



“Raising funds for companies,
improving returns for investors”

GPV-i Launches New Market Development Service to Drive Technology Company Growth

Achieving growth in challenging markets is prompting companies to consider new and more cost-effective ways of increasing revenue and profits. GPV-i has an innovative approach to market development by providing and managing bespoke virtual teams and advisors to strengthen client in-house teams as and when required, without the risk, cost and management overhead of taking on new employees.

London, UK, February 8, 2011 – GPV Investment Limited (“GPV-i”) launches new Market Development service as companies increasingly look to benefit from cost effective, bespoke, outsourced resources to drive growth in their home or international markets.

GPV-i has established a proven reputation in raising funds for technology companies. Making a company attractive to new investors is however not just about a great idea. Above all it's the management team combined with the market potential that convinces investors to back the business. But when the funding is secured, it's all about driving growth to realise the business potential and maximise investor returns.

GPV-i Founder, Shakeel Ahmed commented, “Almost every fund raising project we have undertaken has involved the provision of specialist resources to strengthen the management team and add advisory board members. We have often continued to assist early stage clients after funding with market development services, when they lacked the depth and range of skills required to quickly drive the business forward. However, we're now seeing demand for these development services from established international companies and so we're very pleased to now officially launch Market Development as a service suitable for any technology company, regardless of its size.”

Mr Ahmed continued, “With our international team of highly experienced advisors and operational executives from across the Technology, Media, Telecoms and Software market sectors, we've successfully raised funds, restructured businesses, led mergers & acquisitions and driven international expansion ourselves; so there's a natural empathy when discussing projects and working with clients. It helps enormously knowing our client's market sectors very well; not only the technology and players, but being able to introduce them to senior level decision makers as potential customers or strategic partners.”

Andrew Carver, GPV-i Partner leading Market Development added, “It was an obvious step for us to expand and offer our Market Development services to all technology companies, not just those at early stage requiring fund raising. We now see a whole range of organisations including global enterprises, wishing to increase their market share, address new vertical sectors or expand into new geographic territories. But they share common problems of insufficient in-house resources, headcount restrictions and limited management bandwidth. We solve this for them by creating and managing bespoke, project-based 'virtual teams' that complement our clients' existing resources and allow strategically important sales and marketing initiatives to be pursued without our clients having to hire additional employees.”



*“Raising funds for companies,
improving returns for investors”*

Mr Carver added, “A key strength at GPV-i is our ability to work with clients and recommend a strategic approach to their business goals and needs by leveraging our own industry experience. The solution is often a virtual team with a specific mix of skills including sales, marketing and support that is unique to each client. It’s our ability to provide and manage these bespoke, highly focused teams across multiple territories on a project basis that makes our proposition very attractive and differentiates us from other outsource providers today. GPV-i focuses exclusively on the technology market sectors because that’s the space our advisors and virtual team members know extremely well. That’s real and unique value add for our clients allowing us to build high quality, virtual teams, quickly and efficiently.”

GPV-i’s Market Development service is ideal for any technology business seeking growth, whether early stage or global enterprise. It’s also valuable to Venture Capital or Private Equity investors looking to enhance the performance of their portfolio companies. A significant increase in enquiries from US and Asian based companies wishing to expand into the UK or the rest of Europe confirms the appeal of this service. Ongoing budget and resource constraints have been holding companies back, so providing a cost effective route to new markets with virtual teams without the need for a long term commitment to permanent staff and infrastructure is generating a great deal of interest. It’s a smart, low risk, low fixed cost and highly effective means of driving business growth.

For additional information about how GPV-i can help companies raise funds and drive business growth, please visit our website at <http://www.gpv-i.com>

About GPV-i

GPV-i is a professional services company providing Technology, Media, Telecoms and Software organisations with fund raising and market development services to accelerate business growth and value.

The Fund Raising services are designed to prepare growth companies for the successful raising of financing from business Angels and Venture Capital funds. The Market Development services drive business growth with bespoke ‘virtual teams’ of sales, marketing and support professionals on a flexible, project basis without the fixed cost, risk and management overhead of hiring employees.

Contact:

Shakeel Ahmed or Andrew Carver
GPV Investment Limited
Tel : +44 (0)1344 667402
Email : info@gpv-i.com
<http://www.gpv-i.com>

###
