



Founder inspired coaching for startups



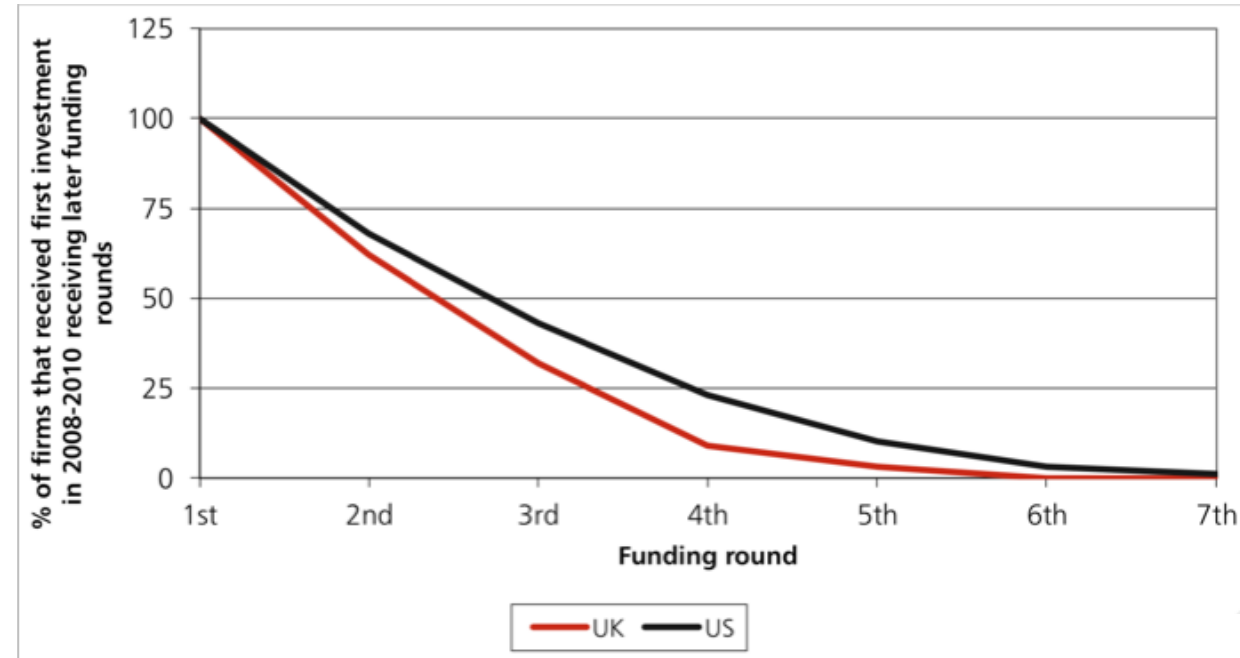
STARTUPS REMAIN A HIGH STAKES GAME !

9 out of 10 still fail!

Source: Small Business Trends: 2017

The majority of startups
don't get past seed funding!

Analysis of firms receiving later investments



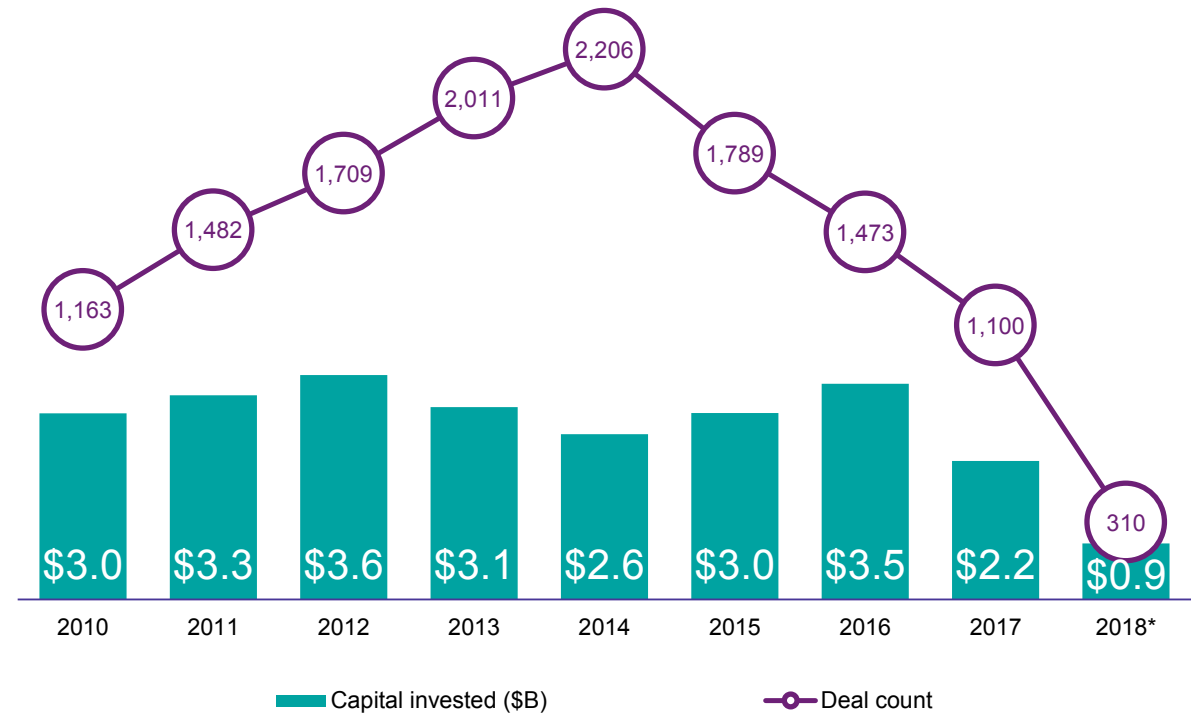
Source: 'Small Business Finance Report' 2016-2017

And too many startups are chasing too little venture capital!

Lowest number of seed and 'A'
stage financings in a decade

Bulk of investment going into later
stage companies

First-time venture financings in EU 2010-2018*



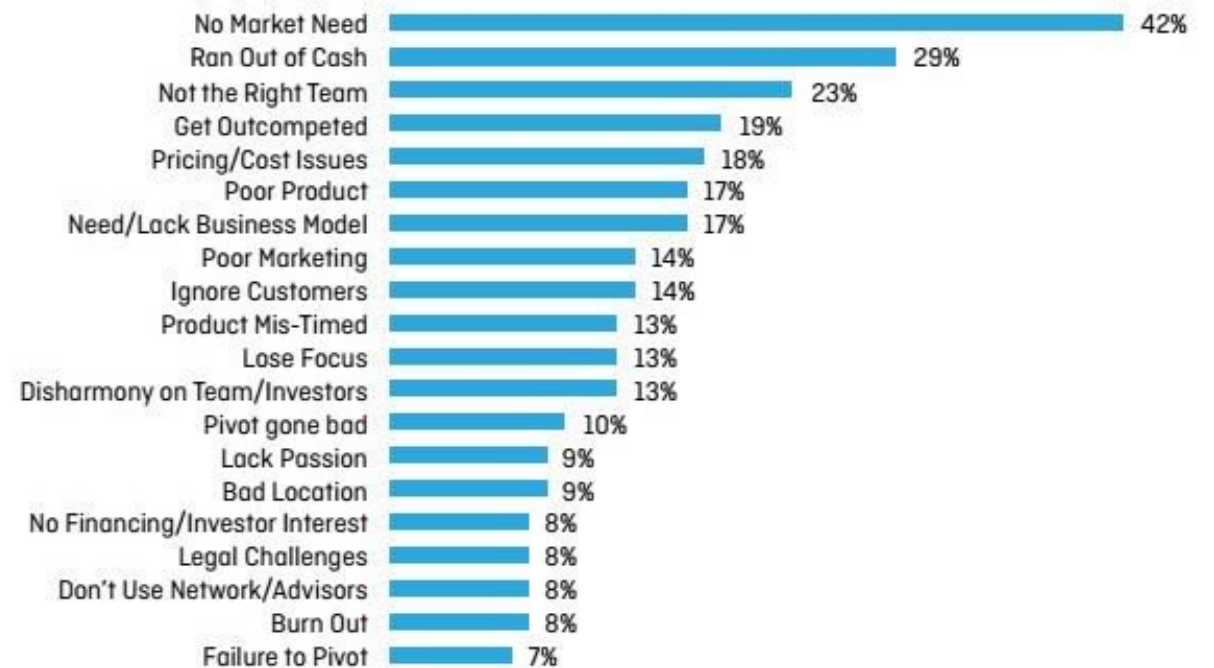
Source: KPMG Report 2018

Inexperience is at the heart of most common failures

Lack of experience leads to poor decision making

Lack of experience leads to problems
establishing a winning culture

Top 20 Reasons Startups Fail



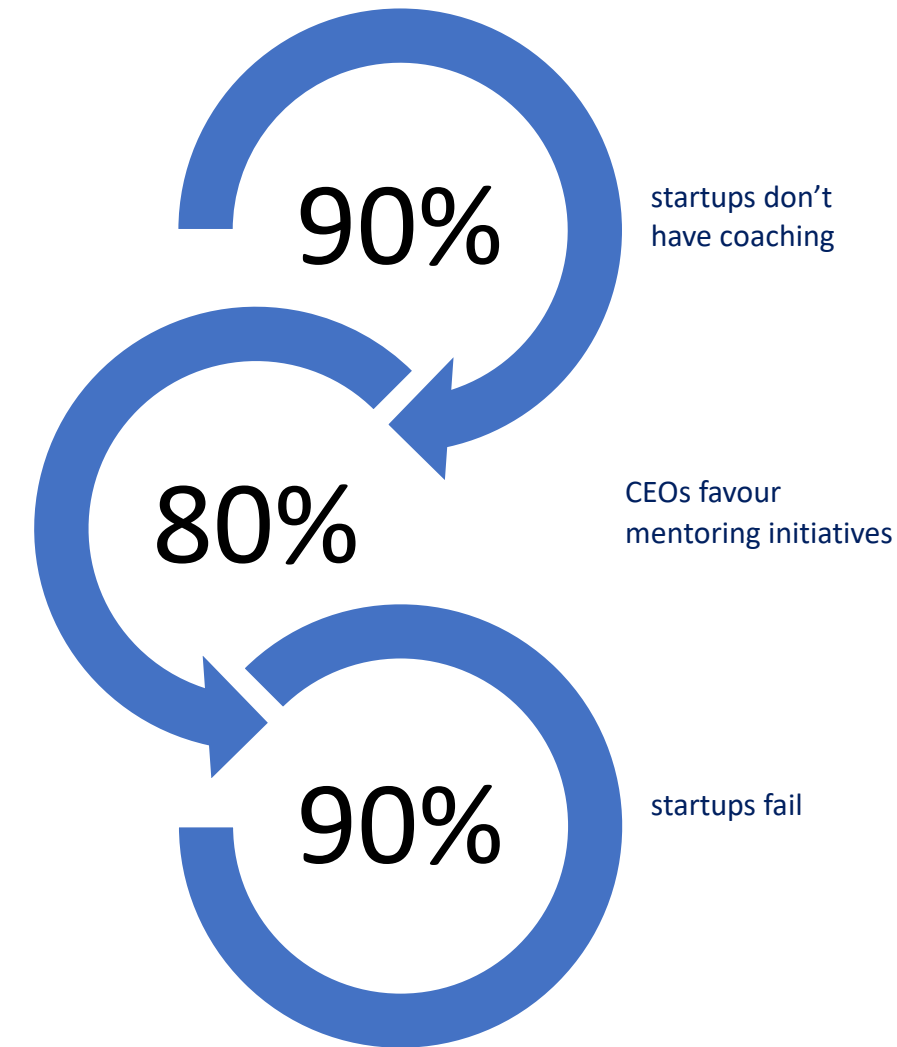
Source: CB Insights Report 2015: Analysis of 101 Startup Post-Mortems



**YET STUDIES PROVE THAT
GOOD COACHING RESULTS
IN >200% BETTER CHANCE
OF STARTUP SUCCESS**

“Lonely at the top”
resonates for most CEOs
Source: Stanford Study 2015

Startups need experienced coaching!



But the experience gap is not currently being filled

We support startups who believe experience counts



Provide real world founder/CEO driven coaching



Provide actionable strategies to avoid common startup failures



Provide plug and play network of world class advisors



Move you quicker, safer and more cost-effectively to your goals

Work with you to leverage enterprise value



"You can only be guided by those that have already made the journey"

And we focus on those who truly want success

Help CEOs realise their vision



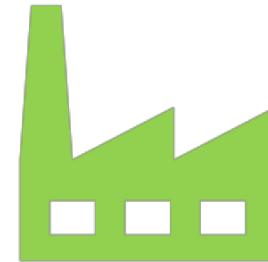
- Business and strategy planning
- Fundraising
- Executive coaching
- NXD support

Work with VCs to de-risk their investments



- Due diligence services
- Venture partnering

Partner with Universities / RTO's to spin off strong IP into viable business opportunities



- Spin off assessment viability
- IP commercialisation review

‘We understand the rules of the game’

We promise that by
engaging with us,
you will achieve
your goals more
quickly

How we operate

- By Project
 - Consultancy Contract
 - Non Exec Role
-



Because we have been on the journey before

- Founder / CEO SmartKem
- Co-Founder / CEO DataLase
- CTO Kromacorp

-
- 30 years Startup experience
 - 25 years Executive/Board level
 - 18 years CEO level
 - Plus a few bullet holes!



Steve Kelly
CEO



*"You can't teach the valuable lessons until
you have learnt the valuable lessons"*

And we know that experience counts

Achievements

- Created > 200 highly skilled new jobs
- >1000 high value patents
- > £50M VC funding raised
- Shareholder exits
- Successful marketing campaigns
- EU/Asia/US business success
- Multiple trade awards

References on Request

- 'C' level colleagues
- World class advisors
- VC investors
- Independent board directors



'Its about navigating you quicker, safer and with lower cash-burn to your goals''

FIND YOUR
TRUE
NORTH...



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