



#voom Virgin 2016

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

[www.gateway2digital.com](http://www.gateway2digital.com)



# + Welcome to [www.g-casa.com](http://www.g-casa.com) Vienna 2016

- Hosted by [www.business-rocks.com](http://www.business-rocks.com) the global stage for tech innovation - **STEVE WOZNIAK, APPLE, CO-FOUNDER Head line Speaker**
- On behalf of ourselves [www.gateway2enterprise.co.uk](http://www.gateway2enterprise.co.uk) and [www.gateway2digital.com](http://www.gateway2digital.com) , Majestic (one of our Digital Partners)
- Alternative Finance Solutions for Business to start/Grow
- Karen Melonie Gould – Founder/CEO
- [https://www.linkedin.com/profile/view?id=AAIAAAmqWVgBS\\_VTyNL8GYkhlctc\\_mky5sRyM4w&trk=nav\\_responsive\\_tab\\_profile](https://www.linkedin.com/profile/view?id=AAIAAAmqWVgBS_VTyNL8GYkhlctc_mky5sRyM4w&trk=nav_responsive_tab_profile)
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# + To raise finance/funding to scale up grow and exit UK

- You have to be registered with Companies House in the UK
- \* It is broken down into: Pre start up – Start Up up to 18 months and a SME up to 3 years.
- Some Crowd Funding Platforms and Investors have industry sector preferences
- Are you Prepared? 'Fundmybusiness' Cloud Platform
- Have you considered your Options?
- Where to source? Most Fintech businesses in the UK look to do this within 3-5 years – 10 years for other max.



# + What do we do

- Gateway2enterprise Provides a FREE Platform to source finance/investment SME's (Small to medium sized business)

We offer a range of other supportive services:

- Business Finance Solutions and B2B Services Support free platform which is without obligation and only takes less than 8 secs to go to [www.gateway2enterprise.co.uk](http://www.gateway2enterprise.co.uk). Subscribe to our Newsletter that goes out every Thursday or upgrade to our Pro or Premier Membership
- Fundmybusiness tool – Finance Finder Team – Premier Membership – Finance Solutions Team

Pro Membership – If you wish to promote your Business Lead generation Majestic/Social Media – or generate Investment to our 60000 members – the secret is in cross marketing [www.gateway2digital.com](http://www.gateway2digital.com)

- Business Advisors Specialists – multi lingual



# + What does 2016/2017 have instore for us

Working with [www.sfhere.com](http://www.sfhere.com) to secure finance/investment for growth to scale up and to exit prepare for acquisition 2016/2017

New finance/investment platform – FCA Regulations Oct 2015 – 90 page document – Money Laundering and Data Protection 2015

First in Fintech one of three in May 2014 over 300 platforms and cannot work as an alternative finance platform with FCA License 10k – 18 months.

Introduction – finance partners lead on profile

New Investors platform – matching service 2016



# + What are Alternative Finance Solutions in the UK

- What is Alternative Finance? Not working with the high street retail banks. Though 4 April Santander working with Kabbage opened up Loans for SME's from 500-100000 online within a day and it is a credit facility
- In 2014 there were 2 in the UK and now there over 250 with around 500 different types of finance available and growing
- This industry is now valued at £5b and the projections are that it will treble in 2016.
- Use [www.nesta.org](http://www.nesta.org) to research
- In the UK 29% of those working for an SME wish to start their own business for the future.



# + Brief Summary of Top Alternatives

## ■ PEER TO PEER LENDING

This type of finance matches Investors or Savers through an online platform with capital or savings to borrowers in the form of loans. We work with P2P Business Lending with a range of partners including the likes of Funding Circle and Money & Co

We have been looking to purchase on behalf of a Chinese investor a trading established p2p UK platform to take back to China to replicate

# + Brief Summary of Top Alternatives

## ■ EQUITY CROWD FUNDING

This is a platform to raise money through equity – donations or rewards base. We have seen this type of Crowd Funding become more popular since 2014 and a great fit for early stage businesses. Investors on this platform invest in businesses that they feel passionate about in exchange for shares within your business. The strength of your Pitch here lies with your **video pitch** and the wealth of experience in your team.

We have seen this area grow as many companies that used the P2P model have been unsuccessful

Biggest Growth Property Investments



# + Brief Summary of Top Alternatives

## ■ PENSION LED FUNDING

You are able to use a Directors' Pension to raise finance/capital for your business without having to use a Personal Guarantee, which acts as security and protection for the business assets held within the business. This is a loan made over to the business over a period of time at a fixed commercial rate.

With the Pension arena changing in the UK this market is not so buoyant as in 2014. This has led to using R&D Tax credits – so for example for the building of my platform I can claim back 50k

# + Brief Summary of Top Alternatives

## ■ INVOICE TRADING

This is online debt factoring. It is very fast and easy to arrange and now can be sourced and prepared **within 7 hours**. You raise working capital for wages or to purchase goods to sell online to a group of investors who buy the unpaid invoices. These Investors will give you upfront up to 90 - 100% of the Invoice value for a fee. It is your responsibility to repay the Investors when the invoice is paid. If the Investors do not receive their funds on the determined date then the invoice payment falls over to you.

This is massive growth in the UK with finance companies able to do unto 95% of the invoice and can be with you within 4 hours.



# Portfolio of Investors across the Globe

Acquired over 150 Investors

Pitched daily over 20 looking for investment across the globe

Finance Relationship Team – specialist in Africa

New Platform to host above fee to access this platform yearly  
fee of £995.00 plus vat level one – level two £1995.00  
Platinum £3995.00

Areas of growth Investors Family Isle of Man – NED Steve Smith

Octopus open for next round Global new office in NYC  
Summer 2016



# + Angel Investment

## ■ ANGEL INVESTMENT

Angel investing is equity finance. An Angel investor makes use of their personal disposable finance and makes their own decision about making the investment. The investor would normally take shares in your business in return for providing equity finance. In so doing, they normally seek to not only provide your business with money to grow, but also bring their experience and knowledge to help your company achieve success.

Note: Warning UK some better than others. Some hide behind this #tag to only be offering loans. You have to have #SMART investment

# + Pitch Deck



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## SLIDES OF A PITCH DECK

### 1. INTRODUCTION

Who are you and why you're here?  
Keep it short and sweet.

### 2. TEAM

Show the people behind the idea  
and briefly describe their role.

### 3. PROBLEM

What problem are you trying to solve?  
Is it really a problem?

### 4. ADVANTAGES

What makes your solution special?  
How are you different from  
others?

### 5. SOLUTION

Describe how are you planning  
to solve the problem.

### 6. PRODUCT

How does your product or service  
actually work? Show some examples.

### 7. TRACTION

Traction means having a measurable  
set of customers that serves to prove  
a potential.

### 12. CONTACT

Leave your contact details and let people  
know how to reach you quickly.

### 11. INVESTING

What is your planned budget? What  
kind of money are you looking for?

### 10. BUSINESS MODEL

How are you planning to make  
money? Show a schedule when  
you expect revenues to pour in.

### 9. COMPETITION

What are the alternative solutions to  
the problem you are trying to solve?

### 8. MARKET

Know, or at least attempt to predict,  
the size of your target market.



# + IFB2016 29/30 June Pitching for Investment £15m

- <http://www.eventbrite.co.uk/e/gateway2finance-gateway2digital-at-the-international-festival-for-business-2016-tickets-19937414343>
- Day one 29 June Liverpool UK – any?
- Day two 30 June Liverpool UK – digital only
- Investor panel – audience and VIP Investor Party 29 June
- Raising funds for Claire House Children’s Hospice
- [Karen@gateway2enterprise.co.uk](mailto:Karen@gateway2enterprise.co.uk) THANK YOU god bless x





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