



In the Press

Media coverage from
January 2022 to April 2023

ABOUT TRACHET

Since April 2022, Claire Trachet has been an instrumental voice in the startup, tech and finance sectors. Claire Trachet, as the CEO and founder of leading business advisory Trachet, has been invited by some of the UK's leading publications to discuss the events impacting businesses and entrepreneurs in these sectors. Most recently, Claire has joined CNBC and the BBC as a leading expert in the technology field to discuss the impact of the AI race on M&As and the impact of the Silicon Valley Bank collapse on startups and the tech sector.

2023

FORTUNE

Jacinda Ardern quit because she ‘didn’t have enough left in the tank’: Here’s how to spot burnout and how to deal with it

No one is immune to burnout. Not least, our world leaders. The toll of shouldering an entire nation’s problems proved too much for [Jacinda Ardern](#), who announced she is stepping down as New Zealand’s Prime Minister.

“I know what this job takes, and I know that I no longer have enough in the tank to do it justice,” she choked through tears as she addressed the nation.

Although Ardern’s situation is unique – she’s spearheaded the country through the biggest health crisis in history, all while raising her daughter which she birthed while in office – burnout is increasingly becoming a negative side effect of leadership.

A resounding 92% of senior leaders reported having experienced burnout last year, according to Ceridian’s Pulse of Talent research.

The survey of 9,000 workers across 8 countries including the U.K. and the States, found that burnout levels experienced in middle management dropped to 89%.

Sadly, over a third of leaders revealed that they do key tasks alone and have no one to support them leading to heavy burnout, according to the entrepreneurial advisory firm, Trachet.

Fortune featured landmark data commissioned by Trachet that revealed over one third of leaders do key tasks alone with no support - inevitably leading to burnout.



THE SCOTSMAN

Analysis: Changing landscape sees Big Tech take axe to thousands of jobs

The global tech sector currently resembles something of a bloodbath. Collectively, the likes of Amazon, Facebook owner Meta and Twitter have taken the axe to tens of thousands of jobs, chiefly in their US homeland, but also impacting operations globally, including here in Scotland.

Claire Trachet, chief executive and founder of business advisory outfit Trachet, said Microsoft's layoff announcement, alongside the others from the big tech players, were "clear indications of the market corrections we've been experiencing in the past year". She suggested that firms are now "much more focused on profitability and sustainability over growth".

Trachet noted: "A consequence of this is that headcounts will continue to fall at both big and small companies. However, I do not believe the sector will remain stagnant as there remains a wealth of capital available for founders to help accelerate growth. As markets stabilise and inflation subsides, it is very likely [the second half of 2023] will be a very active investment and deal-making period."

Trachet said the cost-of-living crisis has created pressure "at every level" for organisations as companies and staff struggle to cope with rising costs. The firm's research reveals that nearly one in three Brits is actively looking for another job as they are not being paid enough to cope with the rising cost of living. For those working in start-ups, that pressure is now exacerbated by a decrease in human resource and fears of being laid off which may lead many to pursue a career in a different organisation.

Businesses across the globe are facing severe macroeconomic conditions – but who's feeling the impact the most? The employees of big tech. Claire Trachet provided an in-depth analysis on the state of the tech arena in her conversation with The Scotsman.



A.I. race expected to bring flurry of M&A: Trachet CEO

Claire Trachet, CEO of Trachet, joins CNBC to discuss ChatGPT, its role in M&A and the future of AI.

Claire discussed what Chat GPT can provide for businesses and the impact that AI can have on startups, as well as bigger conglomerate businesses.

The interview also included Claire's insight as an M&A expert on the future of dealmaking in 2023, with the AI race set to spark a flurry of activity in H2 of this year.

Claire Trachet was invited onto CNBC to discuss ChatGPT and the future of AI with Joumana Bercetche. She also shared her insight as an M&A expert on the future of dealmaking in 2023.

FT ADVISER

Breaking the bias to support female advisers



Financial services has become more attractive to women setting up their own advice companies, but the support behind female entrepreneurs is often lacking, a senior M&A adviser has claimed.

Claire Trachet, a merger and acquisition adviser and chief executive of business advisory company Trachet, has helped facilitate approximately £413mn worth of deals in the past three years alone.

But she claims while financial advice has made great strides forward in terms of diversity and inclusivity, she says there is still a gender bias within the M&A market, which can prevent women setting up their own companies and getting the backing they need to become entrepreneurs.



Sectors that are more quantitative, like financial services, tend to be easier for women to prove their talent.

With an increasing number of senior women leaving roles in finance, Claire Trachet talked to FT Adviser about her own career and what is needed to help Britain's entrepreneurial women become business success stories.



Is London losing its European tech lead?

Founders and startup advisers say that the UK is 'freeriding' on its past successes, and risks losing its European lead as public commitment to tech dwindles

So what would make UK founders feel like the government has their back? Several UK founders tell Sifted they'd like to see an equivalent to La French Tech established in the UK. La French Tech is the government's startup agency, with its own separate budget, and works with founders, investors, and — crucially — foreign companies looking to come to France. A lot of its work can be classed as simply marketing French tech well.

Founders say a UK version of this body could be tasked with two things: setting up multi-partied discussions with founders, investors, scientists and universities; and getting closer to Europe to work out how the UK can partner with the bloc again on innovation — particularly in science and deeptech.

But crucially, they want it to be separate from government departments, so that it can make progress beyond election cycles.

"As it stands, the UK doesn't have any measures that will slow the decay of innovation," startup adviser Claire Trachet says.

"We're now at a crossroads where the government needs to quickly invest time, money and education in an entity that asks: what will the UK tech sector look like in the next 10 years?"

As the European tech scene continues to get stronger, Claire Trachet explained to Sifted that the UK is at a crossroads where decisive actions are needed to keep strengthening the tech sector over the coming decades.



BBCNewsDay

Silicon Valley Bank collapse: Is this the beginning of a slow-rolling crisis?

Claire Trchet - "tech industry expert" did an BBCNewsDay on-air interview with Oreoluwa Oyebisi - presenter for the BBC World Service broadcast. Her leading commentary was focused on the present tech banking crisis - Silicon Valley Bank.

Claire highlights the importance of sustained investment and attention to maintain Britain's status as a leading tech Innovation and growth country. The sector is heavily reliant on the UK's financial institutions - which acted swiftly to avert the crisis over the weekend.



BBC NewsDay invited Claire Trchet to discuss the impact of the Silicon Valley Bank collapse on the UK's tech sector.

The Telegraph

What TikTok must overcome to show us it can be trusted

It's the fastest-growing social media network in the UK, but significant concerns over security and influence mean its future is at risk

Spying and data

“The Chinese are not remotely interested in a teenager posting a video of themselves dancing on TikTok, but they are interested if the user’s parent is a government official because any information you can garner is a means to target individuals,” says Peter Warren, chairman of the Cyber Security Research Institute.

The app has been unable to shake off suspicion that it must comply with the 2017 Chinese National Intelligence Law, which dictates that “any organisation or citizen shall support, assist and cooperate with the state intelligence work in accordance with the law”. This means that “if TikTok is required by the Chinese government to turn over data, it will turn it over,” claims Warren.

TikTok argues that this never happens and that, despite having a Chinese parent, it is a global company with most of its ownership in the hands of US venture capital firms, such as General Atlantic and Sequoia Capital.

Cybersecurity expert Claire Trachet applauds TikTok’s use of a bug bounty programme for “ethical hackers” to search the app for security weaknesses. “No illegitimate data extraction has been found to date,” she points out. But as the Chinese technology giant Huawei found when it was excluded from the UK’s 5G infrastructure, perception and trust are essential in matters of national security.

In an interview with The Telegraph, Claire Trachet shared her perspective on TikTok's use of a bug bounty programme.

VOGUE BUSINESS

How fashion startups are navigating the banking crisis

After the collapse of Silicon Valley Bank and Signature Bank, and UBS's rescue deal for Credit Suisse, the sector is facing a crisis of confidence.

Startups are rethinking their approaches to funding.

In the space of nine days this month, Silicon Valley Bank (SVB) collapsed, Signature Bank failed and Credit Suisse was bought by rival UBS. Experts are calling it the worst banking crisis since the 2008 crash, and alarm bells are sounding for fashion tech startups and investors who are operating in an increasingly unstable venture ecosystem.

Investors will place even greater emphasis on reliable business acumen and solid revenue streams. "Investors are looking for [strong] management right now – that you have a plan A, a plan B and a plan C because things are moving so fast," says Claire Trachet, entrepreneur, corporate finance advisor and founder of boutique advisory Trachet.

With a lack of access to funding, financial advisors are encouraging startups to become more resourceful about driving revenue. "The best type of money you can get into your business is your clients' money," says Trachet. She expects to see partnerships and mergers and acquisitions increase, too.

Claire Trachet spoke to Maliha Shoaib at Vogue Business about the importance of having reliable business acumen and solid revenue streams during the current economic climate.

Verdict

Elon Musk's warning on AI's risk to society 'must be taken into account,' expert warns

Elon Musk and 1,000 other tech leaders signed an open letter calling for a six-month pause to AI development.

Elon Musk, [Twitter CEO](#) and [OpenAI](#) co-founder, recently called for a six-month break on the development of artificial intelligence (AI) systems [more powerful than GPT-4](#), claiming it poses a substantial risk to society.

The rapid development in AI tech has left regulators racing to stay on top of things. At the end of March, the UK government published a regulatory framework hoping to govern the upward trajectory of AI safely.

Despite the rush to ensure legislation is put in place surrounding emerging AI technology, experts have been speaking out in support of Musk's warnings – claiming they shouldn't be ignored.

"The UK's pro-innovation framework on AI regulation is a positive step towards global leadership in AI development and collaboration with international investors," Claire Trachet CEO and founder of business advisory, Trachet, told Verdict.

"However, the recent concerns raised by Elon Musk and other industry experts on the potential risks of AI systems that can outperform GPT-4 must also be taken into account," she added.

Claire Trachet spoke to Verdict about the UK's regulatory framework that aims to promote AI innovation.

2022

Raconteur



Information and agility are key for risk professionals, who need to look beyond current threats to predict the next major challenge

It may be comforting for business leaders to look on Covid and the invasion of Ukraine as once-in-a-generation events that could be neither anticipated nor planned for.

Yet some would argue that far from being black swans, both the pandemic and the Russian invasion should have been high on the radar, even if their precise impacts on business were less certain.

While associating risk with worry runs the risk of obscuring the many opportunities that are born out of challenging conditions, business troubleshooter Claire Trachet dislikes the ‘worry’ word altogether.

“I doubt a chief worry officer would be extremely helpful to a company because while it’s easy to find problems, what is often needed is the ability to take calculated risks – the definition of enterprise – and have a plan for when a crisis looms.”

She believes that the best risk management “is done as a team”. And she warns: “By always crying wolf, a chief worry officer would most likely end up not being listened to at all.”

Claire Trachet was invited to speak to The Times’ Raconteur about how businesses can assess and plan for risks and unexpected business threats.



THE SCOTSMAN

Scaling firms advised to seek external support to help navigate troubled backdrop

Business advisory firm Trachet has unveiled the results of the study that was designed to better understand the different factors that hinder companies from scaling, noting that founders and leaders are coming under increasing strain as they try to keep their organisations afloat.

It discovered that 34 per cent of British business leaders find that in running their business, they have no-one to support them, they do key tasks alone and that disconnects them from their passion. A further 27 per cent stated that they have no support role from whom they feel comfortable taking guidance, which is “indicative of the stigma surrounding asking for help”.

Trachet also said 21 per cent of respondents feel that while their businesses started successfully they are now encountering problems as they grow, and it cited the Small Business Administration finding that half of small and medium-sized enterprises (SMEs) fail by year five.

The business advisory firm also pointed to a study from the Centre for Enterprise and Economic Development Research showing that fast-growing businesses were more likely to have used external assistance, and significantly more likely to scale successfully, “indicating the importance of using external support as an essential resource”.

Trachet added that despite the documented benefits of seeking external support, the Journal of Political Economy published a paper indicating that entrepreneurs who have the opportunity to grow their business to the next level sometimes choose not to as they often prefer to remain in total control.

Trachet's research into the factors that hinder founders from scaling was featured in The Scotsman alongside commentary from Claire Trachet.

THE TIMES

Lack of diversity sees one in four women quit Scottish tech sector

The Scottish data, compiled by London-based tech consultancy Trachet, revealed that 23 per cent of women working in tech in Scotland had left the sector because they felt promotion prospects were limited due to a lack of females in senior positions in their companies. This was higher than the UK-wide figure of 19 per cent.

The report also revealed that 28 per cent of women working in the sector in Scotland believe large-scale investors do not consider them a viable investment opportunity, with 10 per cent of founders saying they had been denied investment based on their gender.

More than half, 53 per cent, felt they had to work twice as hard as similarly qualified male colleagues to be promoted.

Claire Trachet, chief executive of Trachet, said: “Female founders in Scotland are seeing their fair access to finance blocked. There is also an evident trend of women in the workforce more generally choosing to leave their chosen sector due to a lack of diversity in the higher ranks.”

The Scottish government made a manifesto commitment to invest £50 million to “promote women entrepreneurs” over the next five years, but Trachet said that the Stem sector — science, technology, engineering and maths — needed to do more: “This issue exists to the same extent in Scotland as it does across the whole of the UK. It is a deep-rooted trend.”

Claire Trachet spoke to The Times about the barriers women in tech face, particularly when it comes to seeking finance.

STARTUPS

MAGAZINE

MEET THE WOMAN MAKING WAVES IN THE M&A MARKET AMIDST GENDER BIAS BURNOUT

With research showing that 70-90% of M&As fail even during favourable economic conditions, expert advisers have become even more critical in helping deals get over the line in the current climate.

One adviser who has begun to make waves in the M&A market – with the combined valuation of her engagements over the past three years amounting to \$500m – is CEO and Founder of business advisory firm, Trachet, Claire Trachet.

This comes amidst proprietary research from Trachet highlighting that nearly 1-in-5 British women state that due to a lack of diversity in the higher ranks of their business they never saw a future in it, so they left that sector.

A further 52% of Brits state that they share the sentiment that women must work twice as hard or be twice as qualified as men to reach the same objectives in business – an issue which is further exacerbated when it comes to female-founded companies. Perhaps unsurprisingly, this need to work harder is having a knock-on effect on their mental health, with 36% stating they often feel tired, helpless, or lonely from the world of work due to their workload.

Startups Magazine wrote a dedicated piece on Claire Trachet and shared Trachet's research on female founders.

The Telegraph

How can female entrepreneurs access funding for their business?

Many UK High Street lenders like NatWest offer favourable loans and finance options to help female-led businesses expand



Investment in female-led businesses has declined – [just 2.3pc](#) of venture capital went to female-led start-ups in 2020, research shows. But at least markets are now aware of the discrepancy, says Claire Trachet, corporate finance expert and founder of female-led advisory firm [Trachet](#), but she's yet to see real change.

She advises that you should not rush to take money from investors just because it's on offer. "Never sign up for anything you don't understand," she adds. "And make sure you have the right people to bounce ideas around with."

Women, she says, tend to underestimate how much funding they need. "We're very conditioned to think a bit smaller. But there's a huge amount of inflation coming. Don't limit yourself to what you feel you can get – instead, ask yourself what does your business deserve, what will take it that bit further?"

Claire Trachet was invited to speak to The Telegraph about how female entrepreneurs can seek finance for their business.



THE SCOTSMAN

Gender bias in M&A sector – Claire Trachet

Business Advisor, Claire Trachet, speaks on her experience in the Mergers and Acquisitions sector, having facilitated \$500m worth of deals in the past three years



I set up the business as a hands-on boutique advisory in 2016 following both a successful career in corporate finance and as an award-winning entrepreneur with the mission of helping others accelerate growth. In the six years since the firm's inception, we've now amassed an impressive track-record across a wide array of sectors globally ranging from Cybersecurity to other tech heavy sectors, however the road to becoming an established business came with an array of challenges, especially as a female founded and led advisory in what is predominantly male dominated sector - finance.

After embarking on my entrepreneurial journey, friends and acquaintances continuously turned to me for guidance and counsel, ranging from simple transactions to some very complex operations. I began to understand how limited the access to appropriate counsel was for many startup founders - especially women - with established businesses.

The Scotsman dedicated an article to Claire Trachet, who spoke about her experience in the Mergers and Acquisitions sector, having facilitated \$500m worth of deals in the past three years.



Britain's failed tax experiment will leave economic scars and credibility issues, analysts say

Claire Trachet, chief executive of business advisory Trachet, said U.K. businesses would continue to receive interest from a flurry of overseas buyers looking to capitalize on a weaker pound.

“The mini-budget announcement generated mass concern from industry leaders and the investment sector following a sharp drop in the value of the pound sterling coupled with the recent surge in the country’s borrowing costs. Although the reversal of several tax cuts has calmed capital markets, we are yet to see the impacts of this, and there continues to be uncertainty in the M&A sector,” she said in emailed comments.

“This has its positives and negatives, as on the one side it will attract a great deal of foreign investment to the U.K., alongside new tax incentives and favourable regulatory conditions. However, low valuations mean U.K. companies entering potential M&As may get less than they bargain for, so it is a critical moment for the sector here to show resilience.”

CNBC invited Claire Trachet to speak about the mini-budget announcement and the uncertainty in the M&A sector.

Verdict

What will Liz Truss' resignation mean for the UK's tech community?

Liz Truss' "catastrophic" six weeks as prime minister is at an end, with the tech community worrying about what comes next.

Well that was fast. Liz Truss has officially become the shortest serving prime minister in the history of the UK. She called it quits after just 44 days in power, 10 of which were spent in a period of national mourning for Queen Elizabeth II. As such, she has beaten George Canning who only held the position for 119 days before he died in 1827. The record is one of the few accomplishments Truss can claim from her brief period in office.

The UK's tech community's reaction to the resignation of Truss has been a mixed bag so far. Some hope it will mean a new beginning and much-needed financial stability, others are more sceptical, fearing the uncertainty of what comes next. "Liz Truss stepping down signals an end of a catastrophic few weeks with the economy being beaten down by the now former PM's 'growth plan,'" William Marsters, senior UK sales trader at trading platform Saxo, tells Verdict. "Though many will be glad to see the back of Trussonomics, the announcement of a Tory leadership contest next week leads to more uncertainty on who could be next in Number 10."

While there is a slight sense of optimism among the tech community following Truss tendering her resignation, business advisory Trachet CEO Claire Trachet cautions that the British tech sector "remains in very uncertain waters."

"The pound will stabilise following the sharp drop caused by Trussonomics, although this isn't likely to happen soon, meaning UK tech companies will continue to be prime targets for investors until then," Trachet tells Verdict. "We won't see a new normal in terms of investment behaviour until at least June of next year when people will regain confidence."

Many industry watchers and stakeholders hope that Truss quitting will herald some much needed stability.

In light of Liz Truss' resignation, Claire Trachet spoke to Verdict about the renewed sense of optimism amongst the tech community.

Raconteur

3 ways to help staff through the cost-of-living crisis

As inflation rises yet again companies should adjust budgets to make sure their employees can cope

With [UK inflation](#) reaching a 41-year high of 11.1%, it is fair to say that everyone is feeling the pinch. As companies decide their budgets for 2023, they must be mindful of not only the economic realities they are facing, but also of those faced by their employees.

Deciding on a budget is difficult at the best of times. Against the backdrop of a cost-of-living crisis, it is even harder. So businesses must strike a fine balance between operational efficiencies and investing in a long-term strategy.

1. Making sure people are still paid fairly

Salaries are a sensitive subject. While it may be tempting to enforce restraint given the current economic situation, it is important that employers still show empathy towards their staff. “Everyone is facing an increase in food, utility and transport prices,” says Lauren Harvey, assistant accounts manager at The Accountancy Partnership. “And employees deserve to be rewarded for their commitment – especially during difficult periods.”

Paul Fraser, the executive director of Cynergy Business Finance, suggests that the key to creating a highly engaged workforce, which is “more likely to lead to higher profits in the longer term”, is paying people enough to take the issue of money off the table. “If workers feel comfortable in their home life,” he explains, “they’ll perform better at work.”

Claire Trachet, the CEO of business advisory Trachet, says rather than getting worked up about the short-term expense of pay rises, companies should view these as an investment for “when the current conditions cool down”. As people may be exploring opportunities for higher pay elsewhere, she points out, it is better to be proactive in order to [keep hold of your most valued staff](#).

Most people do not lack perspective and will not ask for “unrealistic” wages, she adds. “Really supporting your employees will incentivise them to stick around at a time when the recruitment landscape for the best talent has become very competitive.”

Companies should try to limit “fixed costs” and “avoid multi-year commitments” on subscriptions or memberships, says Trachet, “which may seem cheaper but always end up being more expensive in the long run.” Instead, she suggests, businesses should concentrate their [perks and benefits](#) funding on more practical support, because this is what really matters to people.

Claire Trachet spoke to The Times' Raconteur about the ways businesses can support and retain staff during the cost-of-living crisis.