

THE CHALLENGE

Raising growth capital is the biggest challenge for tech companies across the Atlantic:

- Most growth funds are located in a few geographies only
- Growth is the most important and challenging stage for most companies
- Institutional investors look for specific metrics ensuring risk mitigation
- Market adoption, business model, and technology risks must be mitigated

Growth capital is a strategic and very important step for any company. It is used to align a company for a successful next round or exit. As sources and uses of funds have changed significantly recently, investors' expectations have changed, and competition has increased.

**INTERNAL RESOURCE TO THE COMPANY**

With deep domain expertise in software, SaaS, digital media, eCommerce, marketplaces, platforms and consumer Internet, as well as a strong global network, board level, M&A, operations, P&L and management experience, Ivan operates as an internal resource to help companies reach their strategic capital needs.

ADVISOR TO THE BOARD AND CEO

Experienced CEOs identify and build relationships with the best institutional investors. Ivan has the proven ability, expertise, and relationships to help advise CEOs and their boards on their growth strategies, capital needs, and selection of financial and strategic partners.

STRATEGIC IN APPROACH

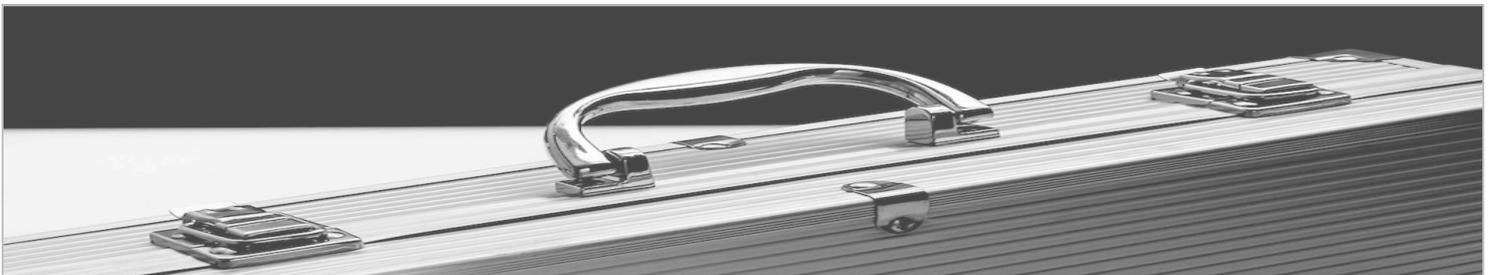
To raise growth capital, one needs to understand the funding world, how investors work with entrepreneurs, and what the expectations are. By preparing a company for the growth round with concise and accurate material and approaching only the right investors; a streamlined process is ensured, time is saved, and mistakes are avoided.

ACCESS AND EXPERIENCE

Ivan has extensive relationships with domestic and international growth funds, strategic investors and venture debt providers. He has a deep understanding of what they are looking for and an open line of communication with the key partners, which allows for an easy and effective fundraising process.

COST EFFECTIVE APPROACH TO FUNDRAISING

Most CEOs and boards no longer tolerate the traditional investment banking fees. Giving up a large portion of the raise in fees is not the best use of funds. By offering a creative fee structure and providing a white glove service, we reduce the cost of raising growth capital to a fraction of the cost of a traditional investment bank and allow the management team to focus on their day-to-day responsibilities.

**BACKGROUND**

With over 32 years of industry experience in various senior capacities internationally, Ivan is an experienced tech entrepreneur, investor, and former investment banker. He is the Managing Director of N3 Capital, a catalyst to help entrepreneurs create and grow disruptive technology platforms by providing seed and early stage investing, raising growth capital, and offering strategic board advisory services.

Ivan is also an adjunct professor at USC Marshall School of Business and a lecturer at London Business School where he teaches classes on raising growth capital. He was a CEO of several tech companies, the former Managing Director at Siemer as well as the former Head of the Technology Practice at Barrington Associates, a division of Well Fargo Securities. He received his MBA from USC Marshall School of Business and his BS in Engineering from McGill University.