Invisory
LIMITED

CAPABILITY STATEMENT

Strategy · M&A · Investment & Advisory

A clear view on strategy, M&A and investment.

Invisory Limited is the consultancy practice of Mark Barber, working with owners, management teams and investors on acquisitions, disposals, new markets and changes of direction. Projects are few, and each one is scoped to a single question.

WHO I WORK WITH

Owner-managed and private-equity-backed SMEs, typically £1m–£50m of revenue. This is the size of business where the decisions are large relative to the balance sheet and there is no in-house strategy function to lean on. Below £1m the questions are about survival rather than direction; above £50m there is normally a corporate development team and a panel of advisers already in place. In between sits a band of companies making consequential choices — whether to sell, what to buy, which market to enter, how to present themselves to an acquirer — on management time that is already fully committed.

Most of my own experience is in ICT and technical services — managed services, network infrastructure and specialist accredited work — the sector I have operated in, bought into and exited, so I have made these decisions as well as advised on them. The method applies equally to other B2B service sectors.

BACKGROUND

I have spent my career in and around technical services businesses — operating them, growing them and exiting them — and have sat on both the buyer and the seller side of a diligence process. My career began in mechanical and production engineering before I joined a diversified group formed from my family's engineering business, working on corporate development as part of a buy-and-build strategy.

More recently I consulted to a small private equity house across several of its portfolio companies, before undertaking a management buy-out of one of those businesses — which I then operated and exited in 2022. Since then I have worked in a board advisory role, developing and refining a buy-and-build strategy for a group of businesses in which I remain an investor.

HOW IT WORKS

One senior adviser engaged directly. Work is scoped to the question and priced to it — a one-day sense check, a multi-week project, or an ongoing advisory retainer. You work with the person who scoped the project, from the first conversation through to the final report. I write for boards and investment committees: the analysis up front, the reasoning laid out plainly, clear actionable considerations, and the evidence where it can be challenged.

AI tools are used for research and drafting, never to decide the answer. Every figure traces back to a named source, I sign off everything before it is sent, and client material is only used under business terms that prevent it training a model.

SERVICES

TRANSACTIONS

- Buy- and sell-side advisory
- M&A origination and screening
- Commercial due diligence
- Information memorandums
- Exit scenario modelling

STRATEGY & MARKETS

- Market and competition reports
- Investment thesis and value creation
- Business plans
- Services portfolio consolidation
- Go-to-market strategy

BOARD SUPPORT

- Non-executive director appointments
- Management team support

RECENT DELIVERABLES

Market & competition analysis

50-slide report · six-part market study, TAM to defensible SOM

Investment thesis

20-slide report · EBITDA bridge and multiple expansion case

Exit scenario model

Five linked sheets · per-target toggles, live exit valuation

CONTACT

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