



Revenue acceleration  
& funding for early stage companies

FOCUSED PRIMARILY ON POST MVP WITH PILOTS

**“Genius is 1% inspiration  
and 99% perspiration”**

– Thomas Edison



Management Consultants & Analysts Focusing on

# Aggressive Revenue Growth, Fundraising and Change Management

Inflection Point has successfully led and delivered over 100 complex high-impact interim assignments for multinational companies and startups working closely with Founders, CEOs, Family Offices, Sovereign Funds and Investors.

Having also led and advised on several mission-critical public sector projects and programs. We are trusted for over 25 years in Silicon Valley (USA), EU, PRC, India and in the GCC.

## Our Services



### High Impact Business Development & Sales

- Leadership Services
- Targeting & Market Sizing
- Scalable Products
- Board Strategy



### Business Process Reengineering in Multinational Corporations

- Change Management
- Right-sizing
- New Market Development
- Ecosystem Development



### Leadership Fundraising

- Restructuring for Success
- Pitching Tools
- Roadshows

**GRAVITAS | NPS | INNOVATION | STRATEGY | HIGH-IMPACT**



“Necessity is the mother of all invention”

– Plato

## Our Clients



# Who We Are

## Roy Hanif – FounderCEO

Established in 2002 as a Management Consultancy, Inflection Point specializes in Silicon Valley style high-impact startup techniques for; aggressive sale centric business models, rapid product development, trusted piloting, scalable sales and marketing models. Inflection Point specializes in delivering tasks and projects usually spearheaded by FounderCEO. With 20 years of success in this arena, this has created the gravitas and expertise needed to deliver outcomes which are acceptable to investors and board members.

The FounderCEO, Roy Hanif holds two first class degrees and a Master's degree from Winchester University, UK, and is a seasoned project and program leader skilled at Practitioner level in Prince2 and a Practitioner level in MSP, is also an Award-Winning Global Leader from Fast Growing Global Tech Bellwethers, a FounderCEO Entrepreneur, and an Angel Investor. Over the past two decades Inflection Point has built a trusted position in the market, a solid network of battle tested executives and unique suppliers.

Inflection Point has an eco-system of over 60 associates who have worked on multiple high impact interim contracts with major companies and startups, and gained the trust of investors. We also have diverse public-sector experience having worked with ministers and departmental leaders to deliver high-impact mission critical projects and programs in various departments.

We have an in depth understanding and working knowledge of legislative and regulatory requirements, such as the Copyright, Designs and Patents Act 1988 and European Patent Convention (EPC).



**Roy Hanif**  
FounderCEO, Inflection Point

- Masters in Global Affairs & Contemporary Issues, Winchester University
- Short stint in Infantry in the British Military and Officer Corps
- 10 years as a DV Security Cleared Board Advisor in Central Government and Defence
- 15 years as Director leading top Silicon Valley Early Stage Tech
- 5 years as an investor
- 15 years as a FounderCEO
- Entrepreneur and Investment Manager
- High Profile Network of Founders and Investors
- Defendable Global Gravitas
- Extreme Trust
- Top Sales Leader
- Proven High Impact Delivery of Results
- Global Experience in Business



## Alice Ågren – Junior Partner

Alice Agren, is the Junior Partner at Inflection Point, she's Swedish, with a Business Management with Accounting degree from Griffith University in Australia and London South Bank University. Alice has experience in Investment, Accounting and Sales and is working with accelerating early stage revenue and securing funding for startups.

Alice has been helping FounderCEOs secure funding for some time, she summarizes her secrets of success taken from the playbook of KPCB to make their idea more attractive for venture funding. While a variety of quantitative and qualitative factors go into each funding decision, angels and venture capitalists care most about the commitment and passion of the entrepreneur, as it is mostly about investing in people. It is like selling, you need to build a relationship and may need to pitch several times to the same investor.

Business models don't matter as much at the early stage, as investors recognize that business models can change overtime. Careful attention should be paid towards sales traction and early adopter feedback as it's important to prove that a startup has momentum and a large global market by showcasing anecdotes of people who have tested the product and love it. A product demo helps visualize an idea, it simply serves to supplement the entrepreneur's passion for that idea, a homemade video also helps.

The most important part of the pitch is the "Why", the "why" allows investors in the room to understand why the business matters, both to the world and the entrepreneur. Every startup should have a story that articulates the motivation behind the business and the problem it's trying to solve. Venture investors are not bankers; they want to work with entrepreneurs who believe in what they are doing. Alice calls it the 'e-harmony factor', as in startup investing it's not dating that matter, its committing to marry!

"There's nothing more powerful than a great idea that has found its time." Even the best product in the world could fail if the market isn't yet ready to adopt it at massive scale. So, the entrepreneur has to be really good about explaining why their idea is ripe to succeed right here and now. Practice makes perfect, so everyone should test on a room full of friends and note the pluses and minuses of backing the idea.

Some other questions investors ask themselves include; what are the strengths and weaknesses of the entrepreneur? How strong is the team? What sort of financial return can we expect over a reasonable time horizon? What are the likely exit opportunities – M&A or IPO?



# Who We Are



## **Kuwait Investment Authority, NTEC, Kuwait** *Investment Fund*

### Our Role: **Interim Management & Strategy**

Key deliverable was to accelerate portfolio company's revenue and market share through Business Strategy development, Investor Planning and Co-Funding, Customer Management, Collaborative-Ecosystem Development. Also dealing with Sovereign Fund solutions for partnering with other funds.



## **Macquarie Bank, UK** *Fund Raising*

### Our Role: **Sole External Agent**

Key deliverable was to raise investment for EU Renewable & Infrastructure Funds. Setting-up Marketing Desk, Prospecting Major Funders and Setting-up meetings for fund managers, building and managing pipelines and reporting to board executives.



## **Vodafone Group, UK** *Mobile Telco & VAS*

### Our Role: **Executive Level Interim**

Key deliverable to Program Manage New Revenue Projects. Heading up Major Projects for Enterprise Division, reviewed global customer analytics, conducted global forecasting and market sizing, auditing and supported business planning and pitch decks for new proposals, secured funding for new programs, led joint-investor and acquisition pipeline discussions.



## **Telenor Group, Norway** *Mobile Telco & IOT*

### Our Role: **Executive Level Interim**

Key deliverable was to set up and implement new Global Business Unit. Led Executives for Global Strategy for new IOT M2M Business Unit, setup teams to consolidate desperate activities and designed aggressive go to market plans, and reviewed acquisitions and resourcing plans.



## **Adecco Group, UK** *Recruitment and Contract Staff*

### Our Role: **Board Level Interim**

Key deliverable was to downsize for efficiency. Board Director of Strategy and Restructuring for major units, review of past financial performance, management of roadshow, designing new strategy, streamlined resources to meet new requirements and outsourcing process.



## **Carbon Credentials, UK** *Energy Efficiency Operator*

### Our Role: **Interim CEO**

Key deliverable was to turnaround loss-making business. Led re-launch of sales and marketing and roadshow for new funding. Designed new strategy and go-to-market plans, led new sales and marketing team.



## **ResourceKraft, UK** *Energy Efficiency Operator*

### Our Role: **Interim UK CEO**

Key deliverable was to establish UK office and create and implement business strategy. Led re-launch and roadshow for new funding. Market Analysis, designed new strategy and go-to-market plans, led sales and marketing team.



## **P21, Germany** *Renewable Energy Provider*

### Our Role: **Interim EVP Sales for Asia & Middle-East**

Key deliverable was to establish significant new business regions. Led launch into Asia and Middle-East. Agent Partner Collaboration, designed new strategy and go-to-market plans, led sales and marketing and roadshow for new funding.



## **Synapse Design, UK & PRC** *Manufacturing Design*

### Our Role: **Interim CEO**

Key deliverable was to Restructure, and Accelerate New Sales, Re-Financed new plans with funders and investors. Led government downsizing process. Led new sales and marketing teams.



**PeopleSoft UK**  
ERP software developer

Our Role: **Interim Director for Public Sector**

Key deliverable was to Accelerate Sales into Public Sector and support pre-acquisition activities. Collaborate with internal teams and work with government central departments and procurement functions. Ensuring early participation to tenders and buying frameworks, as well and strategic change initiatives.



**Ardent/Informix Software, UK**  
Databases and ELT

Our Role: **Interim Sales Strategy Director**

Key deliverable was to design a sales strategy and go-to-market plan to accelerate sales. Market analysis and Target market definition. Product alignment and solution marketing. Sales collateral and Sales team campaign management, with CRM.



**Studio100 Entertainment, Belgium**  
Production house & entertainment company

Our Role: **Interim CEO**

Key deliverable was to establish new office and business in UK and India. Led launch and roadshow for new funding and new strategy, leading sales and marketing for old formats and acquisitions of new formats and production assignments.



**GSK, UK**  
Pharmaceutical manufacturer

Our Role: **Innovation Consultant**

Key deliverable was to propose new business marketing strategies and new market access models. Review internal processes to map new options to sales and development leverage Cisco eco-system model.



**Onedrum Software, USA**  
Collaborative middleware

Our Role: **Interim EVP Sales**

Key deliverable was to design and execute a sales strategy and go-to-market plan. Market analysis and Target market definition. Product alignment for solution solutions. Sales collateral and sales management.



**Goodwolfe Energy, UK**  
Renewable Energy Provider

Our Role: **Interim EVP Sales**

Key deliverable was to establish significant new sales streams for new automotive, defense and maritime sectors. Led recruitment of New Sales team, Agent Partner Collaboration, Market Analysis, designing new sales strategy and go-to-market plans, led sales and marketing to support new funding.



**Earth Capital Partners, UK**  
Investment Fund Managers

Our Role: **Sole Fund-Raising Agent**

Key deliverable was to set-up Marketing Desk, Prospecting relevant Funders and Setting-up meetings for fund managers, building and managing pipelines and reporting to the board.



**Mitsubishi Electric, UK**  
Manufacturer

Our Role: **Board Advisor – Sales Strategy**

Key deliverable was to Restructure, and Expand and Accelerate New Sales. Led Market Analysis and Designed Go-to-Market plans and processes, and supported sales and marketing staff.



**OGC Buying Solutions, UK**  
\$125bn Central Govt Procurement Unit

Our Role: **Board Advisor, Cabinet Office Best Practice**

Key deliverable was to Review and Advise on Restructure and Performance Improvements. Review reports and future plans for each area. Workshops with unit managers. Advisory notes on improvements based on OGC best practice and identified shortfalls.



**MagnaX, UK**

*Nuclear Power Station Decommissioning*

**Our Role: Board Advisor, Cabinet Office Best Practice**

Key deliverable was to Review and Advise on Performance Management and Program Audit preparations. Review reports and future plans for each area. Workshops with unit managers. Advisory notes on improvements based on OGC best practice and identified shortfalls.



**DEFRA, UK**

*Central Government Department*

**Our Role: Interim Board Management**

Key deliverable was to lead various streams for National Procurement Program and carry out various national workshops. Drive program with external consultants and internal teams. Working with Unions, Central Departments, Agencies and other Public Bodies. Supplier management and requirements analysis.



**BeachProjects, Thailand**

*Luxury Real Estate*

**Our Role: Investor and Partner**

Key deliverable was to establish significant sales into various countries. Led recruitment of New Sales team, Agent Partner collaboration, designing Sales-Strategy and Go-To-Market plans, and leading sales and marketing teams.



**Morf Media Software, USA**

*Training Software Developer*

**Our Role: Investor and Investment Manager**

Key deliverable was to develop 'unicorn' product, pilots program and scalable sales plans. Led market analysis, recruitment of Board, supported managers and directors to meet goals while reporting to investors. Co-hosted funding Roadshow.



**Her Majesty Treasury & OGC, UK**

*Central Government and Cabinet Office*

**Our Role: Approved and Certified Board Advisors. Review Team Leader**

Key deliverable was to Lead Reviews of Major and Mission Critical Projects and Programs. Completed Assignments in various Central Departments, Agencies and in Defense.



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