



GATEWAY2ENTERPRISE
AUTUMN/WINTER

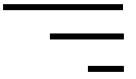
Q3/Q4 2023-24

KAREN MELONIE GOULD

CEO & FOUNDER

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karen@gateway2enterprise.co.uk



RAISING INVESTMENT

Based in **Mayfair, London** with our **Family Office/UHNWI Private Investors Club Footprints**

G2E in partnership with **Pollenise**, is a global **Investment Readiness and Fundraising** support service.

We raise **equity for Founders and Funds globally** and we are the UK's leading Family Office Events company, hosting some of the best events in the UK.

FOR ENTREPRENEURS/SME's

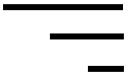
With a **renowned global management team** across a range of sectors, G2E provides a range of services to **acerbate and scale** your business, including:

Fundraising Support

We have a **deal room of over 40,000 investors** in our database, which increases by 1,000 new investors every month.

Complemented by 25,000 investors through our partners, associates and LinkedIn.

Our global network has over 100,000 investors.



Global Investor Events

We are proud to host the **UK's leading Family Office/UHNWI/Investor events** and we also create personalised Investor Events for our clients - from Angel Investors to VC to Family Offices. Our events can be over lunch or as an evening cocktail party. We also host monthly **VC/Angel Investor meet-ups in London**

See some of the highlights from our Events

[Brian DeLucia - What is a Single Family Office vs. Other Family Offices, USA and UK](#)

[Steffi Berg Baker - Strategies and Tactics for Building Relationships and Collaborating/Co-investing with other Family Offices](#)

[Christmas Event 2022 - G2E/Pollenise](#)

[Spring Easter Event 2023 -G2E/Footprints](#)

[Arm Chair Discussions with Karen & Brian De Lucia](#)

Investment Readiness

Our packages are tailored to business needs, and we work with our partners to optimise propositions to **achieve successful raises**; we work with you on everything from pitch decks through to investor Q&As.

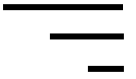
Gateway2Enterprise has a global reach and offers a range of packages to cater to business requirements, **from Pre-Seed to Series A+**.

Funds: Introducers & Private Placement Support - Raising for Funds consistently since 2018

We have a **successful track record of raising for funds**, part of the Vickers UK Team in 2020, followed by this we successfully raised for two funds in 2021, one from a UK Family Office and another new UK fund. In 2022, we **raised for a US Pharma Fund and a new UK Technology Diversity Fund**.

We offer **vettted introductions** only specific to your brief with contact details and LinkedIn Profile we act as a 'private placement officer'

We don't follow with the introduction until you have approved – **you have full control**



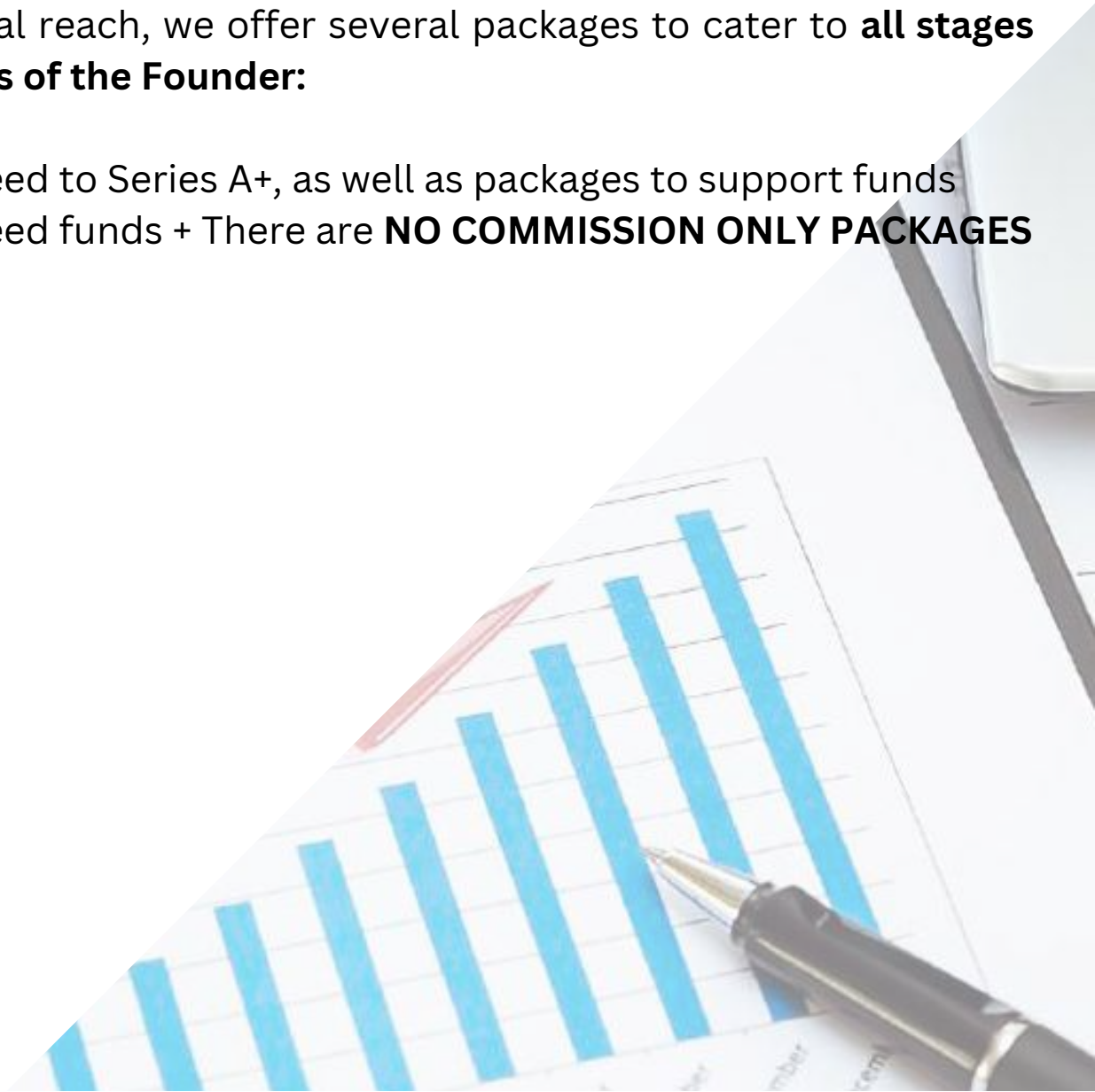
ENTREPRENEURS & SMEs

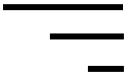
**Raising for Founders and Funds
Global Reach & Multi-Sector Raising to Scale**

It has never been so difficult to raise in this down market and in light of the Global Banking crisis. We found Q1 2023 as difficult and painful as 2007/2008 and 2012.

With a global reach, we offer several packages to cater to all stages and budgets of the Founder:

from Pre-Seed to Series A+, as well as packages to support funds from Pre-Seed funds + There are **NO COMMISSION ONLY PACKAGES**





OUR FUNDRAISING PACKAGES

Premier Package - Pathways - For Founders

It is **imperative** as a Founder to have a **final check over financially and legally on your Proposition** and that is **what we offer complimentary**

Many Founders will now have a '**short runway**' and **running out of cash** **Is this you?** Don't risk being a Founder in distress?

You are only a phone call away from **a complimentary consultation.**

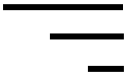
We can **support** 'DEBT SOLUTIONS' through our Partners.

Alternative Finance could be an option

PRICING

We will only have one Package for Founders and it will be the Premier Package fees of **£4995.00 per month** for **Founders fully Managed service** and **£5995.00 for Funds.**

PACKAGE FOR FUNDS RAISING IF YOU TAKE A 3 Month Package of raising for **£4995.00 per month** and pay upfront in full we will give you one **Presentation opportunity** at our Footprints Family Office Events in 2023



OUR FUNDRAISING PACKAGES

New Bronze Premier Package - Pathways - For Founders

Weekly Social Media Campaign & Email Marketing

- Over 35,000 investors in database
- Database increasing by 1,000 investors per month
- Bespoke strategy to target to **network of 25,000 LinkedIn Investor contacts** and share with our 100,000 Investors through our partner network – including a tailor-made Prospecting Strategy to create new investor leads

Feature in our Personal Deal Flow Portfolio

- Be added to our New G2I Investment matching platform for October 19th 2023 at our Autumn Family Office Investor Event

Weekly Meetings Online

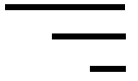
- Allocation of a team member to manage your account
- **Daily prospecting** to new investors – led by an Account Manager
- Support by our Marketing Team

We create and manage your Deal Room through our traffic light system

Bonus Gift to you:

- Our unique Traffic Light Investor Tracking system
- Your property is updated weekly and discussed





OUR FUNDRAISING PACKAGES

New for 2023: Our Investment Matching Platform Gateway2Investment

HOT NEWS – demo and MVP signed off to launch October 19th 2023, at our Footprints Family Office Investor Event which is completely **FREE to Investors**. Founders and Funds pay an initial Fee of £195.00 per annum. If you are a client on our **PREMIER PACKAGE** this is **complimentary**.

Silver - For Founders & Funds – FLUSH AND GO

We guarantee a minimum of **TEN** leads - *as qualified by client*

FOUNDERS	£4995 per month
FUNDS	£5995 per month
OTHERS (<i>Business Development Leads</i>)	£6995 per month

1 MONTH MINIMUM – We use this mainly to close a funding round

- Weekly social media & email marketing campaigns to over **35,000 investors in our database**.
- Database increasing by **1,000 investors** per month
- Bespoke strategy to target our **network of 25,000 LinkedIn investor** contacts
- Share with **over 100,000 investors** through our partner network
- Weekly meetings
- A Team Member to manage your account.
- Daily prospecting to new investors
- Account Manager **supported by Marketing Team**
- We create/manage your deal room **using our raffic Light System**

For more information, please contact Karen at:
karen@gateway2enterprise.co.uk or
on WhatsApp +44 7939 164 100 or
[LinkedIn](#).





OUR FUNDRAISING PACKAGES

In 2022, we noticed that some Founders we raised for fell down at **Due Diligence or Term Sheet** in areas including legal and investment readiness. We want to help and stop this from happening and have now created a new package to support in these areas.

If we take you on as a client, it is because we are **90% sure we can secure your investment**. Our new package is a pathway to securing investment, the question is, **do you have a Lawyer and an Accountant?**

Please take a look at this article from Sifted, which outlines information about raising money from VCs - [Seed funding for startups 101: How to raise cash from VCs in 2023 | Sifted](#)

Legal Support – Do you have a Lawyer?

- Investment readiness (putting in place basic legal foundations)
- Investment execution (term sheet, negotiation, docs, etc)
- Supporting you as you scale (all manner of legal support) Our legal partner, [My Inhouse Lawyer](#), can help with key aspects, including documentation from shareholders, founders agreements, term sheets, letters of intent, NDAs and broker contracts.

We offer a free 30 min consultation; please reach out to ed@myinhouselawyer.uk. Our legal partner, My Inhouse Lawyer, can help with key aspects, **including documentation from shareholders, founders agreements, term sheets, letters of intent, NDAs and broker contracts.**

We offer a free 30 min consultation, and please reach out to ed@myinhouselawyer.uk





OUR FUNDRAISING PACKAGES

New Bronze Premier Package - Pathways - For Founders


Investment Readiness

In partnership with **Pollenise** (www.pollenise.com)

Pollenise Fast Track Service - additional £595.00 and their latest package, Value Squared (www.valuesquared.io), a pioneering boutique consultancy that boosts the value of businesses and brands from start-ups, scale-ups, SMEs to investment funds and corporations.

We help companies **outperform their market** whilst also being ahead in reaching top environmental and social responsibility goals

Accounting and Finance

- As part of a 45 minutes free consultation, the specialists from **Alexander Rosse** will be able to offer you some high level advice, please see more information on their website <https://alexanderrosse.co.uk/>
 - **Alexander Rosse, answering questions** like:
 - What investors expect to see from a financial forecast and a general review of yours
 - Guidance on cash flow runways and valuation, **tax relief available for investors and companies**
 - Please reach out to mcastleton@alexanderrosse.co.uk **for a free 45 min consultation for some high level advice.**
- 



OUR FUNDRAISING PACKAGES

New Bronze Premier Package - Pathways - For Founders

Investment Readiness - Having all of your documents ready to go

- Summary, Teaser, Pitch Deck
- Cash flow, Financials and Valuation
- Investor Pitch Deck including the option to discuss Value Squared, for those who don't need investment but are ready to exit.

Our investment readiness partner, Pollenise, can help you become investment ready.

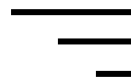
Pollenise offers a free 45 min review, please reach out to cedric@pollenise.com

Some of Our Partners



myinhouselawyer





INVESTMENT READINESS, AGILITY & VALUE

Pitch Deck & Documentation Services, Investment Readiness

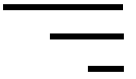
Increase the value of your proposition and **convert interactions with investors through Pollenise's start-up advisory services** led by Cedric Torossian. Refine or review your proposition, strategy and decks to ensure you are ready to raise and can drive competitive advantage

We support on:

- IM/Summary
- Pitch Decks
- 5 year financial projections
- ESG reporting indexed on financial projection

We are currently offering a **complimentary** introductory consultation to discuss your pitch deck.





INVESTMENT READINESS, AGILITY & VALUE

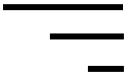
New: Value Squared

Value Exit is a tailored service that brings together the **expertise of handpicked partners** who are part of the Value Exit Partnership Network. The select network of top partners provides **uniquely comprehensive advisory services to revenue-generating businesses** which are 3 to 4 years before their intended exit.

Mission: **Outperform our clients' exit value to retribute founders and investors** who invest resources in scaling businesses that have a purpose.

We will be **hosting through Footprints Family Office Club**, part of our 3 Day Summer Conference 29th June 2023, an afternoon dedicated to businesses that will prepare to exit.





PITCH EVENTS

The UK's Premier Investor Events: Family Office / UHNWI / Investors

We have built a successful reputation for hosting some of the UK's premier Family Office/UHNWI investor events. We provide our clients with the **opportunity to present to our investor network, with events hosting over 100 investors.** Our events follow a format which includes:

In 2023 we hosted our Spring Family Office/UHNWI Event in London, at the iconic Washington Hotel. This was followed by our **3 Day Summer Conference 29 June 2023**, which saw over 150 Investors joining us, **including 40 Family Offices** from around the globe, and our follow-up Footprints Family Office Events Oct 19 2023 and Dec 14 2023 London

Past Event Highlights:

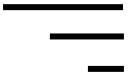
December 2022: Videos

Spring 2023: Videos

Summer 2023: Videos



For more information, please contact Karen at:
karen@gateway2enterprise.co.uk or
on WhatsApp +44 7939 164 100 or
LinkedIn.





INVESTORS, FAMILY OFFICES & UHNWI





FOOTPRINTS FAMILY OFFICE PRIVATE MEMBERS CLUB MAYFAIR LONDON

We are **passionate** about Impact Investing & ESG and recently launched our **exclusive Family Office Membership Club, Footprints.**

Membership is for Family Offices/UHNWI/Investors, Partners and Service Providers.

Key Benefits

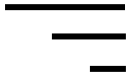
- Minimum of four networking events a year
- One Exclusive Event Presentation a year
- One Email Marketing Campaign annually
- Be part of our Panel Discussions
- Become a Footprints Speaker
- Entry to our Service Provider Directory
- Share articles with 4000 Footprints Members
- Exclusive invites to cocktail lunches & dinners
- Invites to our "experience" events, eg. Ascot, Wimbledon
- Monthly Newsletters
- Complimentary use of Mayfair Business Hub
- Discounts on accommodation/meeting rooms
- Champagne Afternoon Tea - 2 for 1

PRICING

To Present at our Footprints Family Office Events - 2023/24

FOUNDERS	£4995 per month
FUNDS	£5995 per month
OTHERS	£6995 per month

Please contact Angela at: angela@gateway2enterprise.co.uk
or on WhatsApp +44 7873 487 544 or [LinkedIn](#).



FOOTPRINTS FAMILY OFFICE PRIVATE MEMBERS CLUB MAYFAIR LONDON

PRICING

To Present at our Annual Footprints Family Office Summer Conference
20th June 2024

Full Package £10,000

PRICING

Footprints Family Office Private Members Club, Mayfair

VIP Annual Gold Membership £4995 plus VAT

Silver Introductory Membership £995 plus VAT

COMPLIMENTARY Membership for Family Offices, UHNWI & Investors

NEW FOOTPRINTS CHAPTER

Property Investor Event Evening - September 21st - your chance to Network with our Family Offices?UHNWIs and your peers at Washington Hotel, Mayfair, London

**Please contact Angela at: angela@gateway2enterprise.co.uk
or on WhatsApp +44 7873 487 544 or [LinkedIn](#).**

TESTIMONIALS



Karen and Angela, thank you for the most wonderful evening at the latest Footprints event. We had the pleasure of meeting many interesting people at a beautifully organised event. We were lucky enough to win fabulous raffle prizes as an added bonus! Karen and Angela sending much gratitude to you both again for a delightful evening and many great connections made.



I had the privilege of being graciously invited to attend the esteemed Footprints Family Office Events, and I must express my profound admiration for the distinguished nature of the gathering, the breadth and depth of the discussions, and the invaluable insights I gained throughout. Karen and her exceptional management team orchestrated an exemplary affair, skillfully blending fundamental subjects with cutting-edge trends that define triumph in the realm of family offices. Without hesitation, I wholeheartedly endorse Footprints Family Office Events as an unrivaled source of indispensable knowledge for discerning investors.



I wanted to recognize Karen Melonie Gould and her hospitality at the Family Office Footprints Private Members Club Mayfair, London last week. It was an honor to be interviewed by Karen during one of the sessions and I was impressed with the caliber of family office professionals she attracted in such an intimate environment.



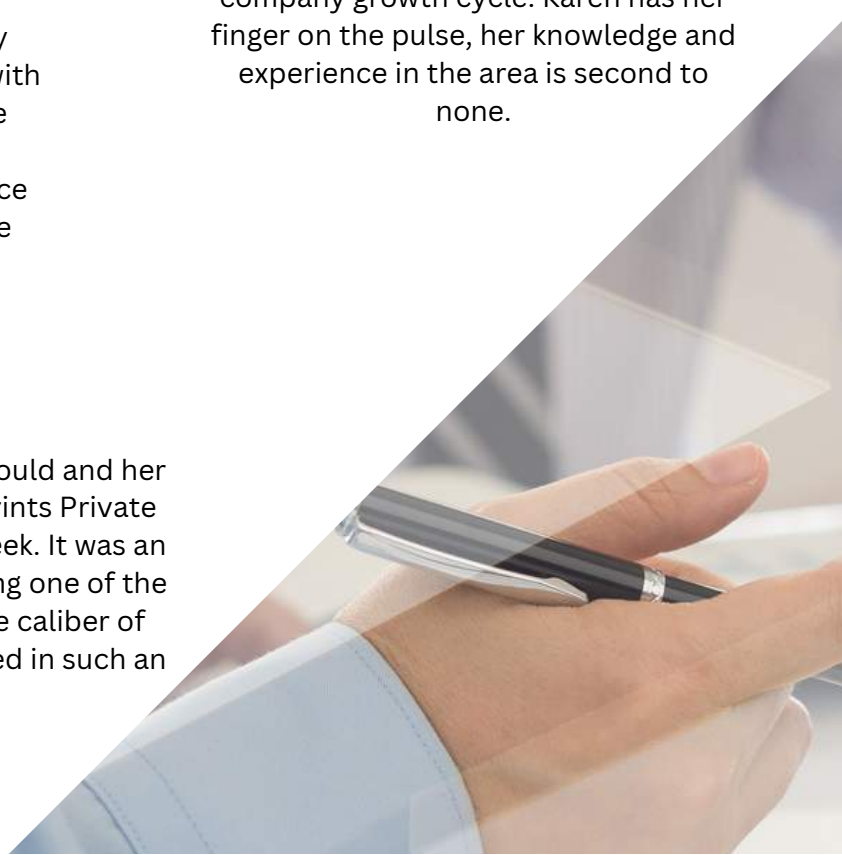
It was a wonderful event; you and your team did a great job!
The speakers and content were very interesting, everything ran so smoothly, and may I say that you looked fabulous

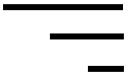


Karen gave me some fabulous advice on an investment deck she really knows her stuff and would recommend anyone to reach out to her



Have known Karen for several years she is great at connecting people and expert at raising finance at all stages of company growth cycle. Karen has her finger on the pulse, her knowledge and experience in the area is second to none.



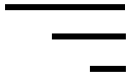


OUR TRACK RECORD

Success fees do not equal results - many companies try and raise capital utilising multiple advisors or groups, who are operating on success fees only. Across our 20+ years of experience in this space, we have found that this does not work as Advisors will focus on clients with a paid monthly mandate.

**For more information, please contact
Karen at karen@gateway2enterprise.co.uk
or on WhatsApp +44 (0) 7939 164 100
or [LinkedIn](#).**





EXECUTIVE MANAGEMENT TEAM

We have a new G2E Investment Management Team that will support your fundraise.



Karen Melonie Gould - CEO/Founder G2E & Footprints

Super Connector of eco-investment, with a focus on Family Offices/UHNWIs, Karen is a successfully consistent fundraiser and hosts some of the UK's best Family Office/UHNWI Investor Events

[Karen Melonie Gould | LinkedIn](#)

[Karen - Interview at Expanse Summit
The DNA of Success & UHNWI & Investing](#)

Key Skills: Entrepreneurship; Finance/Investment; Business Development/Sales/Traction; Networking; Events Management; Speaker/Author; Digital Marketing; Disruptive Thinking; Operations; Leadership; Innovation; Strategic Development and Implementation; Business Development; Business Performance



Angela Hammond - Footprints Director

Angela is the Director of Footprints Family Office Private Members Club for UHNWI and Sophisticated Investors and has over 25 years experience helping companies identify business weaknesses and executing relevant solutions. She is also an expert networker, partnerships builder and a leader at developing strategic partners.

Fluent in Spanish, her accomplishments have continued to help UK-based tech start-ups and large non-profit organisations across the USA and export companies in Spain, where she has successfully secured business plan incomes and closed multiple six-figure contracts and created additional revenue streams.



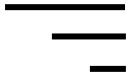
Cedric Torossian - Partner

[Cedric Torossian](#) - Investment Readiness, Impact investing & ESG, Advisor, NED. [LinkedIn](#)

Serial entrepreneur, fund and start-up advisor specialised in the digital economy, innovation, data analysis and strategy. Cedric has a broad range of experience in growing start-ups from founder, non-exec board member, advisor and mentor building on 15+ years of experience as an analyst for Wall Street investors working on investment strategies and performance projections of top listed retail, consumer and media companies.

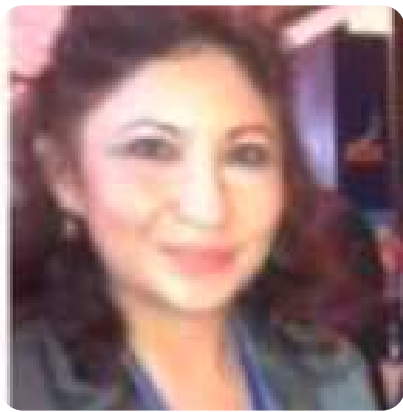
[Cedric Torossian | LinkedIn](#)

Proven track record of delivering strategic recommendations in fast-moving and disruptive digital sectors, for both



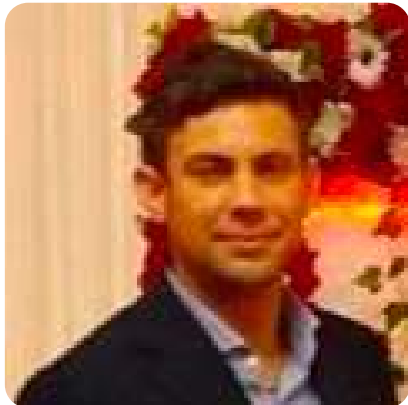
EXECUTIVE MANAGEMENT TEAM

We have a new G2E Investment Management Team that will support your fundraise.



Pamela Lau - Non-Executive Director

Pamela has over 25 years of experience in the public relations and business sectors with multi-national corporations, government officials and country leaders. Serving as a Public Relations Consultant and Advisor to 2 Presidents of Indonesia, several Ministers of the Indonesian Cabinet and the Founder of the Indonesian Stock Exchange, Pamela was also the brainchild of the 'Jakarta Go Green' project for the incumbent President of the Republic of Indonesia, Mr. Joko Widodo.



Jonathan Wright - Technology Partner

Experienced technology consultant with over 15 years experience leading SME's and Over a decades experience in web development, software architecture retail and digital Marketing. Founder of WrightWay Digital and chief architect of the Blend Suite integration platform, Jonathan has experience operating businesses in Sri Lanka, the Caribbean and Europe.

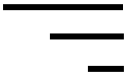
[Jonathan Wright | LinkedIn](#)



Peter Humphrey - Technology Partner

Peter has 30 years of internet sales experience and 25 years of experience running SME's, he developed his first e-commerce website in 1997 and past experience includes operating software development and outsourcing business in Sri Lanka

[Peter Humphrey | LinkedIn](#)



EXECUTIVE MANAGEMENT TEAM

We have a new G2E Investment Management Team that will support your fundraise.



Joe Itua - Finance Board Director

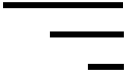
Joe is a qualified accountant with many years of experience in business and accountancy. Prior to starting FFC, he worked extensively in the SME business environment and the voluntary sector. He also worked as a Freelance Accountant and Tax Adviser. He has sound knowledge of accounting principles and a profound understanding of the needs of a wide variety of businesses. Specialisms include SIES/EIS qualified Preparation & UK company registration.



Simon Gall - Private Advisor

Strategic relationship-marketing (direct introductions and media) for senior venture financiers, £mm lenders, equity investors and select related events companies' CEOs. Over many years Simon also created, hosted and advised many successful by-invitation-only functions and events for genuine single family offices and venture financiers. He now lives in Japan, but works exclusively with UK based clients

[Simon Gall | LinkedIn](#)



THANK YOU

From start to finish and beyond, enabling you to focus on building and scaling your business.

We look forward to working with you and helping you achieve your business goals.

For more information, please contact Karen at karen@gateway2enterprise.co.uk or on WhatsApp +44 (0) 7939 164 100 or [LinkedIn](#).

