

# GATEWAY2INVESTMENT AUTUMN/WINTER

2024

CEO & FOUNDER

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### RAISING INVESTMENT

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

<u>G2E</u> in partnership with <u>Pollenise</u>, is a global <u>Investment Readiness and Fundraising</u> 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 ENTERPRENEURS/SMEs

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 30,000 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 for those who request a 'BESPOKE' Event through our partnership with Mayfair Networking and our new membership in the Dining Club Mayfair.

### 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, we then 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 **vetted 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** 





### **Premier Package - Pathways - For Founders**

It is **imperative** as a Founder to have a **final check 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 fee 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 £9995.00 per month and pay upfront in full we will give you a 20% Discount off the presentation package at our Footprints Family Office Events in 2024.



### 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 28,000 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

Free access to the G2I Platform for Founders and Funds where we have 30,000 Investors registered for Family Offices/UHN/Angel Syndicates (not global Venture Capital Investors).

### **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
- We update and track your Investor Leads weekly



New for 2024: Our Investment Matching Platform Gateway2Investment

Silver - For Founders & Funds - FLUSH AND GO

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

FOUNDERS

FUNDS

E4995 per month

£5995 per month

£6995 per month

£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 28,000 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 Traffic Light System

For more information, please contact Karen at <a href="mailto:karen@gateway2investment.com">karen@gateway2investment.com</a> or on WhatsApp +44 (0) 7939 164 110 or LinkedIn.



In 2023, 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 so have created a new package to support 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 - <u>Seed funding for startups 101: How to raise cash from VCs in 2023 | Sifted</u>

### 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-minute consultation; please reach out to <a href="mailto:ed@myinhouselawyer.uk">ed@myinhouselawyer.uk</a>. 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.



### **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 (<a href="www.valuesquared.io">www.valuesquared.io</a>), 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 <a href="https://alexanderrosse.co.uk/">https://alexanderrosse.co.uk/</a>
- Alexander Rosse, answering questions like:
- 1. What investors expect to see from a financial forecast and a general review of yours
- 2. Guidance on cash flow runways and valuation, tax relief available for investors and companies
- Please reach out to <u>mcastleton@alexanderrosse.co.uk</u> for a free 45minute consultation for some high-level advice.



### **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 <u>Value Squared</u>, for those who don't need investment but are ready to exit.

Our investment readiness partner, <u>Pollenise</u>, can help you become investment ready.

Pollenise offers a free 45 min review, please reach out to <a href="mailto:cedric@pollenise.com">cedric@pollenise.com</a>

Some of Our Partners



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

### **Past Event Highlights:**

December 2022: Videos

Spring 2023: Videos
Summer 2023: Videos

For more information, please contact Karen at <a href="mailto:karen@gateway2investment.com">karen@gateway2investment.com</a> or on WhatsApp +44 (0) 7939 164 110 or LinkedIn.







# FOOTPRINTS FAMILY OFFICE PRIVATE MEMBERS CLUB MAYFAIR LONDON

We are **passionate** about Impact Investing & ESG and launched our **exclusive Family Office Membership Club**, **Footprints** 14 years old.

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
- Access to Mayfair Networking Monthly Events and the Dining club for additional fees in 2024
- Discounts on accommodation/meeting rooms

### **PRICING**

To Present at our Footprints Family Office Events - 2024

FOUNDERS £4995 per month
FUNDS £9995 per month
OTHERS £14995 per month

For more information, please contact Karen at <a href="mailto:karen@gateway2investment.com">karen@gateway2investment.com</a> or on WhatsApp +44 (0) 7939 164 110 or <a href="mailto:LinkedIn">LinkedIn</a>.

## TESTIMONIALS

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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.



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



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.



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.



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.



## **OUR TRACK RECORD**

Success fees do not equal results - many companies try and raise capital by 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 <a href="mailto:karen@gateway2investment.com">karen@gateway2investment.com</a> or on WhatsApp +44 (0) 7939 164 110 or <a href="mailto:LinkedIn">LinkedIn</a>.

### **EXECUTIVE MANAGEMENT TEAM**

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



### **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

<u>Karen - Interview at Expanse Summit</u>
<u>The DNA of Success & UHNWI & Investing</u>

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



### **Cedric Torossian** - Partner

Cedric Torossian - Investment Readiness, Impact investing & ESG, Advisor, NED. <u>LinkedIn</u>
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 I LinkedIn

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



### 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.

## EXECUTIVE MANAGEMENT TEAM

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



### <u>Jonathan Wright</u> - Technology Partner

Experienced technology consultant with over 15 years of experience leading SMEs and Over a decade of 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 I LinkedIn



### **Peter Humphrey - Technology Partner**

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

Peter Humphrey I LinkedIn



### Joe Itua - Finance Board Director

Joe is a qualified accountant with many years of experience in business and accountancy. Before 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.



### **EXECUTIVE MANAGEMENT TEAM**

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



### 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 I 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.

