

## News Release

### **£1m into One Small Step .... to make One Giant Leap!**

On 25th January 2005, children's shoe retailer, One Small Step One Giant Leap Ltd, has secured £1m of funding, including £250,000 from The Capital Fund and £750,000 from business angels. With four outlets in London and one in Bath, and further expansion planned for 2005, the funding will enable One Small Step One Giant Leap to continue its mission to bring parents and children expert fitting, great brands and value for money in attractive and spacious environments.

Managing Director Nick Schwefel saw an opportunity to set up the company after poor experiences buying shoes for his own children. Unlike many other children's shoe shops, One Small Step One Giant Leap stores offer a booking service for fittings and with fully trained staff waiting times are short. One mother commented "Three children fitted easily – great!"

The stores cater for all children - from babies to teenagers - with all styles of shoe. The stores offer many brands not usually seen in children's shoe stores, including Nike and Adidas. Classic Start-rite shoes in many colours and styles are offered for school days, whilst party girls and bridesmaids are served by Mod 8 and D & G Junior. One Small Step One Giant Leap shops are set up with parents in mind – one-storey outlets and well-spaced displays mean less struggling for those laden with buggies and shopping bags.

Nick Schwefel comments "We now have four stores in London – Sheen, Notting Hill, Clapham and Putney – as well as our pilot store in Bath. This round of investment will allow us to expand further within the M25 and beyond."

"The excellent customer feedback, attractive environments, great range and strong retail experience of the team attracted us to this investment opportunity. We look forward to seeing the company continue to prosper as it expands into new neighbourhoods." said Helen Reynolds, Investment Manager at The Capital Fund.

One Small Step One Giant Leap Ltd was founded in July 2002 by Nick Schwefel, MD, who was previously responsible for growing Accessorise from 5 to 140 stores. The Capital Fund is the £50m Regional Venture Capital Fund for London and is managed by YFM Venture Finance Limited. YFM Venture Finance is authorised and regulated by the Financial Services Authority and is part of the YFM Group.

For further information, please visit [www.onesmallsteponegiantleap.com](http://www.onesmallsteponegiantleap.com)

## Contacts:

Helen Reynolds  
The Capital Fund  
YFM Venture Finance  
020 7812 6772  
helen.reynolds@yfmgroup.co.uk

Nick Schwefel  
One Small Step One Giant Leap Limited  
020 8740 4045  
nick.schwefel@ossogl.com



### **YFM Venture Finance**

Brookmount House 62-65 Chandos Place  
Covent Garden London WC2N 4LP

Tel: 020 7812 6772 Fax: 020 7812 6773  
E-mail: [info@thecapitalfund.co.uk](mailto:info@thecapitalfund.co.uk) Web: [www.thecapitalfund.co.uk](http://www.thecapitalfund.co.uk)

The Capital Fund is managed by YFM Venture Finance Limited. YFM Venture Finance is authorised and regulated by the Financial Services Authority and is part of the YFM Group.