

## WHAT WE'RE ALL ABOUT

### DECIDE FAST, EXECUTE FLAWLESSLY

We operate on the consumer market side of the marketing and financial technology space. Our client-profiles are:

1. **Corporations** that must remain competitive.
2. **Investors** that demand a high ROI.
3. **Start-ups** that need both above.

Finding the right combination to meet all three objectives is what we do.

*Waiting too long to decide costs more than making the 'wrong' decision.*

In our fast-moving markets, the one that decides faster wins the round if properly executed. This is our focus.

Opportunities in the consumer market space are limitless.

**Take action:**

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**GAGE-CANNON LTD.**  
LEARN – UNDERSTAND – IMPLEMENT

**About Us**

**WHO WE ARE**

FinTech  
MarTech  
Investors  
Start-Ups  
Corporations



## WHO WE ARE

With a background from Google, the EC, NYAMA and Gartner, our team tracks developments in the marketing technology space. Having worked as C-level executives in the financial and robotics sectors, our understanding of the internal operating space and the external market provides insights that are now available to you.

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## What the future holds in store

### TOMORROW CHANGES FASTER THAN TODAY

In a few years, marketing will no longer exist in the form we know. There will be no need to market anything except luxury items and even there, the approach will be different.

Welcome to the world of automation where we get what we need when we need it and have the means to acquire it. This would already have happened were decisions made faster.

Through neuroscience, AR, VR, MR and CI, we read and influence people. Add AI, which adjusts and acts on information in real-time, and we have a future where response is the name of the game. It is no longer a matter of pushing messages to target audiences.

The battlefield of the future is defined *now*.



## The right combination to meet 3 objectives

### CORPORATE SUPPORT

Customer engagement decisions must be made fast and accurately or the market is lost. Making such a decision is becoming increasingly more difficult as consumers quickly block marketing content either digitally or mentally whenever a new and successful channel pops up. The key is being first while containing risk and we have the capabilities to enable you to do just that.

### A. START-UP SUPPORT

What gap in the consumer technology space do you fill and why? Who would be the ideal user for your technology and why? Why did you build it? These are just three questions you must have ready answers for. Identifying a need or opportunity is much easier than building a company around it. That's where we come in.

### WHATEVER YOUR COMPETITORS DO, YOU CAN DO BETTER

### C. INVESTOR SUPPORT

Investors and startup founders are identical in the way that they think forward. Their mutual challenge is the slow organizational decision process.



Although both share the same end objective, they may disagree on how to acquire it. You can minimize that risk by having us assess your target before you make the investment or, if you have already invested, control and even reverse it.

**We're in this together so let's do something**

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### TARGETING THE FUTURE

The question is 'Why?'

Why build, invest in or use a tech that addresses today's consumers? This is what corporations and investors must – and do – ask themselves. So must start-up founders.

**Look ten years forward.**

What you see is the result of teamwork made possible by coordination across multiple areas of technology.

### TACTICAL COOPERATION

Economically beneficial

There are no downsides from start-ups, VCs and corporations working on mutually beneficial projects. It creates energy and, as a result:

**Economic punching power.**

This is the global market against which local market conditions are trivial.

### SHAPING THE FUTURE

Great minds think alike

The chemistry that exists between VC, start-up and corporation is explosive. If in doubt, we can fill you in.

**It is one value-chain.**

The world is changing faster than most comprehend. There are several ways to change it even faster.