenergi

# Anamosys

Growth & Change Management  
for Technology Businesses

## About Anamosys

Anamosys enables business growth within smaller technology companies by helping them to organise and to scale. For start-up businesses this is about bridging a gap, enabling a small band of enthusiastic and passionate individuals to become a professional, sustainable and growing team. For more established businesses it is about making the organisational change needed to move to the next level.

We can provide assistance with:

- Mentoring and coaching of the management team in organisation, scalability and growth strategies.
- Creation and roll out of appropriate business processes and infrastructure.
- Handling multiple concurrent customers and projects, and significant information and resources.
- Change management needed to transition from a small to a medium sized enterprise.
- Effective communication and people management needed to shift team thinking and behaviour.

## Get In Touch

To learn more about the help we can offer please contact Peter Cain by phone on:

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