



White Patch Consulting Ltd.

“Bringing you on to target. Strategic Growth with a Global Reach”

Who we are:

“Bespoke Growth & Internationalisation Consultancy”

In combat marksmanship, the technique of aiming at the bottom centre of the white patch is used to improve focus, clarity, and consistency. Rather than aiming directly at the bullseye (the goal), shooters align their sights just beneath it, using a visually clear, repeatable reference point to guide their shot.

In business, the bullseye represents the end goal; whether it's revenue growth, market share, or innovation. However, successful teams often don't focus solely on the target itself. Instead, they align with clear, measurable, and sustainable actions just beneath the surface. The “bottom centre of the white patch.”



Who we are:

“Bespoke Growth & Internationalisation Consultancy”

White Patch Consulting (WPC) helps ambitious SMEs and disruptive start-ups unlock growth and enter new markets.

Led by Nick Williams, with a background in growth, scale-up and internationalisation. Utilising leadership experience gained across the public & private sector and the British Army where he served as a Physical Training Instructor (PTI) and Counter IED Instructor.

Experience brokering deals and fundraising within Aviation, Tech, Media, Professional Services, Renewables and Academia.

What Sets Us Apart:

Strategic Connections: Immediate access to trusted funders, governments & partners

Hands-On Delivery: Not just advice; real outputs, real progress.

Tailored Strategy: No templates; all work is bespoke to client goals.

Strong International Network: U.K., Spain, Canada, and more.

Track Record: Bid writing, business development, and facilitating global expansion.

Why Partner With Us:

“Fast-track your growth. Land where it matters. Connect with who counts.”

Speed to Outcome:

Break into new markets, close deals, identify and win bids faster than traditional consulting models.

Pre-established frameworks and partner pathways eliminate lag.

No time lost in onboarding, we hit the ground running.

Why Partner With Us:

“Fast-track your growth. Land where it matters. Connect with who counts.”

Direct Access to Markets & Decision-Makers:

Immediate access to U.K. and international partners, public agencies, and investors.

Avoid red tape and gatekeepers, get in front of real decision-makers.

Presence in key cities across the U.K., EU, and North America.

Why Partner With Us:

“Fast-track your growth. Land where it matters. Connect with who counts.”

Strategic, High-Value Business Development:

Focused, intentional outreach; no wasted time on low-potential leads.

Representation at high-impact events, meetings, and negotiations.

Development strategies tailored to ROI, investor readiness, and reputation building.



Services: 2025

Growth Strategy & Market Entry:

Strategic Planning

Market Analysis

Market Entry Guidance

Market & Site Selection



Services:

Business Development & Representation:

B2B & B2G Advocacy
Strategic Introductions
Brokering
Event Representation

Services:

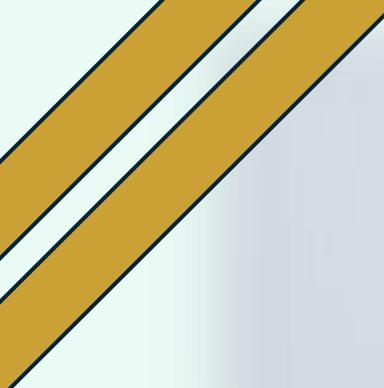
Project Management & Bid Writing:

Tendering

Proposal Prep

Implementation Oversight

Finding & Securing Opportunities



Services:

Fundraising & Investment Support:



Investor Engagement
Pitch Support
Deck Design

Services:

Internationalisation & Government Engagement:

Cross-border navigation Compliance

Public sector advocacy

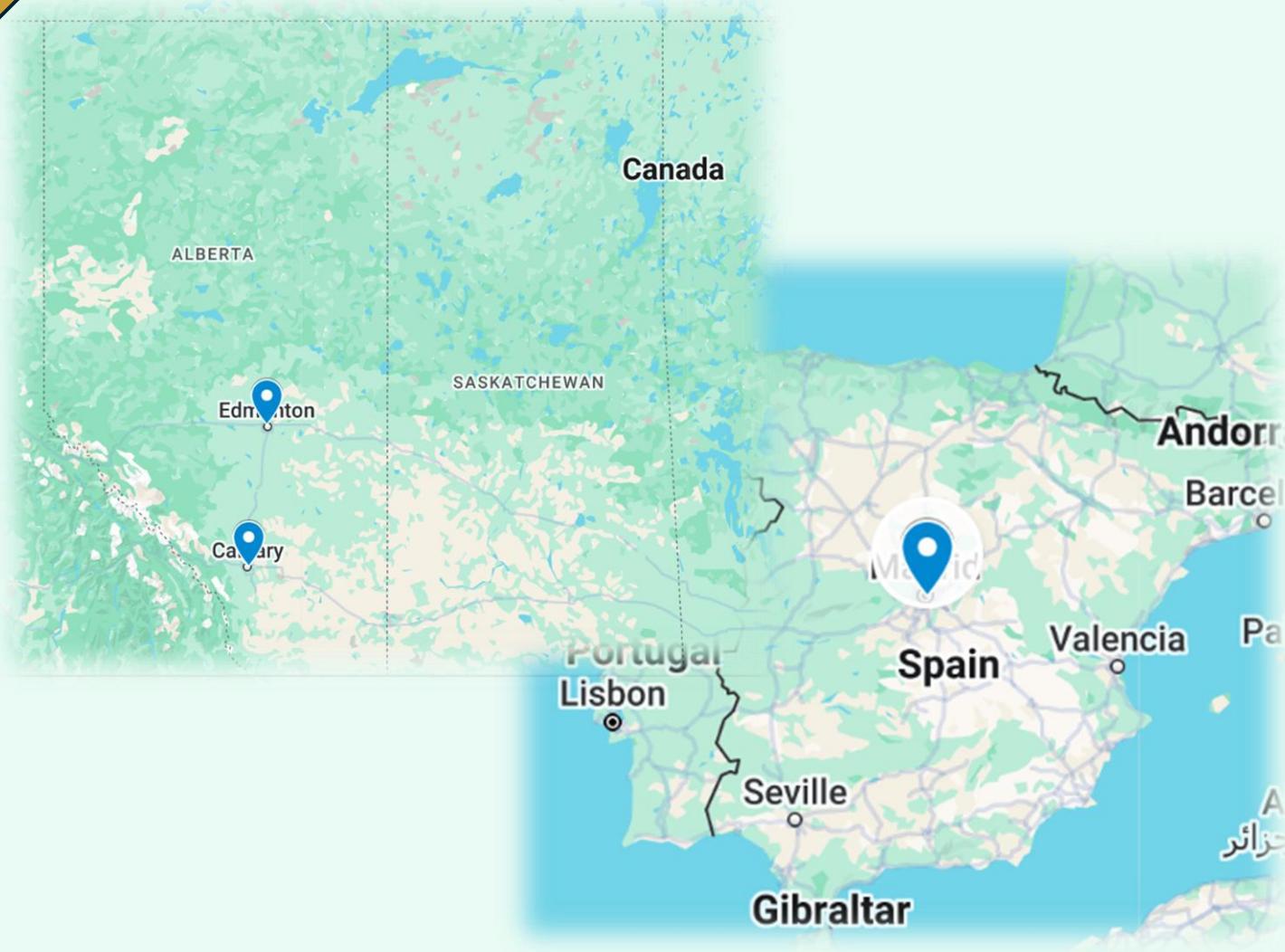
Economic Development Opportunities

U.K. Base & Partner Presence:



Manchester (HQ)
London
Liverpool
Leeds
Durham
Newcastle
Edinburgh
Glasgow
Aberdeen

International Partner Presence:



Calgary (Canada)
Edmonton (Canada)

Madrid (Spain)
Barcelona (Spain)

Engagement Model:

Monthly Retainer: Agreed upon project definition.

Bid Writing: Submission fee + success fee.

Fundraising: 3-5% success fee.

Equity Option: Fees can be converted into equity by mutual agreement.

Rolling Extension: Continuation clause ensures support if timelines shift.

Get in Touch:

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