

At A Glance

Small teams, delivering high-impact growth. Focused on early & mid-stage ventures. Notable focus on access to new markets.

Notable Successes

Our past 14 ventures raised over \$60M in venture capital and delivered over \$300M in (exit & pre-exit) growth value to date.

Global Access

We work from Kuala Lumpur to Prague and in-between. Notable focus in the US, Silicon Valley & Boston, and across Western Europe.

Key Venture Partners

Cedric Crocker - UK, Silicon V.
Grahame Sewell - UK
Marc Fox - Switzerland, Canada
Hugo v. d. Zee - NL - CH - D
Roland van. Kralingen - NL
Tom Doorley - Boston
Ted West - Silicon Valley

Contact Sage

info@sagepartners.net
www.sagepartners.net

Key Alliances



VENTURE ACCELERATOR Netherlands -

There is no shortage of good information on how you can accelerate your venture. There is no shortage of places for founders to hang out and share experiences. There is no shortage of contests. There is however, a rather short list of where you can go to get meaningful feedback and insights from venture veterans, and advice to re-mould your venture for success. For free.

Think of it as a shark tank - without the sharks. You aspire to overcome funding, market access and productisation challenges. We aspire to find a few great teams with really big ideas - leverage our experience and network, roll up our sleeves, and win together.

And unlike with sharks - who can bite - we provide a safe place to test your strategy, plan & brand - and notably your pitch. At Sage, we joke that *we know a few things, because we've seen a few things*.

We invite you to join 3-4 Sage Partners for an hour, present your venture & challenges, ideas to solve them, and where we might be able to help going-forward. We are candid, but we don't bite.

SAGE PARTNERS - AT EVERY STEP

We are ourselves company founders, board members, executives with broad and deep backgrounds, savvy independent insiders with vision. We focus intensely on customer buying behaviours and channel strategy. We care deeply about protecting value, and creating growth.

Sage Partners works with founders, boards, and executives to develop new markets, new channels, while focusing on customer and shareholder value. We bring established and new companies together to leverage one and other in winning new customers. And we have fun, at every step.

WHY SAGE?

We are always alert to what is needed for success: We work a lot in ventures founded in technology and innovation, where speed in product development is mandated, the window for market opportunity is short, execution risk must be minimised and capital is precious. We know how to navigate these waters.

We have an extensive professional network that matters to new ventures: Sage Partners offers access to Sage's friends - a broad network of former clients, colleagues, venture investors and directors who can extend the reach and accelerate the growth of our venture partners.



We tell you exactly what we think: We are pragmatic, real people who work comfortably with founders and venture boards of all sizes and stages of development. We structure our engagements to align our long-term interests with yours. We often work with our venture partners for years, not months. We win when you win.

HOW WE SUCCEED - WHATEVER IT TAKES

Sage Partners works closely, as principal and partner, with founders of promising entrepreneurial ventures globally. We counsel and execute growth plans through business strategy, go-to-market planning, strategic sales and business partnership development, product roadmaps, leadership team recruitment, interim management and venture capital financing. We know when and how to bootstrap, accelerate, scale, merge and secure liquidity. We pride ourselves in *doing whatever it takes* to succeed. And notably, we act with urgency and integrity.

Our role in venture acceleration takes many forms, often changing in the course of a venture engagement. We serve as AIDEs: Advisors, Investors, Directors and, when appropriate, engaging as Executives to support ventures. Our team has extensive and proven venture experience as serial entrepreneurs, advisors to founders and their boards, angel investors, directors in several active ventures, and venture executives. Our success is measured in *value built* and realised in venture milestones such as: angel seed financings; institutional venture financings; strategic mergers and acquisitions; liquidity through strategic sales; and IPOs.

Not all ventures with a growth focus are ideal engagements for Sage Partners. We search for promising ventures to which we can and do add tangible value. We sit side by side with you asking:

- is there an opportunity?
- can we compete?
- can we win?
- is it worth winning?

We assess our collaboration, your team and ours as follows:

- Is the strategy simple - clear, consistent, compelling?
- Is the strategy well-anchored in what customers value?
- Are there sufficient means?
- Is there a culture of tenacious commitment, fierce execution and winning?

LET'S EXPLORE ACCELERATING YOUR VENTURE

