

ignite8

Investment Deck

v1.0

Igniting Start-ups

We don't just invest in start-ups.
We help build them.

Our c-suite experts will help navigate you through the early years as you build the next market-leader.

We're your Growth Partners

Traditional VCs

The business model of most venture capital firms is to invest in several different startups at once in the expectation that the stellar returns of one will more than compensate for the losses of the others.

You're part of a stable of companies with cash on hand:

- ✓ Liquidation rights over common shareholders
- ✓ Disproportionate voting rights to direct strategy
- ✓ Election of majority of the board
- ✓ Ultimately answers to the LPs of the fund

ignite8

We invest in early-stage companies ready to grow beyond just an idea. We help grow your business, leveraging decades of experience to drive revenue, expand customer acquisition, and scale operations.

Our hands-on approach is your advantage:

- ✓ Expertise in sales and go-to-market strategies
- ✓ Partnership ecosystems & distribution channels
- ✓ Growing your customer base alongside your team
- ✓ Direct involvement from the **ignite8** founding team

Meet the ignite8 team



Josephine
Founding Partner



Matthew
Founding Partner



Jeff
Product Director



Oliver
Sales Director



Alice
Design Director

The odds are against start-ups, so let's change that

9 out of 10 start-ups fail within the first 4 years. The reasons are varied, but it all comes down to a lack of c-suite expertise spanning Operations, Growth, Finance and Product. We deliver you those 4 pillars of expertise.

68%

No go-to-market strategy. We help you define your USP and launch to market to ensure you get in front of customers most likely to convert. Our Marketing expertise will also ensure we prioritise cost-effective growth that doesn't burn cash.

57%

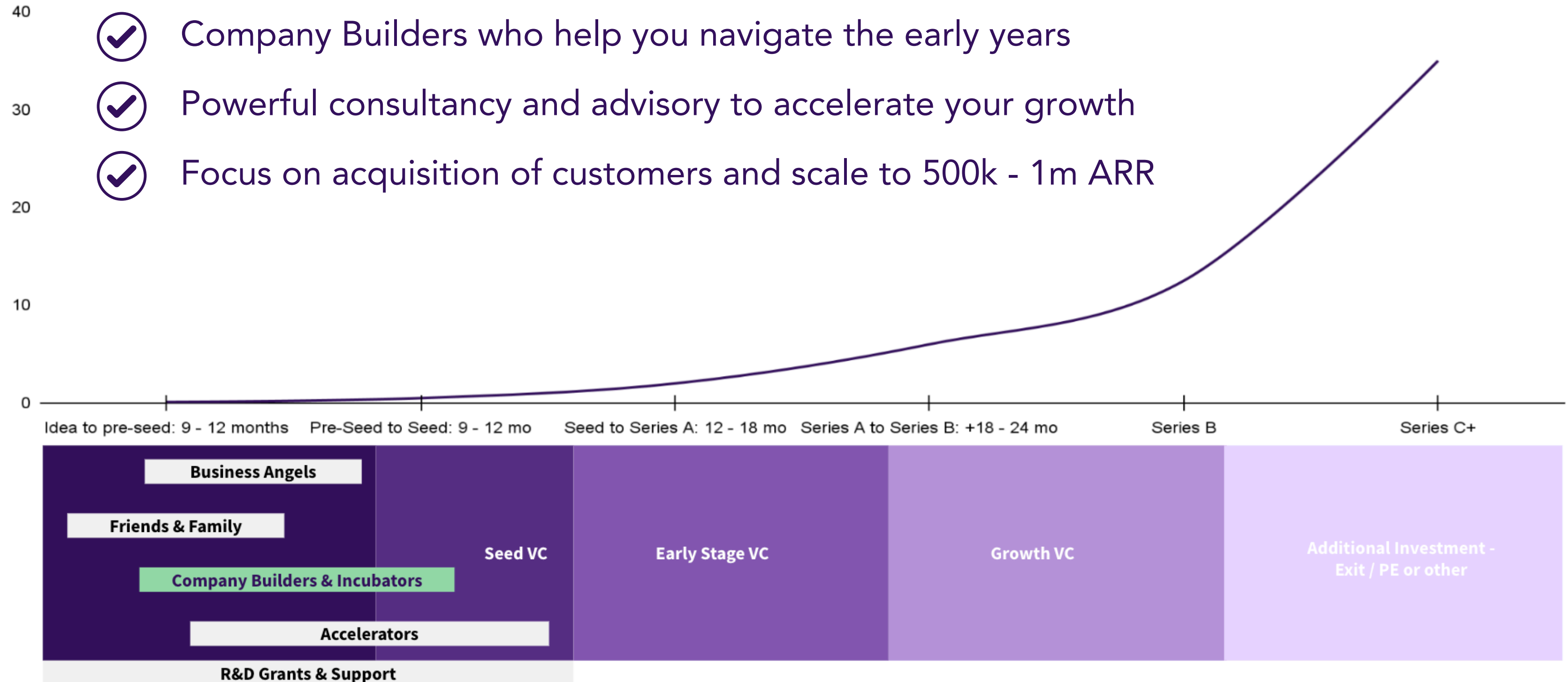
Lack of key personnel. Expertise is not cheap, especially c-suite level. ignite8 delivers a team of experts in every key area to ensure you the right team around you to deliver success. We then use that expertise to help you navigate those treacherous first years.

79%

Running out of cash. ignite8 uses its growth expertise to acquire customers and monetise your product faster and more sustainably to ensure you reach your first £1m ARR milestone within the first 4 years.

The ignite8 model

- ✔ Company Builders who help you navigate the early years
- ✔ Powerful consultancy and advisory to accelerate your growth
- ✔ Focus on acquisition of customers and scale to 500k - 1m ARR



So what do we do for you?

As a minority owner in your company, ignite8 and its team deliver you a board of directors and c-suite team to support you scale your business and turn it into a market leader, no matter whether you're in it for the long haul or have a 5-year exit plan.

Product Development & Innovation

- Companies that focus on rapid product iteration are 60% more likely to succeed

GTM Strategy

- Startups with a well-defined Go-to-Market strategy grow revenue 2x faster than those without one.

Financial & Business Operations

- Companies that establish strong financial controls & cash flow management from the start are 2x more likely to survive past their first 5 years.

Team & Leadership Development

- 23% of startups fail due to team issues, including not having the right talent or poor leadership.

The odds are against start-ups, so let's change that

Product Development and Innovation

- Market research and validation
- MVP (Minimum Viable Product) creation
- Iterative product development
- Continuous feature improvements based on feedback
- Scalability and technical architecture planning

GTM Strategy

- Market positioning and segmentation
- Pricing strategy
- Channel partnerships and distribution models
- Sales funnel development and lead generation
- Launch marketing campaigns (paid, organic, influencer, etc.)



Financial & Business Operations

- Financial modelling and forecasting
- Fundraising and investor relations
- Cash flow management
- Setting up legal and compliance structures
- KPI tracking and reporting

Team & Leadership development

- Talent acquisition and team building
- Leadership training and development
- Company culture and values alignment
- Performance management and feedback loops
- Succession planning for scaling

How we work with you

- Due Diligence - NDA in place**
You share all relevant information relating to corporate matters, customers and finances.
- Terms Agreed**
We both agree core value exchange (equity) and document expectations and desired outcomes.
- Fact finding**
You'll share all key information so we can prepare. This could include access to marketing reporting, product usage and financial disclosure.
- Q&A followed by workshop**
Reciprocal Q&A so that we're all prepared for the key kick-off session. This workshop will be to define goals for the next 12 months and agree the OKRs for the next 3 months.
- Weekly check-ins and Monthly meetings**
We'll keep lines of communication open and work transparently and openly with each other.

Contact us

hello@ignite8.co

ignite8.co/contact

