



inception associates

Investments

In the current tough economic climate new or growing businesses are faced with a challenge of how to fund growth.

A software author had written a new contact manager for a specific vertical. With a small team and limited cash flow they had been unable to finance a sales campaign.

Inception Associates Ltd worked with our client to develop a plan. We then took the system to a limited market to understand its strength and weaknesses.

This feedback allowed the system to be refined and repackaged.

A multi channel campaign to sell direct and recruit resellers was commenced.

This service was provided on an equity + commission agreement that allowed our client to remove all sales & marketing costs from their cash flow.

Inception Associates Ltd paid the initial marketing costs as well as providing sales resource.

This allowed our client to double turnover in year 1 and continue to grow until they were in a position to recruit a full time sales person.

Key benefits were:

- Sales growth without directors needing to invest

- Experienced sales people running campaign

- Existing reseller contacts used for channel recruitment process

- Non Exec board member with market knowledge

- Campaigns fast tracked due to Stone IG's processes