



CATALYST

SEC NEWGATE UK

Insights | Communications | Advocacy

SEC Newgate CATALYST

offers a range of communications services on a budget designed to help fast-growing businesses through their start-up and scale-up phases.



SECURE FUNDING

A well-executed communications campaign will help demonstrate your value proposition, market potential, and competitive advantage while establishing all important credibility and trust with investors.

ACCELERATE GROWTH

Accelerate your growth by expanding your reach, enhancing your reputation, and creating new opportunities for collaboration and innovation. This gives your company the best possible chance to move to the next phase.

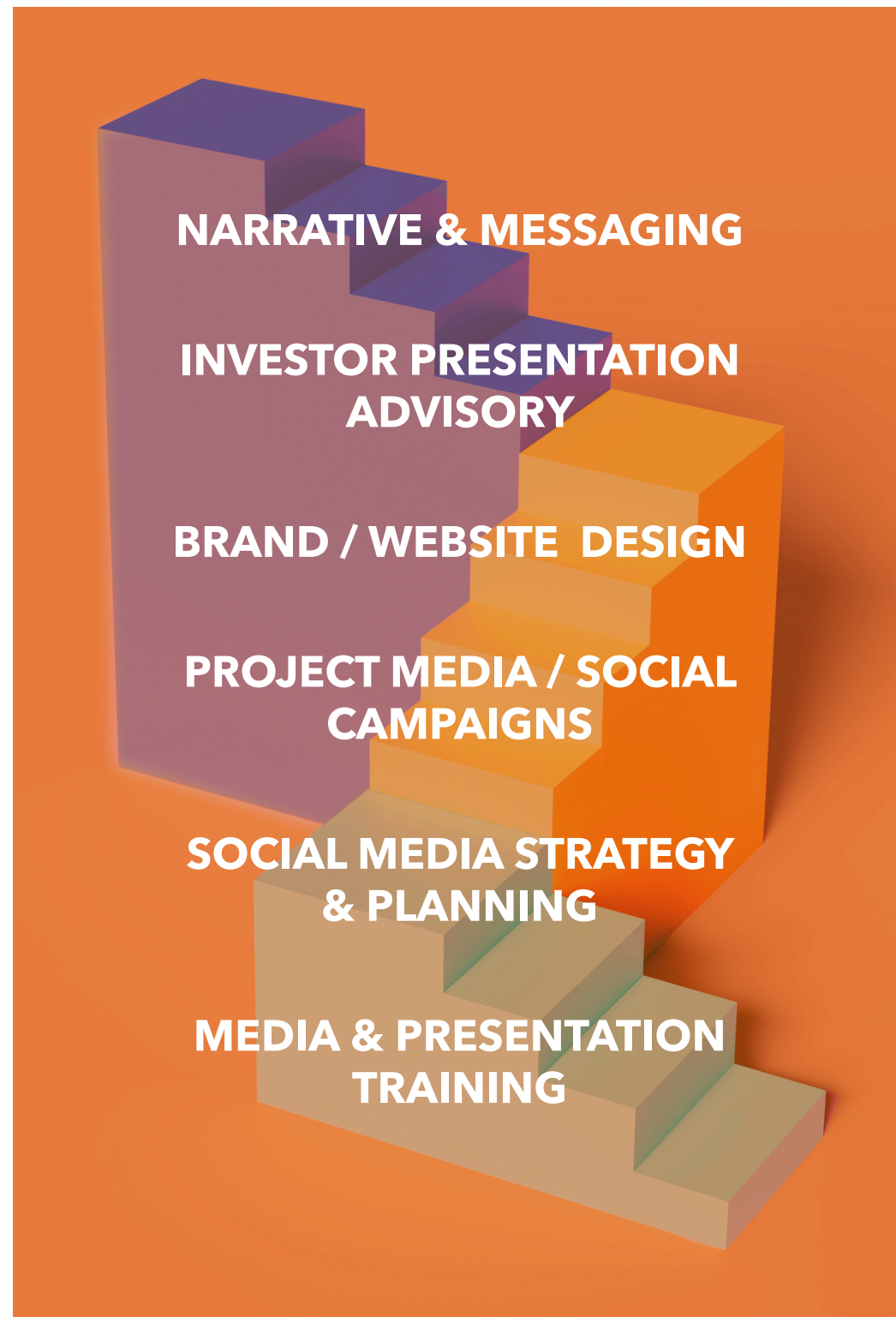
BOOST SALES

Positive stories about your products, your services, and progress, increases awareness of your company, generates leads, and converts prospects into customers.

ATTRACT TALENT

An increased profile helps you to attract and retain the best talent for your company by promoting your culture, values, and vision.

The offer



Our team provides hands-on input and advice in the development of a best-in-class investment deck, company messaging and raising your profile.

FUNDRAISING SUPPORT

We can develop and design a best-in-class investor deck, and if needed, organise time with a professional trainer to perfect the delivery. Working alongside other advisers, we can make introductions to potential investors through our network.

PROFILE RAISING

An increased public profile can be beneficial when raising money or growing your client base. We develop campaigns that land across target media read by key stakeholders to build a better understanding of the company.

SHAREHOLDER COMMUNICATIONS

Maintaining regular contact with existing shareholders through monthly or quarterly updates is important. We have considerable experience drawn from advising both listed and private companies of all sizes on how to structure and present these so shareholders clearly understand the company's progress.

SOCIAL MEDIA STRATEGY

Developing a strong online presence can be an important tool in building awareness of your business but can be time consuming. We create and execute content strategies that grow your following by offering news and insight, help raise the profile of the Company and the people behind it.

RECENT EXAMPLES OF OUR WORK WITH GROWTH COMPANIES

1

SERIES B FUNDRAISING



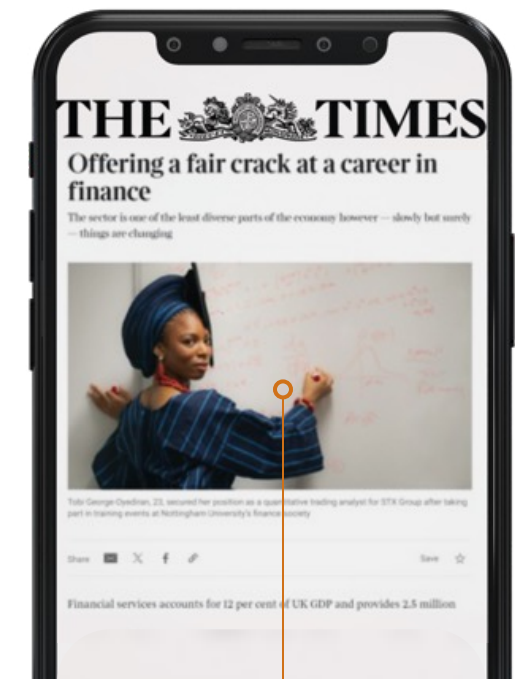
Supported Stratospheric Platforms with its £130m Series B Fundraising Round, including engagement with UK Government.

MULTIPLE FUNDING ROUNDS



Leading UK fintech Tide has done a number of fundraisings with the support of SEC Newgate.

NEW PRODUCT LAUNCH

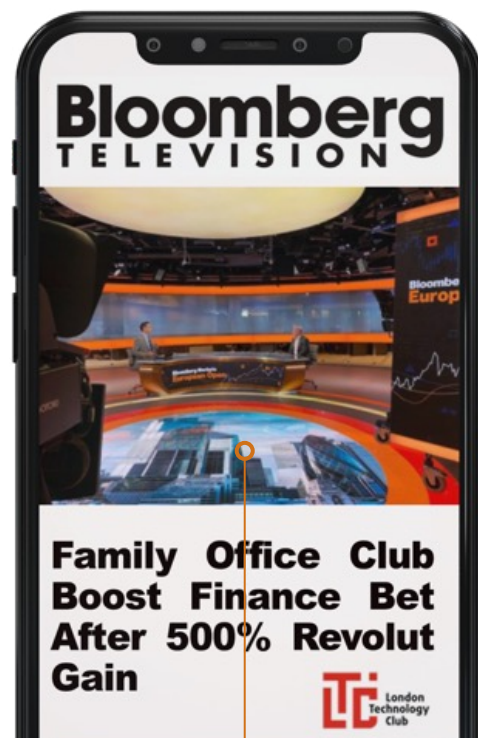


Raised profile for UK Edtech simulation company's Amplify ME's new investment banking pathway.

RECENT EXAMPLES OF OUR WORK WITH GROWTH COMPANIES

2

LEADERSHIP COMMUNICATIONS



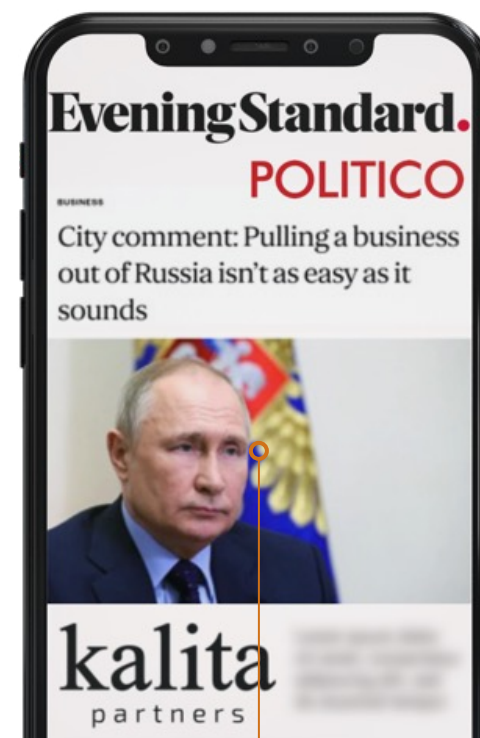
Media profile building and positioning for tech investment club founder and its portfolio companies.

LEADERSHIP COMMUNICATIONS



Messaging, media training and securing high-profile broadcast opportunities for AllBright spokespeople.

MEDIA PROFILE BUILDING



Targeted media campaign and investor deck advisory to build profile and support the valuation of new business intelligence market entrant.

MULTIPLE FUNDING ROUNDS

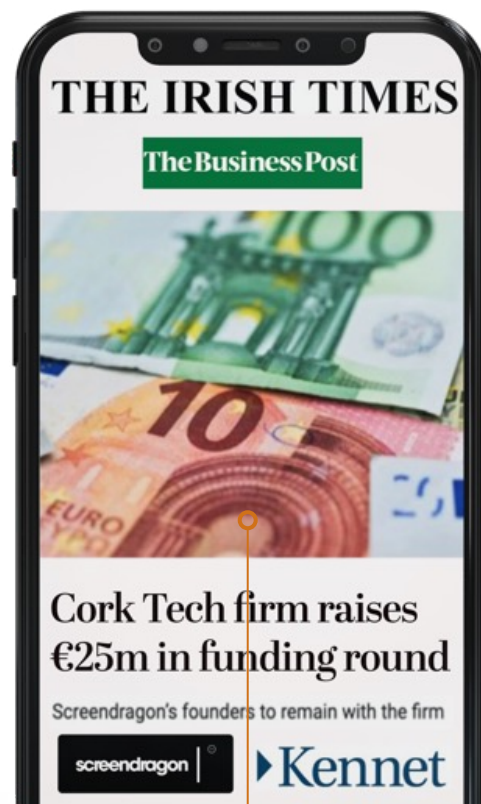


Developed a strategy that helped Breed Reply rank number one in terms of search for "IoT Investor". This included regular press releases, blogs, newsjacking and twitter commentary.

RECENT EXAMPLES OF OUR WORK WITH GROWTH COMPANIES

3

PE INVESTMENT ROUND



Raised the profile of Screendragon (and its investor Kennet Partners) around its EU25m fund raise.

PRODUCT MILESTONES



Delivered a series of high-profile media coverage ahead of key funding rounds to showcase technological milestones.

PREPARING FOR A LIQUIDITY EVENT



Secured coverage to raise awareness among potential investors for UK tech company ClickASnap.



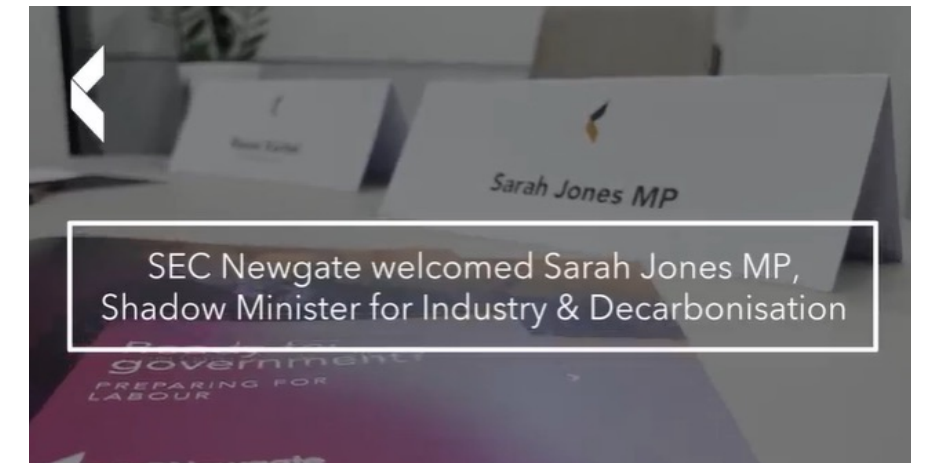
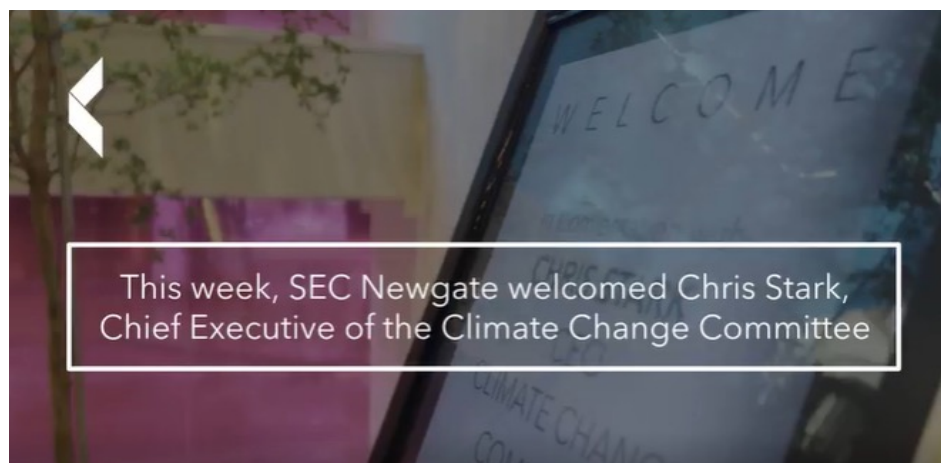
Your team



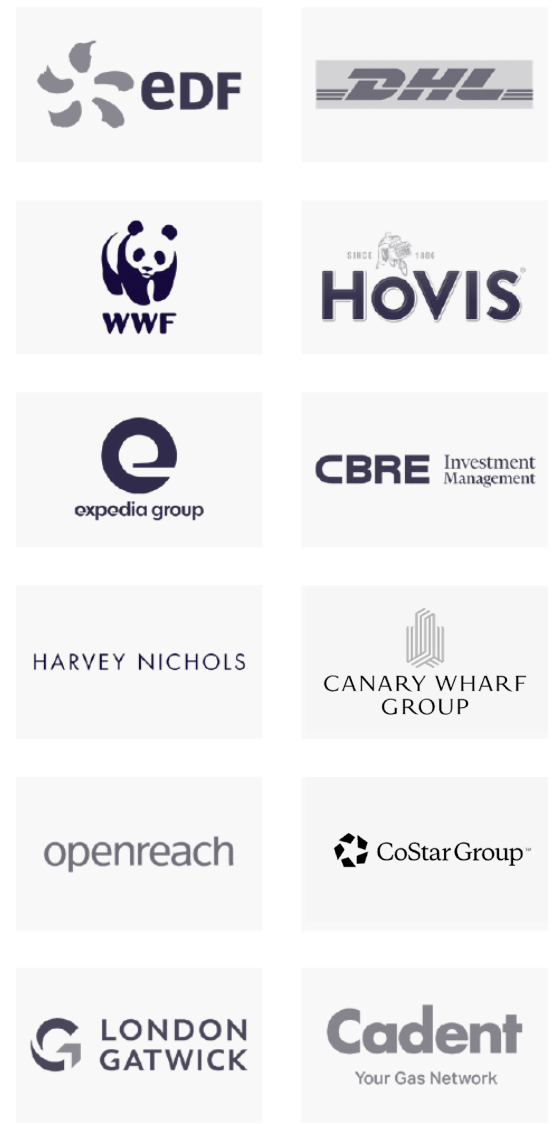
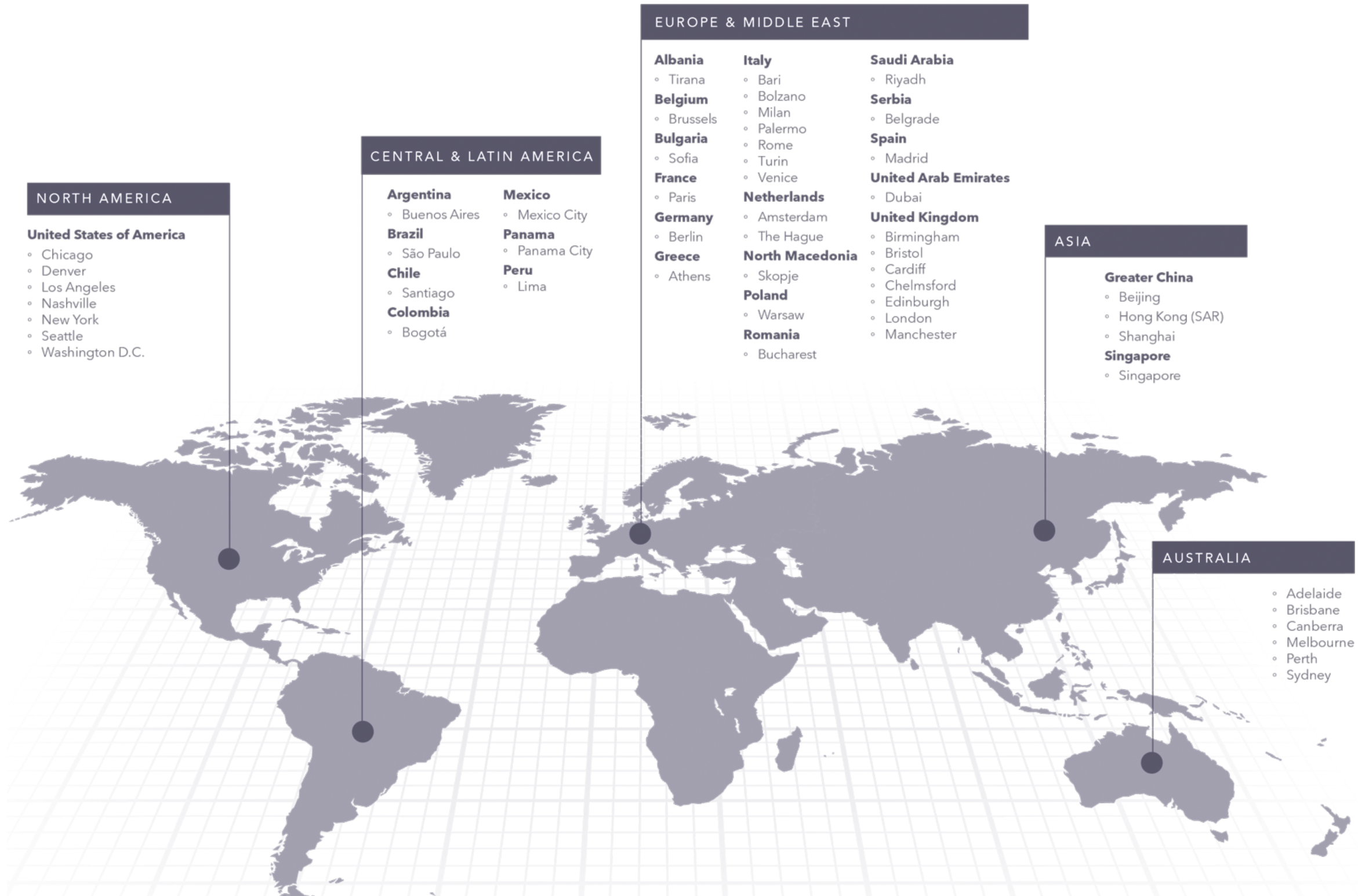
We are passionate about helping disruptive young companies to establish credibility and profile among key stakeholders and investors.

Our specialist 'Catalyst' team are experts at helping high growth companies at the beginning of their journey from start up, through the scale up phase and eventual exit.

CREATING NETWORKS & SHARING INSIGHT.



ABOUT US



BEST PLACES TO WORK 2023/2024

THE SUNDAY TIMES

PUBLIC AFFAIRS CONSULTANCY OF THE YEAR

PROVOKE MEDIA EMEA AWARDS 2024

COMMUNICATIONS AGENCY OF THE YEAR

EDIE NET-ZERO AWARDS 2023

GLOBAL AGENCY OF THE YEAR

CORPORATE/PUBLIC AFFAIRS

PROVOKE MEDIA GLOBAL SABRE AWARDS 2023

Certified



Corporation



Certified



Corporation

THANK YOU.

SEC NEWGATE UK

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