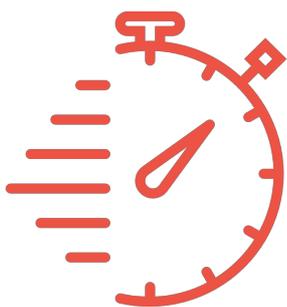


CIRRO

Achieve Growth, the smart way

- ▶ Secure investment
- ▶ Build a management team. Scale Operations
- ▶ Gain routes to market and Generate Revenue
- ▶ Achieve growth; Quicker.

We help you grow by providing the routes to market and delivering revenue.



Many start-ups or early-stage innovators, struggle to secure financing. Building a commercial organisation that generates revenue is a significant challenge, as is scaling your operation.

Cirro Smart Growth supports organisations from early-stage investment, commercialisation, strategy and operational management.

The Power of Cirro Smart Growth

Market Validation

For early stage organisations, you will need to prove your solution to a given market, to ensure it addresses a market need, or can create a new market opportunity.

Cirro will help you through this process, we use a validation process accepted by investors, as tried and tested methodology.

This help highlight the market potential and competitive positioning

Securing Investment

Getting investment is often about timing, too early and investors perceive it higher risk and therefore invest less and want more. Too late and investors may feel nervous about the competitiveness or uniqueness of your solution.

You therefore need a clear pitch, Investors can understand, coupled with the assurance of a sales strategy and routes to market. This will be more appealing, and with lower risk.

Operational Management

Designing Operational Management and Process Management to run from start-up, that can scales exponentially is a real challenge.

Maximising the investment and reducing assets investment risk is critical in scaling effectively and maintain agility through the stages of growth.

This approach also ensures healthy cash-flow, margins, profitability and investor returns

Proof of Concept

The next stage is to find an initial Proof of Concept or trial customer. They will provide real-world analysis, challenge processes, ensure further enhancement and provide invaluable feedback.

Ideally they should become a market champion and a reference willing to support future opportunities.

Building a Team

Success will largely come down to having the right people on board. They are needed to make the right decision and build an effective business.

The business needs to be scalable and efficient. An experienced Board and Senior Management Team, that are commercially focused and well connected, will be an endless source of continual growth and improvement.

Revenue

The critical success factor ultimately comes down to generating revenue. Being able to do so quickly and effectively, by using established routes to market, is critical.

New strategic partnerships can take months or years, and drain your cash. Run-rate business is needed as badly as big deals and strategic development.

Ensuring Growth

For many innovators, securing finance is a major milestone. But then reality hits, investors have targets and expectations you need to meet.

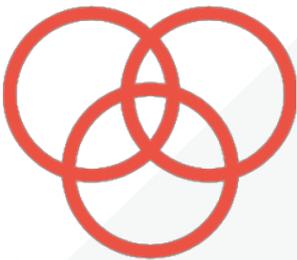
As you grow, so the operational challenge of scaling and operating your organisation grows.

Cirro has proven operational practises and technologies that are designed to support business growth, compliance and reduced risk.

We have access to financing and established routes to market, with Managed Service Providers, System Integrators, OEM's, ISV's and telco's.



The Power of Synergy



Cirro works with many Innovators, supporting smarter growth by selling through existing channels. We look at how new innovations can integrate with, or be natural add-ons, to existing solutions.

This approach helps us to generate more powerful market propositions. Where, through a single channel, we can provide multiple solutions. This is far more impactful than selling a single technology, to a single customer.

The outcome ensures Cirro is seen as a source for continual new innovations by our channels partners and customers. It gives us greater access at a higher level, in the sectors we operate in. Furthermore, we capitalise on the synergies of collaboratively selling multiple solutions, that address multiple market needs, within a given market sector.

What Next?

Regardless of where you are on your journey, Cirro is happy to discuss how we can work together and the model that could be used.