



## Gateway2Enterprise Brochure 2020

Gateway2Enterprise is a global management support service for Entrepreneurs, Family Offices and UHNWs. With a renowned global management team across a range of sectors, G2E provides services including Fundraising Support, Premier Investor Events, Accelerator Programmes and Workshops to accelerate and scale your business. See the latest interviews with CEO, Karen Melonie Gould on Family Offices, UHNWI & Investing - [The DNA of Success](#) & [UHNWI & Investing](#)

### SPECIAL COVID-19 SURVIVAL PACKAGES - Q2 - APRIL – JUNE 2020

#### Do you want to SURVIVE OR PERISH?

You can still raise Investment during this period and there has NEVER been a time when you need additional support from those that have the 'NETWORK OF INVESTORS'. That is why we PARACUTE our Team in to support your Raising journey. PREPARE now or PERISH! There will now be a longer runway to raise investment and you need to be fully prepared, this can be a minimum of 3 months and we know from our discussions with Investors that some of our clients are on hold with regards to their Term Sheet until June 2020 and in some cases October 2020.

## Expert Fundraising Services

### PASSIVE RAISE

*More suited to Start-ups*

*£1,495 per month for a min of 6 months plus 6% commission on success of raise*

Investment opportunities are set up weekly with a Social Media Campaign. We will shortly have a new app where our clients can create video content to share. We are aware that the 'RUNWAY' for raising will be extended for Q2 until June 2020 and will take 30% longer by so our support on fundraising is vital.

We also offer in this PACKAGE:

- Social Media Weekly Post
- Email Marketing Weekly – we can supply content and graphics
- Entry into our Q2 Brochure and on our website where our Investors sign up to view
- Weekly Meetings Online
- Allocation of a Team Member Lead to Manage your Account
- Video Stream your Pitch to our Investor Network

### MANAGEMENT BESPOKE RAISE

*Full Management Support*

*£4,995 per month for a min. of 6 months plus 6% commission on success of raise  
SPRING DISCOUNT OFFER OF 20%*

*Would you like a funnel of Investor Leads guaranteed?*

ALL services from a Passive Raise PLUS a FULL FUNDRAISING MANAGEMENT SUPPORT STRATEGY AND SYSTEM tailored for the individual client. Supported by our Investment Management Team globally.

### PREPERATION PHASE – 1-3 months

1. Teaser, IM, Summary, Pitch Deck, Financials- 5 year Cash Flow Marketing Strategy. You need 3 Pitch Decks: UK 15 slides, USA 9 Slides, Investor 6 slides. Provision of content for our Deal Flow Investment Portfolio and for our email marketing. We also need a Strapline for Social Media marketing. Graphics can be provided by us. We do not prepare your documents but advise and appraise as we will not send out documents that are not stress tested to meet our high standards and your Pitch Deck needs a score of min 4/5. If you wish for us to prepare your documents, we can do this for additional fees.
2. Test 12-16 Investors – Feedback to Client to discuss before we commence with email marketing.
3. Email Marketing Campaign - Agree content with Client – these are set weekly. We have over 45,000 Investors within our database.
4. LinkedIn Contacts - 30,000 - using our Technology for new targeted Investors
5. Investor Contacts – Database of 45,000 and increasing by a minimum of 1,000 per month
6. Premier Investor Networking Events every Quarter - Speaker Partnerships and Expert Judge panel - Europe and Global. There is the opportunity to Pitch at our Events complimentary if part of our Gold Package.
7. Meetings / Calls – Weekly & Monthly
8. Monthly Report Progress – Written and Excel Traffic Lights Tracking Report with Investor leads
9. Social Media Campaign Daily x 3 platforms

## Our New Services

We are moving online and there has never been a time more than now for a Start Up or Business looking to scale and fundraise where you will need the support of Intermediaries who have a large database of Investors and those contacts. That is WHY we bring you our New Executive Team as we 'POOL' our network of Investors to raise your funds. Covering Equity and Debt raising, this also includes Alternative Finance from Bridging Finance to Convertible Notes.

If you are in the UK and are looking at Government Support for Businesses - [Financial Support for Businesses during Covid-19](#). Within our Team Joe Itua, our Accountant, supports this along with the following services:

- R&D Tax Credits
- Entrepreneur Visa – we are looking at becoming an approved Government Body
- Accounts, Cash Flow and Balance Sheet – documents to raise Investment and Finance

### STREAMING YOUR PITCH DECK TO INVESTORS

We have a new service starting this Q2, video streaming pitches with a summary to our Investors

#### INVESTOR EVENTS – FAMILY OFFICES/UHNWI/INVESTORS

For our Family Office Investor Event on 26th March 2020 in London, we had 200 Investors signed up and our next Family Office Investor Conference will be held on on 8th October 2020 in London - [Family Office Autumn Impact Investor Summit 2020](#) - All companies pitching will have their Presentations streamed by Video.

Our Investor Network includes:

45,000 Investors within our database  
30,000 LinkedIn Investor contacts  
1,000 New Investors per month

**Wider Investor Network:** We also we have a Network of Investors that we share via a PLATFORM from our Team and work with additional Brokers and Intermediaries.

### ROUNDTABLE INVESTOR WEBINAR

Introducing our new Roundtable Investor Webinars, join us to pitch with a Q&A session to a select group of 8-12 investors that are seeking opportunities in your sector. The fee for this is £4,995 and if you are on the *Management Bespoke Raise* package, this feature is COMPLIMENTARY. This replaces the Board Presentation during Covid-19.

### IMPACT INVESTMENT

#### *“INVESTING IN DOING GOOD TO MAKE A DIFFERENCE”*

We are committed to doing good to make a difference and are in support of companies that are working towards solving global challenges and that are in line with the UN Sustainable Development Goals. Our team is committed to supporting social and positive impact globally and in April 2020, we launched our Impact Investment team led by our Team Member, Roshni Durve.

The Impact Investing market is growing and provides capital to address some of the world's most significant challenges in sectors including healthcare, education, renewable energy, sustainable agriculture, ethical goods and sustainable and affordable housing, both in emerging and developed markets.

We have seen an increase in Impact Investing amongst Family Offices prior to the Corona Virus and we don't see this wavering, due to this we have created an Impact Investment section in our Q2/Q3 DEAL FLOW Portfolio and will be focusing on Impact and Technology at our [Family Office Autumn Impact Investor Summit 2020](#) in London on 8th October 2020. For this event, we are looking for 10 companies who are raising, 6 Technology and 6 in Impact globally to pitch to our Investor Network.

## M&A AND TURNAROUND

You will have to PIVOT as we have so we are here to use our skills to 'turnaround' your business during this difficult period. We will also be supporting M&A and those companies in distress.

For example, we normally ONLY source to RAISE Equity though last week I had to find a BRIDGING LOAN of \$5m for a client which I was successful at for the company to stay on track with their \$20m raise and acquisition.

" Success fees do not equal results - Many companies try and raise capital utilising multiple advisors or groups, who are operating on success fees only. This does not work. Advisors will focus on clients with a paid monthly mandate, as that is a guaranteed revenue source." We find this model works and in 2019, we raised successfully for 6 clients from \$250k to \$15m.

Our clients are from sectors including Fintech, Medical Cannabis, Mobile Apps, Deep Tech and from the UK to Europe to USA as part of a collaboration for our New Executive Management Team.

*We are on track for 2020 to raise for 3 companies in Deep Tech/IOT, CBD, Martech and one Impact company in Telecommunications.*



## Premier Investor Events: Family Office / UHNWI

We are now OPEN for our Annual Conference in London, which will take place on 8th October 2020 at the Washington Hotel Mayfair with breakfast, a formal lunch, afternoon tea and a COCKTAIL PARTY with delicious canapes and fine wine with Global Speakers to educate and entertain. For more information, visit: [Family Office Autumn Impact Investor Summit 2020](#)



## Bespoke Investor Events: Would you like the opportunity to pitch to Investors directly?

Gateway2Enterprise hosts Investor Events throughout the UK and Europe. All events are fully inclusive of all venue fees, food, drink, speakers, equipment, photographer/video and any other technical support. The fee for this is £10k and a 3-month notice period is required.

We can arrange a Presentation in London to 10 Investors for our clients, this will be a Board Presentation to Investors which have been qualified by you, the fee for this is £5k. This will be now executed online until further notice.

## Our Global Accelerator

### G2E Start Up - WeWork London

From February 2020 we introduced a New Team headed up by Matt Black our Board Director with Roshni Durve with a Marketing Team to work with Start Ups raising less than £750k. There will be monthly Pitching Events where we will select companies which we feel we can support to scale up and prepare them for our Accelerator Program starting in May 2020.

### Accelerator Programme 2020

Do you want be Investment Ready and Pitch Perfect in 2020 to raise Investment for your company? Learn from our Team that have done that!  
About this Event – NOW MOVING ONLINE

All our Workshops from Investment Readiness to Pitch Perfect to Pitch Decks etc will move online as a Group Program to log into each week with our Team.

In 2019, Karen Melonie Gould, Founder of Gateway2enterprise co-wrote the Investment Readiness Unit for the MBA Business Management Program at MMU to deliver as a visiting Lecturer in 2020. In Summer 2019 Karen created from this Program, the Accelerator Program which was delivered in London in July 2019. From 80 International signups we carefully selected 10 to work with us over two days with our Team of Investors/Mentors. We also gave them the OPPORTUNITY to Pitch at our Investor Summer Conference and network on 3 evenings with our network of Investors. Our Executive Team then continued to Mentor and support their raise until January 2020.

*50% of the 10 that attended our Accelerator Programme have raised or are at Term Sheet and have scaled up their business*

For 2020, we will offer the Accelerator Program over two COHORTS Spring and Summer 2020 with an additional day of Mentoring 121 and a NEW unit about [Blitzscaling](#), further Information: [Accelerator Programme 2020](#)

*If you are a on a Fully Supported Executive Management Package, then the Accelerator Program and the Pitching Opportunity at our Investor Events are complimentary*

### Our Leading Partners

We have a range of leading partners for the Accelerator Programme 2020



## Additional Services

### Documentation for Fundraising

ALL DOCUMENTS - IM/Summary – Pitch Decks – Cash Flow – Balance Sheets etc - These can be SUPPORTED along with Research by our Teams to make sure you are ready to Raise!

We will shortly have a PLATFORM where you can self-support the preparation of your documents online. In the meantime, all documents are created to an exceptional high standard by our Team Member Roshni Durve for additional fees.

### Leadership & Management

TEAM/BOARD STRUCTURE - We are now offering a Member or Members to join your Board to strengthen your skills sections which we find are often incomplete with regards to your Team or Board, this is a key area which Investors look for. If we don't have them in our Team, we will source them so that the 'STRENGTH' is in your Team, this is headed up by Matt Black from our Team.

### Raising for Funds

From 2020, with three from our Executive Team having raised for funds before and as a result of our strong global network of Investors spanning from the UK to Europe to the Gulf and Asia to the USA, we are able to discuss this for the future as we will look to have our own fund.

### Additional Support Services

#### Preparation for Capital Raise or Liquidity Events

- A. Company synopsis evaluation and investor assessment criteria
- B. Review and advise on the updates to any investment collateral
- C. Review and advise on the management presentation and financial reports
- D. Assist in the preparation of the client's proposition to investors
- E. Creation of investor Due Diligence pack and online investor data room

#### Capital Raise or Liquidity Events Process:

- A. Identification and assessment of potential investors, investor networks
- B. The establishment of contacts with the above-mentioned prospects
- C. Review and advise on any new marketing and investment collateral
- D. Coordination of Due Diligence process with client and investors
- E. Pro-active marketing and the Solicitation of "indicative offers"
- F. Preparation for management presentations and pitching techniques
- G. Forwarding of the investment briefing documents to investors
- H. Initiation of talks and deal negotiations with interested parties
- i. Participating during negotiations for completion of the Raise or Liquidity Events
- J. Finalization of the investment round: completion of legal, regulatory or diligence

#### Meeting 121 – monthly

- Month Two and Three – all the above and more
- 1. Report Summary Monthly
- 2. Re-evaluate the Pitch Deck Financials – monthly
- 3. Comments from Investors to action by client – Tracking Report
- 4. Email Marketing Social Media Posts on all Platforms - weekly and daily
- 5. Repeat process as above.
- 6. Recontact Investors that expressed Interest
- 7. Meeting 121 is possible

#### Arrange online or at Investor Events or meetings to secure in person meetings with Investors with the Client STRUCTURE

- T's C'S Terms and Conditions Legal
- 1. Board Structure
- 2. Team Structure
- 3. NDA's etc Agreements

#### Additional Support

Arrange 121 Investor Meetings prior or after Events or Visits.

## Executive Management Team

We have a new G2E Investment Management Team that will support your Raise for 2020. They are based in the UK, Spain, Austria, France, USA, Dubai and Asia. Our New Team have a range of skills including experience and expertise in raising both Equity and Debt and Business Development for scaling your company in terms of partnerships and expanding client base.

### Karen Melonie Gould | CEO G2E, Angel Investor, Deal Flow Activist Family Office Investor Events



Karen Melonie Gould – CEO G2E – Angel Investor – Deal Flow Activist Family Office Investor Events Management - [LinkedIn](#), [Karen - Interview at Expansesummit 2019](#), [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 Improvement;

### Matt Black | CEO Keystage Ventures - Start Ups



Matt Black Director – G2E Board Director Corporate Training Strategy and Structure Supporting Start Ups [LinkedIn](#).

Matt draws from over 30 years as a serial entrepreneur – CEO, CMO, COO, Investor, Adviser, Visioneer, Mentor, Strategist, Fixer. As a result, he has been able to manage multi-disciplinary projects and navigate complex challenges.

Key Skills: Scaling companies around Structure using Strategy to exit. Building up Start Ups is my passion. Matt leads on the Start Ups with Key Stage Ventures.

### Roshni Durve | CEO Auxilium Ventures – Impact Investment



Roshni Durve – Impacting Investing, Advisor & Private Equity - London/Paris [LinkedIn](#). Roshni leads on Preparation of Documentation to raise, Due Diligence and Analytics and on Impact Investing & Partnerships.

Roshni has over ten years of experience within the private equity, renewable energy and brownfield regeneration sectors as a partner, director and advisor, with a focus on origination, investor relations, deal structuring, fundraising, project management and corporate strategy and development. Roshni holds advisory roles at companies within the Impact sector and is a Director of SME Funds Capital, a VC firm focused on investing and facilitating investments in the climate impact ecosystem across Africa; our partners include the UN Environmental Programme, UK Department for International Development, African Guarantee Fund and USAID.

### Cedric Torossian | CEO Pollenise



Cedric Torossian- Serial entrepreneur, fund and start up advisor specialised in the digital economy, innovation, data analysis and strategy. [LinkedIn](#)

Broad range of experience in growing start-ups from founder, non-exec board member, advisor and mentor building on 15+ years' experience as an analyst for Wall Street investors working on investment strategies and performance projections of top listed retail, consumer and media companies such as Carrefour, Ralph Lauren, Apple, Google, Facebook, Twitter and Snapchat. Proven track record of delivering strategic recommendations in fast moving and disrupted digital sectors both for small businesses and listed corporations.



## Associate Partners

### Dusica Lukac | Advisor



Dusica Lukac - [LinkedIn](#) - Leading on Digital Assets - ex VC USA and Europe

Dusica H. Lukac is a Partner at [DL Capital Partners](#), as well as co-founder and Chief Strategy Officer of [DAN](#). After decades in the investment banking and hundreds of millions under management and just so many M&A deals, she has crossed from the Wall Street to the Tech Street. In 2018 she was awarded as best Fintech consultant in CEE, while in 2019 she took part in a blockchain panel at Cannes Film Festival ([link here](#)). She chooses to stay close to the innovative and exotic financing structures as the best place to add value. Dusica currently splits her time between London and Vienna. She also loves to travel and visited 78 countries until now. This piece reflects her personal opinions and does not represent the views of [DL Capital Partners](#) or [DAN](#).

### Geoff Miller | Associate Partner



Geoff Miller - [LinkedIn](#) Investor - Tech and Medical Cannabis Own Funds

### Shiva Venkatraman | Associate Partner – Asia / India



Shiva Venkatraman – CEO Venture Investor – Family Office Connector Asia

Multi-faceted Venture Growth Leader with strong operating and investment experience via various roles (COO, Sr VP, CTO, Board Member and Advisory Board Member) in providing strategic direction for the application of leading-edge technologies to solve complex business challenges and achieving creditable results

### Chris Davino | Associate Partner



Chris Davino Associate Partner – Investment Banker NYC USA – Osprey Point LLP – Technology and Media – [LinkedIn](#) Chris will head up with his NYC Team using his Investor Portal that has 2500 Investors in USA which we will white label for 2020 for our clients.

### Joshua Itua | Associate Partner

Joe Itua - An experienced Accounting and Finance Professional with over fifteen years of experience in providing financial management support at Board and Director level. My expert knowledge of accounting principles, payroll legislation, personal taxation, investment and banking systems, [LinkedIn](#)

# Thank you and we look forward to working with you

I hope this clarifies the in-depth support we give through my Marketing and Social Media Team, as well as our Researcher and other Partners. There are no other fees to use other sources, we take care of additional fees. This includes our Team Management Fee as above all inclusive.

PLEASE BOOK your COMPLIMENTARY CONSULTATION NOW! [karen@gateway2enterprise.co.uk](mailto:karen@gateway2enterprise.co.uk)

Offering a BRIEF overview of your PITCH DECK and to discuss your Raising Strategy 2020

This is an OFFER for the Complimentary Overview Advisory call

We work with you and take away your PAIN to free up your time to concentrate on scaling up your business whilst we become the Team Member, with the support of our Investment Management Team that take care of all of your FUNDRAISING needs from start to finish and beyond.

Book a call now - WhatsApp 44 07939164110 or Zoom

STAY SAFE from all of us here

Karen Melonie Gould  
CEO/Founder

[www.gateway2enterprise.co.uk](http://www.gateway2enterprise.co.uk)

[LinkedIn](#)

