



## Client Quotes



*'Yes, a great event! And brilliantly managed - as ever! Would just like to add that from my perspective, Paul, you are a breath of fresh air! I've enjoyed your participation and been inspired by you and your company.'*

**DIRECTOR – SHELL LIVEWIRE ENGLAND**

*'Amongst all our funders and shareholders, I would like to say a personal thank you to Paul Gardner and c2Ventures who made the introduction to the BBCW team and whose support and introductions can only be described as awesome. The work of c2 and their investors has now turned this dream into a reality.'*

**CEO - ONLINE DIGITAL CONTENT PROVIDER 2004**

*'Paul's knowledge of the specialist VC community is the best in the Angel business. He and his team succeeded in getting us into many VC doors, previously closed to us. This has resulted in our closing \$2.2m of funding, which then attracted a further \$1m. Highly recommended!*

**CEO - ENTERPRISE SOFTWARE PLATFORM 2004**

*'Despite some very rocky times, c2Ventures succeeded in finding two key individuals, able to fund the business in a difficult transition, we are now in a position to realise significant sales revenues, have restructured the business and are looking forward to consolidating our business in 2004.'*

**CEO - VOICE SOFTWARE COMPANY 2004**

*'Their pragmatic advice is sometimes hard to hear, and even harder to swallow, but the team offer a vast wealth of experience, and in our view, their recommendations are always spot on. Dealing with them is definitely increasing our likelihood of funding, as well as our management knowledge. We wasted a lot of time and money in looking for a professional firm specialising in small business; we only wish that we had found c2Ventures first.'*

**CEO - ONLINE COMMUNICATIONS SOFTWARE HOUSE 2004**

*I have tremendously enjoyed working with you so far and you were such an important addition to our judging panel - thanks for all your advice and comments to the businesses and for giving up so much of your time to support them. It was absolutely fascinating seeing you in action and I don't think I've ever met anyone quite as alert and 'on the ball'.....very impressive! We look forward to working with you again.*

**U.K. UNIVERSITY INNOVATION CENTRE**

*'Thank you very much for the honest advice you gave me at the The Small Business Show regarding my business proposal. To date, you have been the only person who hasn't either patted me on the back, told me my plan was wonderful and offered to find the money for me for a high fee up front plus commission/shares (no deliverables against fee), or suggested that I stick something rather un-strategically on a website and wait for an appropriate investor to arrive. Your suggestion of an appropriate venturing partner is a cracker, and one that I will pursue.'*

**MANAGING DIRECTOR - ONLINE LOGISTICS SOFTWARE HOUSE 2003**

*'c2Ventures found us a non-executive director and £50K of inward investment within 5 days of our appointing them, allowing us access to smart money, contacts and enough money to finalise our development work on the next software release. From this we were able to leverage substantial further funding'*

**CEO - ASSET ALLOCATION AND TRACKING SOFTWARE COMPANY 2002**

*'Through their contacts c2Ventures found us a first class 'virtual finance director' who has been instrumental in turning our business around, restructuring it and making it a viable funding proposition. Through the work that c2Ventures and 2020 have done, we raised £150k*

*to see us through a difficult phase, are now at the stage of comparing indicative terms and term sheets from several different sources for a multi-million sum'*

**MANAGING DIRECTOR - PROFESSIONAL SERVICES CONTRACTOR RAIL NETWORKS 2003**

*'Although being in a business that has been severely hit in the recession, Paul's straight talking led us to appointing an outsourced sales resource, and focusing on revenues, resulting on us signing deals with 3 of our industry's largest companies, significantly improving our chances of funding and ensuring that we can survive if necessary on increased revenues alone. We have learnt to trust their judgement, and now understand that focus on revenues, and timing are key.'*

**MANAGING DIRECTOR - ONLINE TRAVEL CONTENT AND BOOKING AGGREGATOR 2004**

*'No-nonsense company; 5 minutes spent with Paul and Stephen was worth weeks of previous fruitless conversations with other firms, although we found them too late they kept promoting our business until we told them to stop, tenacious to the extreme'.*

**PARTNER, ONLINE SERVICES COMPANY 2003**

*'c2ventures stuck with us through a very trying time, including a period where the main VC withdrew its offer; they found us a core private investor and Chairman who together made a significant difference to our offshore company succeeding in gaining finance. Be prepared to be challenged though!'*

**MD OUTSOURCED OFFSHORE DATA AND SERVICES COMPANY 2003**

*'c2ventures not only supported us as per their contract, but Paul introduced us to many different options, including senior level banking officials interested in our product. In the end an inspired introduction meant us raising £200,000 of equity through a small consortium. Paul honoured his word and refused to accept his fee, as we had to pay all funding costs of the other consortium. Very rare*

**MD NETWORK ANALYTICS COMPANY 2004**