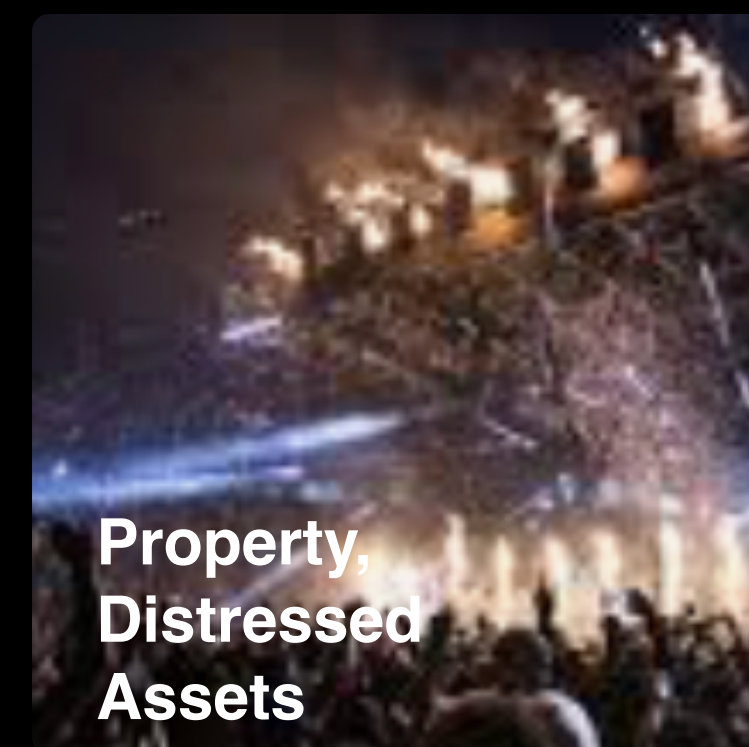
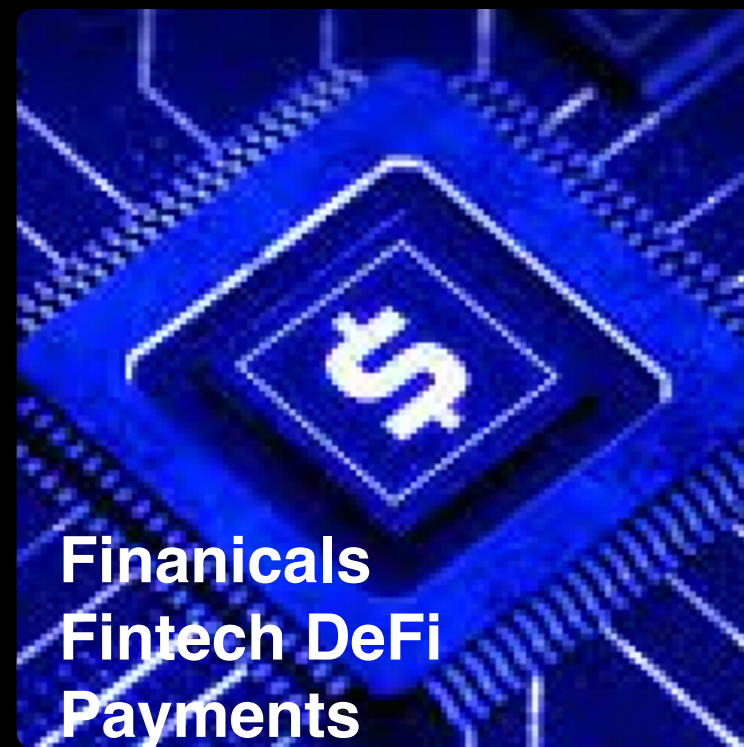


# Argento Partners

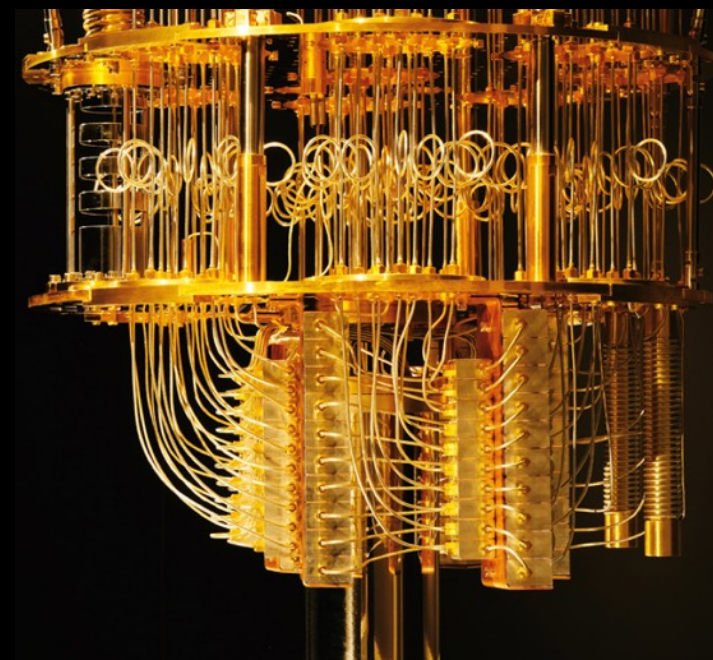
*Strategic Growth  
Capital Advisory*

[www.argentopartners.com](http://www.argentopartners.com)

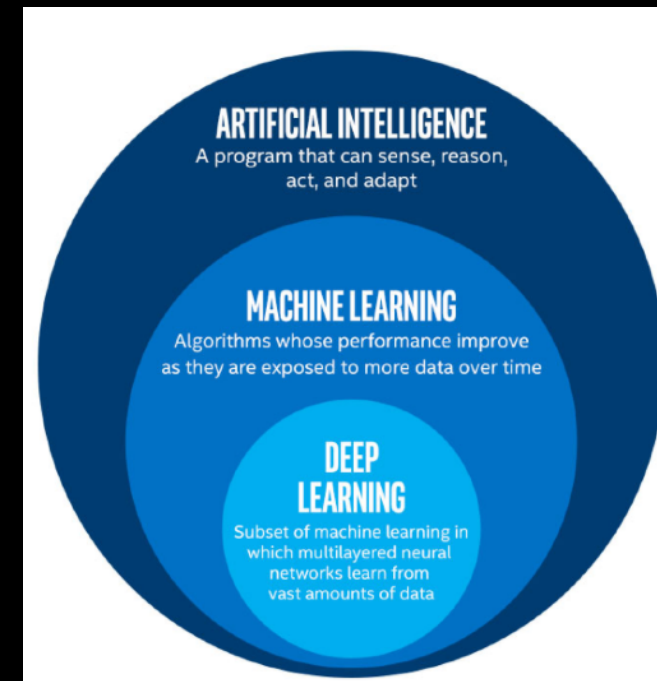
# Our Investment Focus



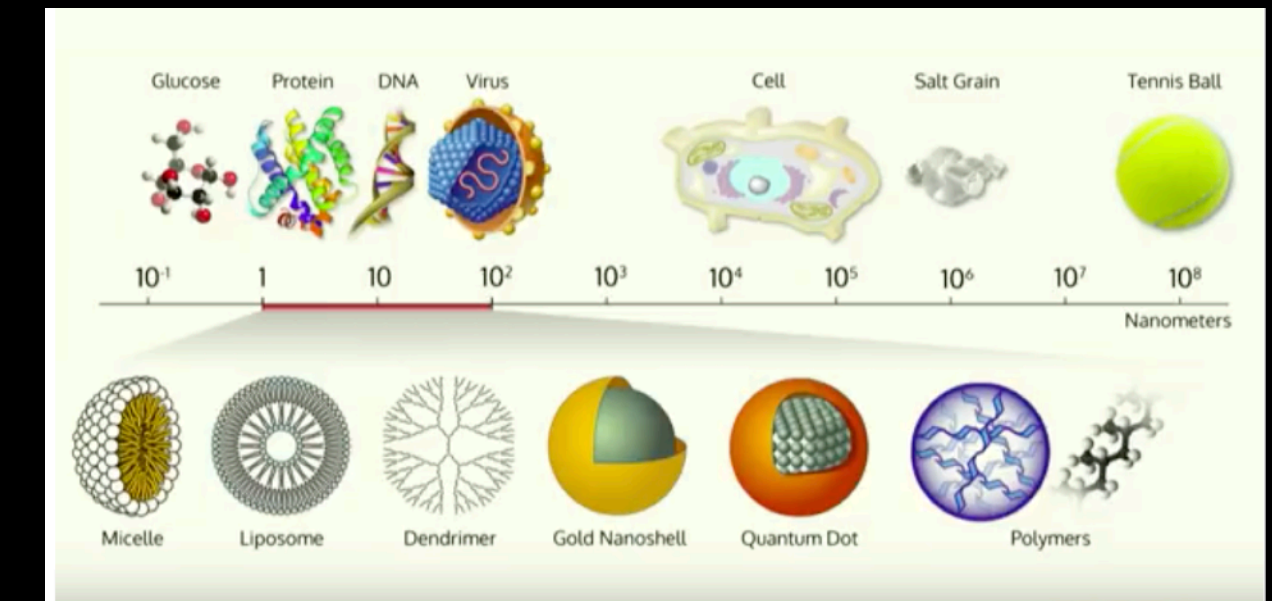
# Our Secret Sauce



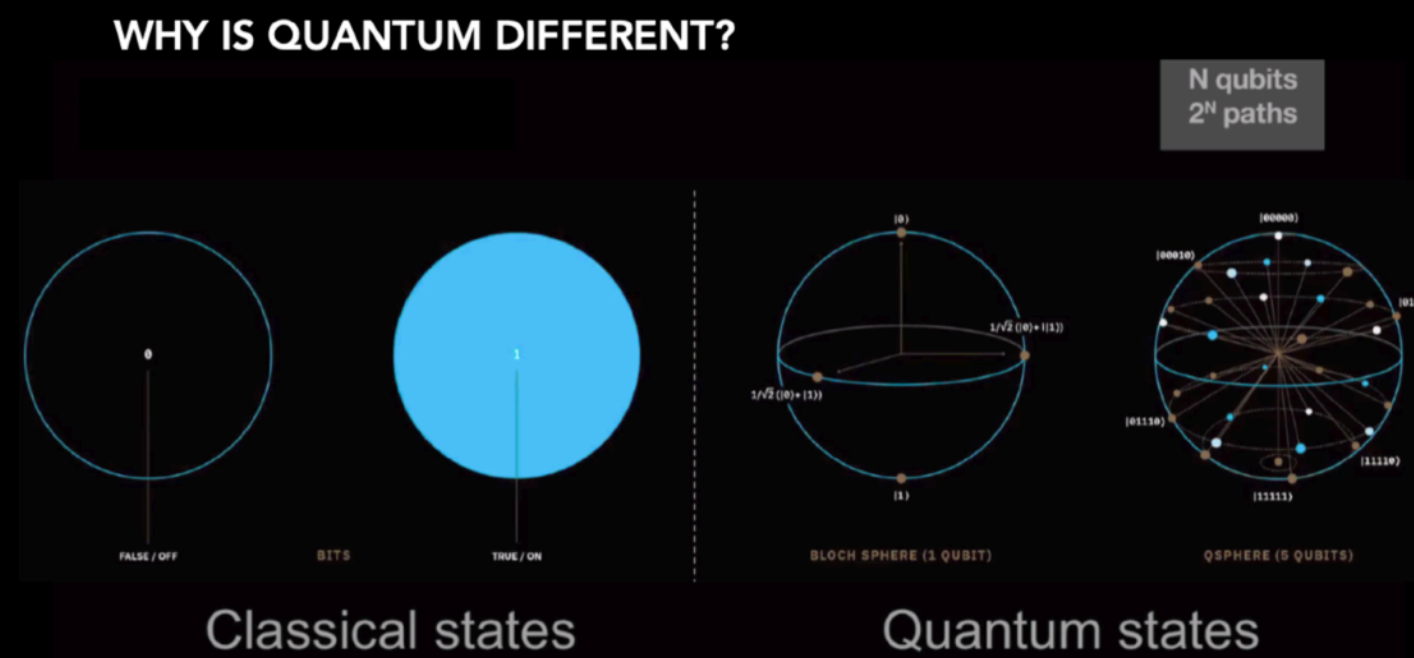
**Domain Expertise:**  
Deep Tech expertise,  
understanding the impact



**Unique Deal-flow:**  
Strong pipeline of new  
opportunities, high profile



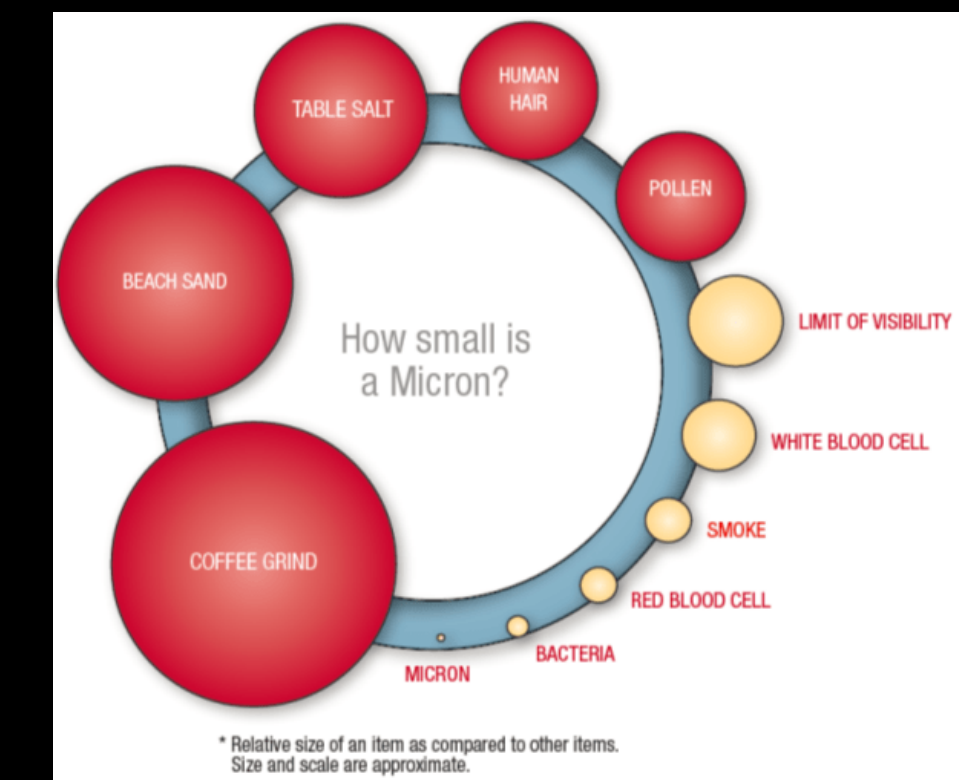
**Solid Due Diligence:**  
Investment Grade  
Screening Process



**De-Risk Investment:**  
Real products, customers  
& revenues



**Adding Value:**  
Bus Dev, Partnering &  
Licensing deals



**Track Record:**  
Core Team with 150  
years experience

# Our Client Services

- **Strategic Consultancy**

- Corporate Strategy & Direction
- Business Model Development
- Competitive Analysis & Advantage
- Leadership Team Selection & Development
- Board Advisory, NED & Oversight

- **Business Development**

- Business & Market Development
- Sales Team Development
- Go-to-Market Strategies & Execution
- Market Entry, Internationalisation
- Partner & Channel Management

- **Marketing & Digital Transformation**

- Brand & Company Positioning
- Market & Value Propositions
- Product-Market Fit Assessment
- Corporate and Digital Transformation
- Digital Marketing Services

- **Capital Advisory**

- Business Plan & Investment Cases
- Pitch Perfect - Decks, Practice, Collateral
- Deal Structuring - Contracts, Tax, Regulatory
- Data Room, Legal & Investor Diligences
- Investor Relations, Board Reporting

- **Investment & Exit Strategies**

- Business and Transaction Structuring
- Family Office investment
- Investor Mandates & Scouting opportunities
- Founders Exit Planning
- Exits - Strategics, M&A, Trade Sales, IPO

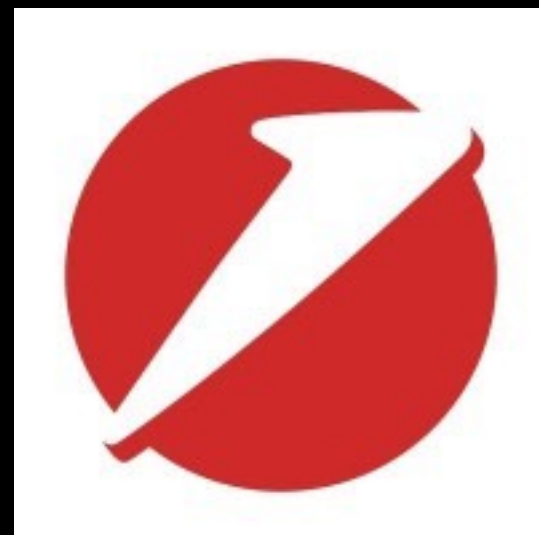
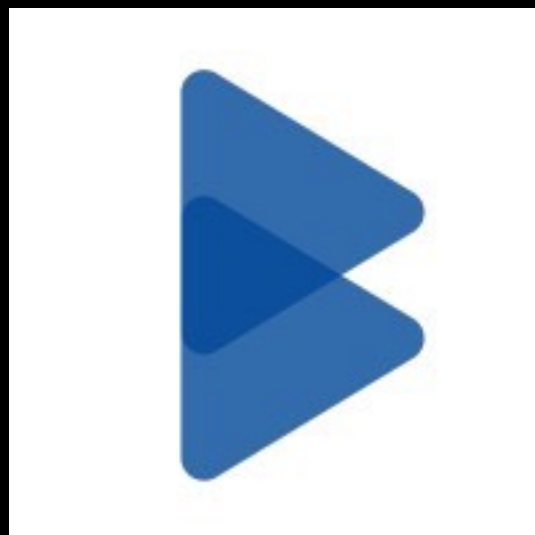
- **Investment Process**

- Funding Options & Sensitivity Analysis
- Investor Shortlists, Pitching, Objection handling
- Investor Roadshows, Placement Events
- Regulatory Filings, Legal, Tax, Diligences
- Contract Closing, Post-Close Reviews

**Clients & Partners**

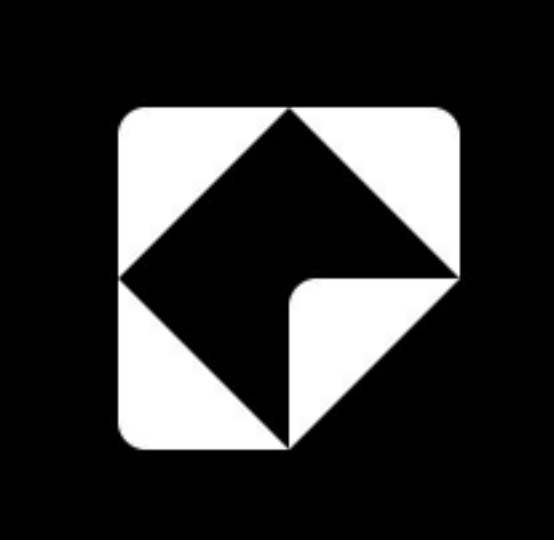
# Our Clients

Some of our Team's Clients Past & Present



# Investment Partners

Some of our Team's Institutional Investment Partners



# Team Profiles



# David Murray - Managing General Partner

Serial Entrepreneur, Venture Capitalist, Startup Coach

## Business Advisor, Investor



David started his career with Jefferson Smurfit plc, then Shell Chemicals operations in Ireland, later as European Sales & Marketing Manager, and eventually as its Global Marketing Manager for Shell Chemicals. David has led several software, digital & financial services startups and founded Argento Partners, a business development consultancy. David earned his business degree from DCU with executive education at Wharton, Columbia, INSEAD, IMD and Harvard.

David has mentored over 50 tech founders and was a course advisor to DIT, Enterprise Ireland and Stanford's acclaimed International Sales Program. David was awarded the Dean's scholarship to HBS, Shell Chemicals President's Award and Shell's Chairman Award. David holds a patent on recycling, sits on boards of many tech companies and contributed to business & academic journals. He is a mentor and judge on IE Business School's International MBA program.



# John Leech - Sales & Marketing Partner

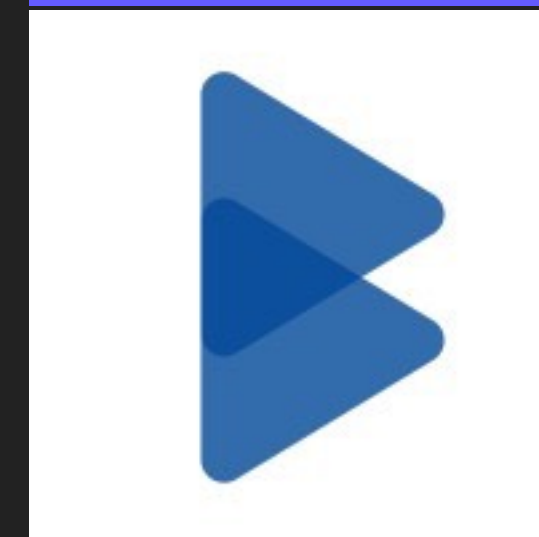
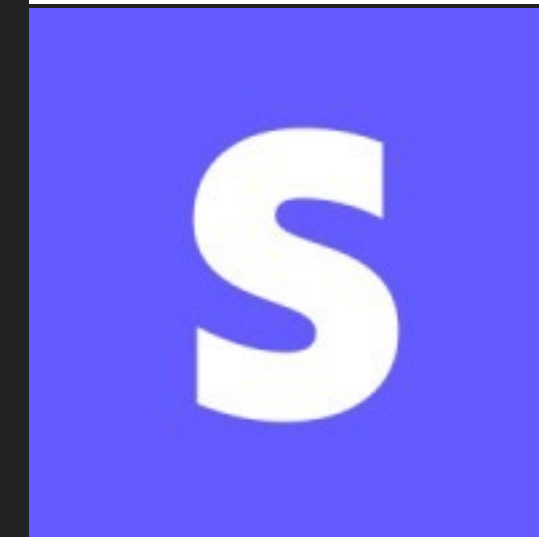
Global Digital Marketing Expert, Proven eCommerce Leader



## Global Digital Marketer expert

John was IBM's first eBusiness evangelist in Europe, setting up the ibm.com team as part of IBM's transformation away from hardware to a software and services leader. He later transitioned to Lenovo where he was responsible for creating and running their Direct-to-Consumer eCommerce business in Europe creating a diverse team driving the Online business from zero to \$100+ Million per annum.

Today he is part of the global WSI network as a Digital Marketing eCommerce Advisor and Consultant with SMB, Startups and Corporates. John is an award-winning speaker and presenter of a variety of radio programs and podcasts. He has an Electronics Engineer specializing in Telecommunications and Computing from Trinity College Dublin.



# David Dunne - Digital Media Partner

World's Leading Digital Thought Leader & Practitioner



## Digital Transformation Guru

David Dunne has led global businesses and entrepreneurial ventures that have been at the forefront of digital marketing since 1994. Based in New York, he is the founder of the world's only Private Customer Data Platform (CDP), Velocidi, and recently launched Audientz, a creator of original online audiences for digital brand marketing.

David co-founded three digital startups; Dot Com Interactive, Linkbuilders and F8Media between 1994 and 1998 before communications firm Edelman picked him to develop its global digital practice. He built the business into the world's largest social media agency, operating in twenty-six countries. In late 2009, he entered the start-up world again with the launch of Velocidi.



# Sugata Jain - Startup Acceleration Partner

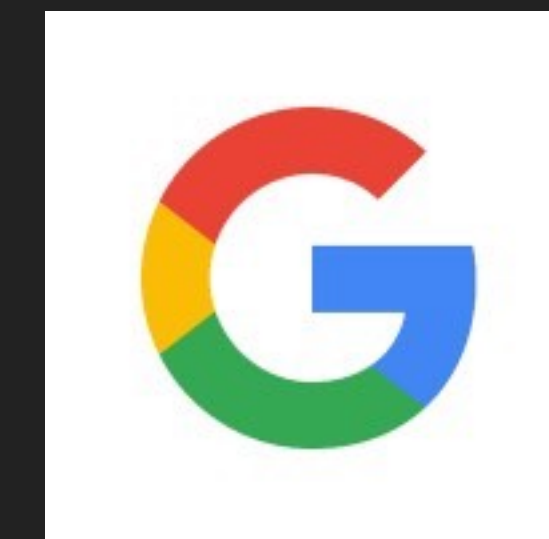
Experienced Venture Builder, Govt & VC Expert, Educator



## Passionate about building Startups

Sugata has been working in the startup ecosystem building incubators, mentoring early-stage ideas, and investing in high potential teams for 15+ years. As Associate Dean of IE Business School Madrid, she led the re-design of a global top 10 MBA program, which now includes one of the biggest startup incubator, IE Venture Lab. Sugata has created 6 successful incubators for business school, a VC fund, a major airline, an e-sports club and outsourced workplace provider, as well as leading Innovation projects for corporates.

Sugata has led business transformation projects for multinationals in IT, Retail, Defence, Energy & Construction, Social Apps and Personal Development. She regularly collaborates with the UN and the EU Commission. Sugata earned her Finance degree from University of Delhi and her MBA at IE Business School. She's currently completing the Venture Capital Investment course at UC Berkeley, Hass School of Business.



# Julian Carter - Investment Associate

UK's First Early Stage VC, Pioneer Investor, Coach

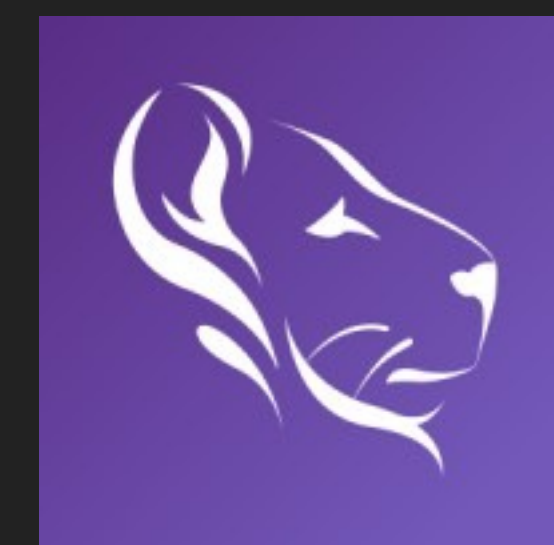


## VC Expert & Talent Spotter

Julian has been heavily involved in Venture Capital since 2012, and have been fortunate to have learned about and implemented many of the key ingredients for successfully investing in both start-ups and more developed companies during this time.

Over the past decade he built a solid reputation in the London technology investment scene amongst a sizeable network of fellow VC and HNW co-investors and technology founders.

He has worked as an entrepreneur and technology executive in various verticals for most of my career and have a passion for venture capital, helping founders navigate to successful outcomes.



# Locations



London, Dublin, Barcelona, New York, Dubai



+353 87 333 6618



[david.murray@argentopartners.com](mailto:david.murray@argentopartners.com)



<https://www.linkedin.com/company/argento-partners>