Bertram and the Teapot Works



FundOpsHQ

A story about buying and growing a business



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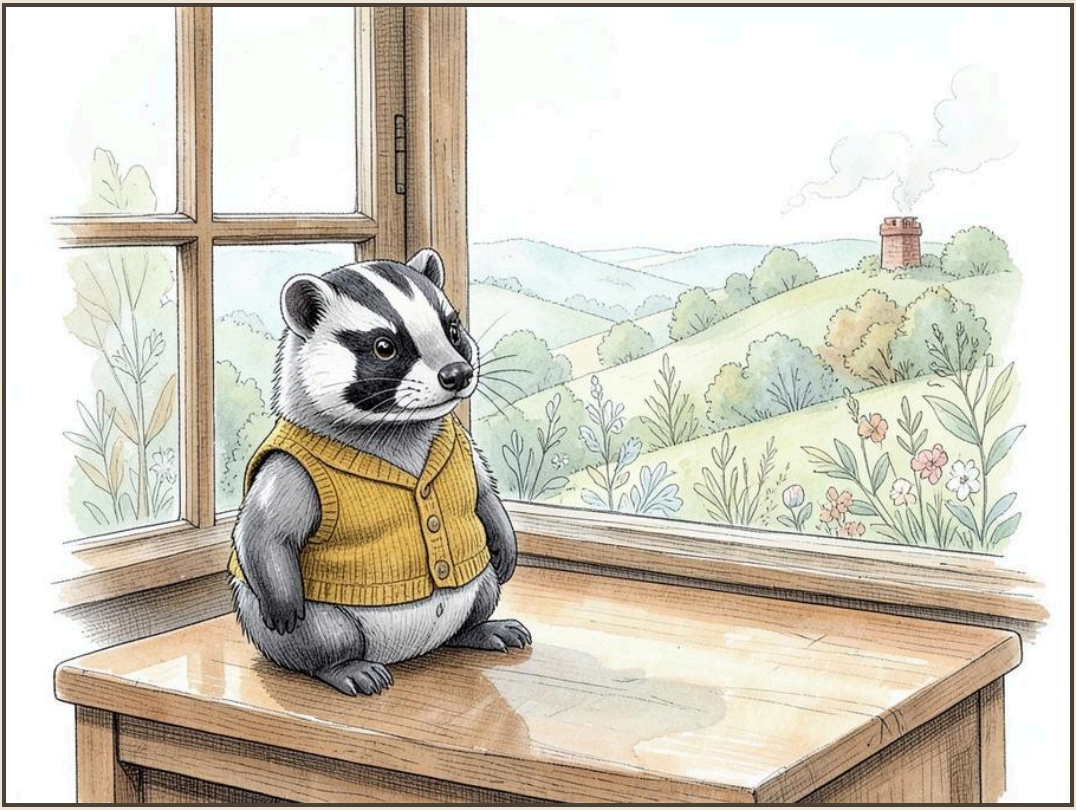

Bertram the badger ran a fund that bought whole businesses. Animals saving for later put money in, and his job was to help each business grow.



In a valley town, Agnes the hedgehog had made teapots for forty years. She was ready to rest, but nobody in her family wanted to run the works.



Bertram visited many times. He looked through the books, met the potters, and asked the shops that sold the teapots if they would keep buying.



They agreed a price. The fund paid part with its own money and borrowed the rest. Buying a business with lots of borrowed money is a leveraged buyout.



The works would pay the loan back bit by bit, out of what it earned. Agnes kept a small share of the works, so she would gain if it did well.



Bertram did not change what made the teapots good. He kept every potter, and he asked them what slowed their work down.



The old kiln broke down every few weeks. The fund paid for a new one, and soon twice as many teapots came out of the works each week.



Down the road, a small cup-maker wanted to sell. The works bought it, so shops could buy cups and teapots together. That is called an add-on.



Then one winter a big shop stopped ordering. Money was tight, and the loan still had to be paid. The potters were worried, and so was Bertram.



Nobody cut corners or let a potter go. Bertram took the teapots to shops in three new towns, and by spring the orders came back.



Year by year the works earned more, and more of the loan was paid back. When a business earns more and owes less, its owners' share is worth more.



After five years, a bigger pottery company bought the works and kept the potters. The sale paid off the rest of the loan, with plenty left over.



Bertram's fund sent its share back to the animals who had saved with it, with a good profit. Agnes's small share was worth a lot more too.



A note

The words in this book are real ones, explained simply. The animals and examples are made up, and real terms vary from fund to fund. It is not advice. The pictures were drawn with an AI image model and checked by hand.

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