

# Startup Advisory Services

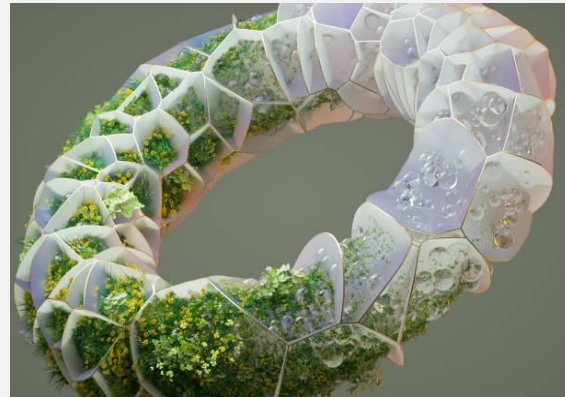
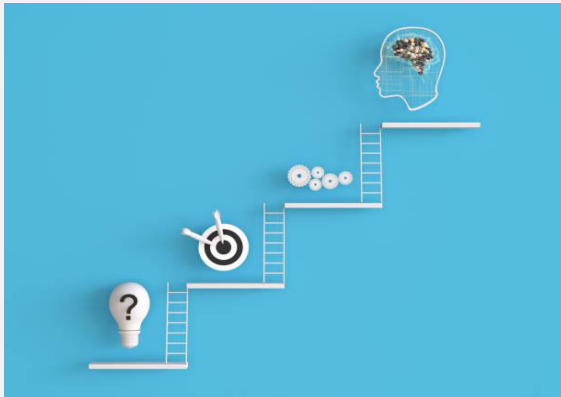


GEMM BUSINESS CONSULTANTS LIMITED

2023

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# Startup Advisory solution

# Startup advisory solution



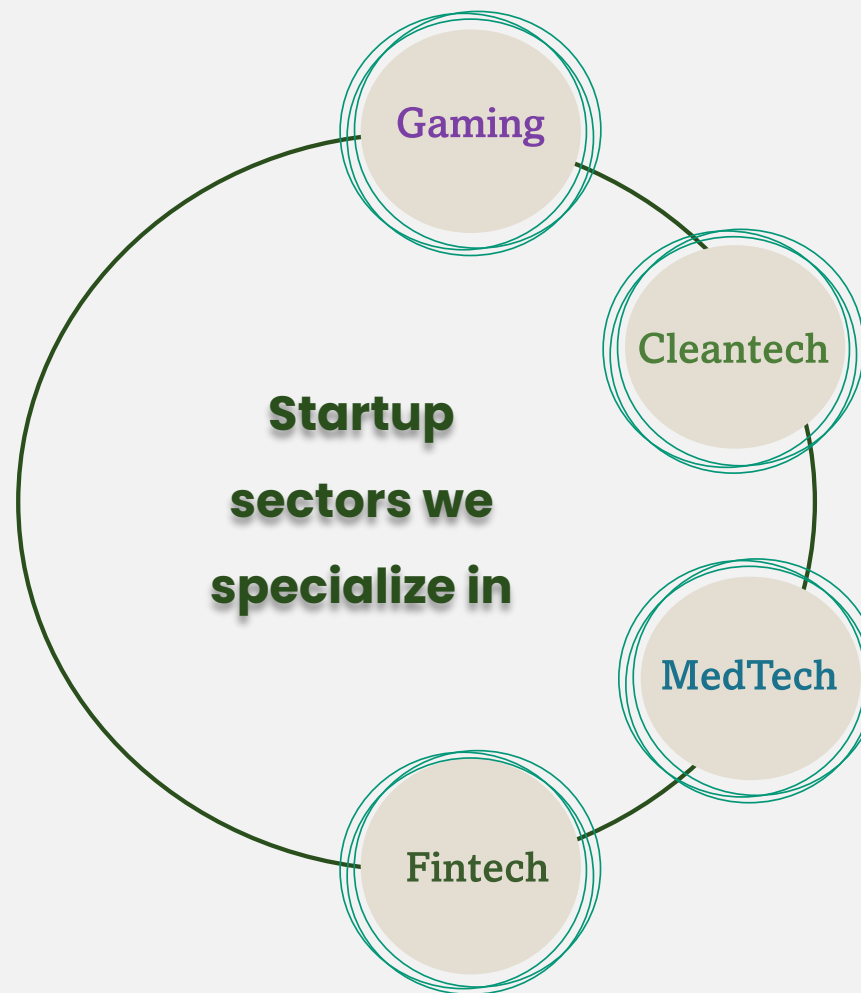
George M.  
Ioannides  
Founder & CEO

GEMM Business Consultants Limited works with innovative and disruptive early-stage companies locally and around the world, providing startup advisory services.

GEMM's advisory team will act as impartial, long-term partner that drives the enterprise value of your business as you scale and create for purpose, robust corporate structures that protect your long-term interests.

GEMM's advisory Team act as your advisors, not your brokers, and our aim is to always act with our client's best interests and desired outcomes front and centre. We engage with founders, investors, managers and stakeholders to understand their actual requirements before identifying and delivering an appropriate bespoke solution.

Our key advisory services are built towards your ultimate objectives, that is mitigating risk and maximising value. Our startup advisory services relate to valuation, business plan/financial model, due diligence, M&A advise, Corporate Finance, Interim Executive Management and Directorship.



# Startup advisory services

# Startup Advisory Services

Our team of professionals offer a comprehensive and integrated suite of solutions and capabilities tailored to each and every client to turn market complexities into business opportunities and achieve meaningful results.

Whether it is helping entrepreneurs develop their value proposition or securing the funding they deserve from angel groups, private investors or venture firms, we support startup and emerging growth companies with a variety of specialised and value driven services.

Our startup advisory services are comprised of the following:



## Vision & Growth strategy

- Whether your Team is working towards an exit or an investment, it is critical to identify, understand and focus on the factors that drive enterprise value.
- GEMM's approach removes assumption by combing external research and precise internal analysis to establish a set of operational objectives that will increase enterprise value.



## Fundraising strategy

- We will help you put in place the solid foundation on which all successful funding strategies are built. We will assist you in the following:
- Financial Modelling & forecasting
  - Business model canvas
  - Pitch presentation development
  - Business plan creation, review and/or enhancement.
  - Valuation services
  - Scheduling meeting with angel groups, private investors and/or venture firms



## Non-executive Directorship

- We can act as Non-Executive Directors (NED) bringing fresh and impartial perspective to strategic discussions.
- Our team is comprised of financial analysts, chartered accountants and legal orientated professionals.



## Corporate governance

- Once your startup is built and scaling, you will need a system of rules, practices and processes by which the company is directed and controlled.
- GEMM advisory team and our business associates will help you define a fit for purpose framework that protects your businesses short term and long-term interests by enhancing your enterprise value, through compliant administration, for any liquidity event.

# Who we serve

# Who we serve

Whether you're an entrepreneur, just looking to manage, promote and grow your startup company, an ultra-high net worth angel and/or private investor seeking to make an investment in a startup company, a VC and PE fund requiring an external valuer of your startup investment portfolio etc., we bring you expert, relevant advice, with the aim of providing to you the appropriate bespoke solution.



**Founders & Entrepreneurs**

**Angel Investors**

**Private investors**

**Venture Capital / PE Funds**



# Credentials

# Key startup credentials

Details of some of our most important and key credentials are illustrated below.

## Private Entity



**Online Gaming /  
Gambling**

Equity valuation for an  
online gaming/gambling  
platform

## PE Fund investments



**Autonomous Unmanned  
Aerial Vehicles ("UAV")  
manufacturing startup**

Equity valuation for a  
company manufacturing  
commercial drones



**Music technology  
startup**

Equity valuation for a  
music platform



**Manufacturing startup**

Equity valuation for a  
startup manufacturing  
company creating  
specialised nano coatings  
for hydrogen system  
components



**Computer  
Vision/Augmented  
Reality technology  
startup**

Equity valuation for a  
startup company providing  
cutting edge Computer  
Vision/Augmented Reality  
technology for interior  
design solutions.

# Our team



# Our team (1/2)



|                       |   |
|-----------------------|---|
| <b>Name</b>           | <ul style="list-style-type: none"> <li>George M. Ioannides</li> </ul>   |
| <b>Position</b>       | <ul style="list-style-type: none"> <li>Founder &amp; CEO</li> </ul>   |
| <b>Qualifications</b> | <ul style="list-style-type: none"> <li>BA Accounting and Economics, University of ESSEX</li> <li>Msc in Shipping Trade and Finance, City University of London</li> <li>CFIA (Corporate Finance Institute Analyst), Corporate Finance Institute</li> <li>FMVA (Financial modelling and valuation analyst), Corporate Finance Institute</li> <li>ACFE associated member (Certified Fraud Examiner), Association of Certified Fraud Examiners</li> <li>CYSEC Advanced Certification – CN7409, Cyprus Securities and Exchange Commission</li> <li>Member of the Blockchain Council (CN 54603953)</li> <li>Certified Blockchain Expert (CN 54702342), Blockchain Council</li> <li>Certified Circular Economy Professional (CCEP), Circular Economy Alliance &amp; Ecole des Pont business school</li> <li>Environmental Social &amp; Governance (ESG) Specialisation Certificate, Corporate Finance Institute</li> <li>Financial Planning &amp; Wealth Management (FPWM) Certification, Corporate Finance Institute</li> <li>Capital Markets &amp; Securities Analyst (CMSA), Corporate Finance Institute</li> <li>Commercial Real Estate Finance (CREF) Specialisation Certificate, Corporate Finance Institute</li> <li>Corporate Leadership Certified (CLC), Management and Strategy Institute</li> <li>Certified Anti-Money Laundering Professional (CAMP), Financial Crime Academy</li> <li>Certified Audit and Investigations Professional (CAIP), Financial Crime Academy</li> <li>Certified Anti-Financial Crime Professional (CFCP), Financial Crime Academy</li> <li>Certificate in Sustainability of Finance (Cert SF), ACCA</li> <li>Climate Finance Certification, ACCA &amp; CFA</li> <li>GRI Certified Sustainability Professional (GCSP), GRI</li> <li>ISO 14001 Lead Implementer Certification</li> <li>Chartered ESG Investment Manager (CEIM), Chartered Institute of Professional Certifications</li> <li>Certified Carbon Management Leader (CCML), Chartered Institute of Professional Certifications</li> </ul> |
| <b>Background</b>     | <ul style="list-style-type: none"> <li>George has over 20 years of Corporate finance and transaction deals and leads GEMM boutique advisory limited liability company. He started his career in shipping managing the operations of companies owning tanker and bulk carrier ocean going vessels. During his career in shipping George has dealt with complicated transactions including but not limited to raising of funds, acquisition of vessels and closing deals with charterers and trading houses. Following his shipping career, George moved to KPMG Larnaca as a senior manager in the deal advisory department. He has completed numerous engagements with clients ranging from small family-owned businesses to big public companies and government organizations. He has expertise in various industry sectors including financial services, retail, tourism &amp; leisure, shipping, real estate and more.</li> <li>George is the CEO and lead advisor of GEMM specialising in Corporate Finance and Transaction Services typically advising clients before and during the execution of a transaction, financing of new projects, equity issues and IPOs, preparation of business plans, equity valuations and reorganisations. He has worked on numerous advisory engagements with from different industry and sizes.</li> </ul>  |

# Our team (2/2)



|                       |  |
|-----------------------|--|
| <b>Name</b>           | <ul style="list-style-type: none"> <li>• Panayiotis Gregoriades</li> </ul>   |
| <b>Position</b>       | <ul style="list-style-type: none"> <li>• Business Associate</li> </ul>   |
| <b>Qualifications</b> | <ul style="list-style-type: none"> <li>• Bsc (Hons) Accounting &amp; Finance, University of Lancaster</li> <li>• ACA Chartered Accountancy Qualification ICAEW</li> <li>• CySec Advanced Qualification</li> <li>• CySec AML Qualification</li> </ul>   |
| <b>Background</b>     | <ul style="list-style-type: none"> <li>• Having 10 years of experience at KPMG Limited in audit and corporate services he has gained valuable experience with high-net-worth individuals through a holistic business prism and has gained extensive experience in client advisory services with a focus on regulatory disclosure requirements.</li> <li>• By combining a chartered accounting qualification with a strong technical background, he builds long-lasting relationships and provides comprehensive regulatory services and fund services to family offices, service providers and internationally high net worth Individuals worldwide. He is An ACA member of the ICAEW and a holder of both the Advanced and the AML Cyprus Securities and Exchange Commission Qualifications.</li> <li>• Panayiotis is the Founder &amp; CEO of Asgard Consulting Limited and Pivot Consultants (Cyprus) Limited. He is a valuable business associate of GEMM Business Consultants Limited and acts as a nonexecutive director to a number of Cyprus based companies.</li> </ul> |

# Contact us

# Contact details

If you are interested in our services and wish to receive more information, please contact us on the following details:

## ADDRESS

Arch. Makariou III, 88  
1077 Nicosia, Cyprus

## Contact Person & Position

George M. Ioannides  
Founder & CEO

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## HOURS

Mon-Fri 08:30 to 18:00 weekends closed

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## WEBSITE

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## LinkedIn / Facebook / Instagram

GEMM Business Consultants Limited



[WWW.GEMMCY.COM](http://WWW.GEMMCY.COM)

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