

RISK MANAGEMENT

INVESTOR SUPPORT

Investing in the marketing and financial technology space is exciting and can be very lucrative. A well-designed and executed platform can quickly pass the threshold of self-sustainability and enter the rapid growth stage. Although a formula for success cannot be applied to all platforms out there, certain structural elements must be in place.

This is a fast-paced game
of risk versus return.

Gaining sufficient insight into this space to invest sensibly is critical. There is a lot of smoke and hot air surrounding these technologies making it easy to overlook structural elements that must be firmly in place. Of these, marketing, monetization and exit strategies rank very high.

Knowing what to look for and where
reduces your risk considerably.

Continue your journey:

info@gagecannon.com



20-22 Wenlock Road, London, N1 7GU, UK

Telephone: +44 (0) 7452 883334
Email: info@gagecannon.com
Website: www.gagecannon.com





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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Establishing a winning relationship

BOTH SIDES SHARE THE SAME END OBJECTIVE

Once the investment is made, you become an integral and very important part of the team. It is essential that all stakeholders share the end objective and be aware that inexperienced founders tend to be idealistic.

During the initial stage, both sides are excited and in perfect sync. They share the same vision and that vision must be maintained.

Whether you are investing in this space for the first time or are a veteran, our team of leading experts in AI, AR, VR, UX, CI and MR – to name but six of the technologies out there – are here to support you and maximize your investment.

The space is very dynamic and can change in an instant.



Maximizing your ROI and direct influence

THE TECHNOLOGY SPACE IS ABOUT CONSUMER MARKET CONTROL

NEW INVESTORS

If you are a new investor in the marketing and financial technology space, you need strong and well-connected support. What is pitched as a groundbreaking technology may be obsolete or incapable of attaining sustainable growth due to consumer trends, regulatory impacts or the competitive landscape. We spot that instantly.

VETERAN INVESTORS

As a veteran investor, you have experienced team breakdown caused by plans not working as expected. Reasons range from inexperience in planning and strategy to poor execution. You may already be in the red and ready to withdraw or salvage whatever can be salvaged. There are ways to save your investment and generate the expected ROI and we can do it.

THE CORE COMPETENCY CHAIN

Start-ups need two things – investors and customers. We deliver both. Your expertise roots them in the real-world and that is absolutely necessary.



Start-ups are not accustomed to dealing with major corporations. You are and so are we. What we bring to the table are leaders in this space, individuals that see the future. We are proud to work with them and, through us, they are at your disposal.

The marketing and financial space is worth engaging with:

Gage-Cannon Ltd.

Tel: +44 (0) 7452 883334
Email: info@gagecannon.com
Website: www.gagecannon.com
LinkedIn: <https://www.linkedin.com/company/gage-cannon>

ENGAGE SUCCESSFULLY Working with visionaries

Founders perceive a gap. In order for them to capitalize on it, they need you. Together, you can make it happen.

Identifying the fastest route to market wins the game.

Without a capable network, penetrating this space is very difficult. That is why we have built a network of leaders that focus on this exact space.

ACQUIRING CUSTOMERS The network effect

You can search for the right target for your investment or we can deliver it to you.

Plug into a network that penetrates EMEA and the US.

Economic regions have different views and objectives. We synchronize them.

WHEN TO EXIT AND HOW Maximizing terminal value

A start-up that fails to capture the market and grow can still be worth a lot if liquidated.

There are many ways to exit.

Before considering pulling out, contact us. We may be able to recover the entire investment and then some.