Haynes Boone Advises Brave Bison on Fundraising to Support Strategic Acquisition

By Nick Davis, Robert Bines-Black, David McClellan, Johanna Reimann | June 25, 2025

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Haynes Boone is delighted to have advised Brave Bison, the next-generation marketing and technology partner for global brands, in connection with its £13.5 million fundraising to support the acquisition of The Mini Trading Company Limited, comprising the assets of MiniMBA.

The transaction was led by Partners Nick Davis and Robert Bines-Black, with support from Associate David McClellan and Trainee Solicitor Johanna Reimann.

Brave Bison's existing marketing and technology services will be enhanced by MiniMBA, a marketing skills and training platform that provides MBA-level education through an online learning portal. This acquisition will allow Brave Bison to better service Chief Marketing Officers, cementing the company as the marketing and technology partner of choice for future-focused brands.

The fundraising, which remains conditional on shareholder approval, reflects strong support for Brave Bison's long-term growth strategy and its expansion into marketing education. The company also secured a new credit facility to further support the acquisition.

"We were pleased to support Brave Bison on this strategic fundraising, which reflects strong confidence in the company's growth plans," said Nick Davis. "We're excited to continue working with the Brave Bison team as they scale their platform and expand into marketing education."

This transaction is the ninth since a seven-attorney team joined Haynes Boone's Capital Markets team in the London office in February and the second in two days after the team advised Zephyr Energy on a £10.5 million fundraising. The new group has expanded Haynes Boone's capital markets capabilities with decades of experience advising on high-profile deals for AIM-traded clients across various markets in the United Kingdom and globally.

Haynes Boone's Capital Markets practice has played a leading role in numerous IPOs, reverse mergers, acquisitions, follow-on offerings and PIPE financings in recent years across sectors including technology, life sciences, energy and financial services. The firm provides comprehensive advice to clients trading on all major U.S. securities exchanges, over-the-counter markets and all major U.K. stock markets and many foreign markets on a full range of securities transactions and reporting matters.

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