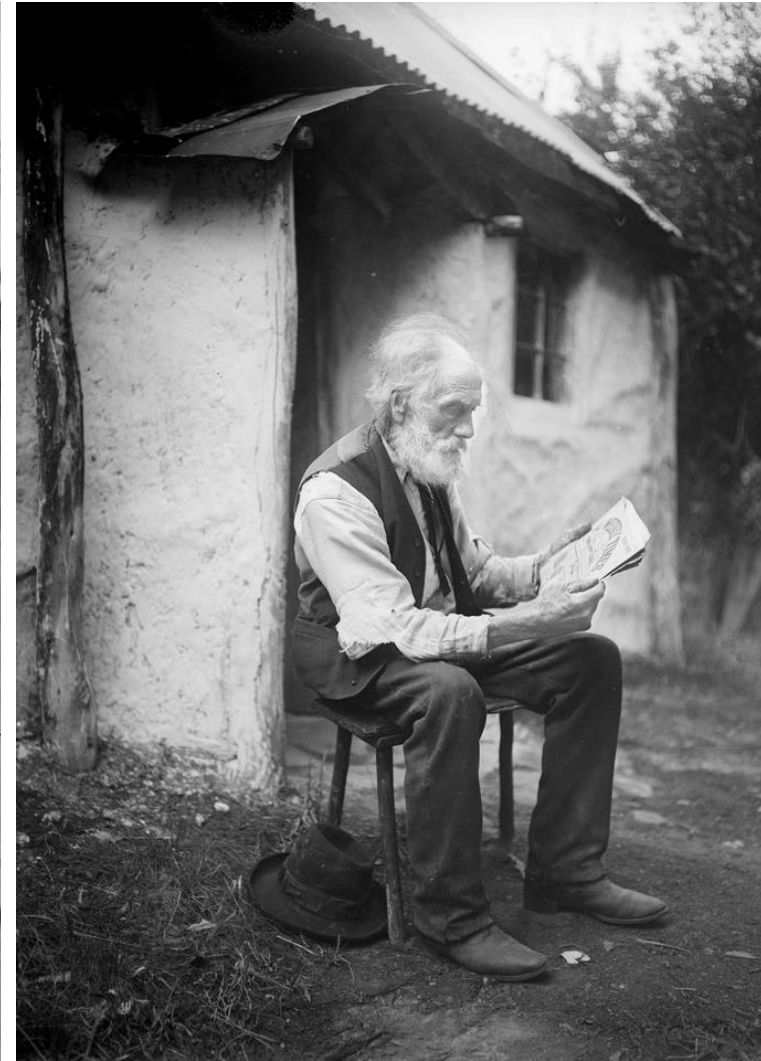


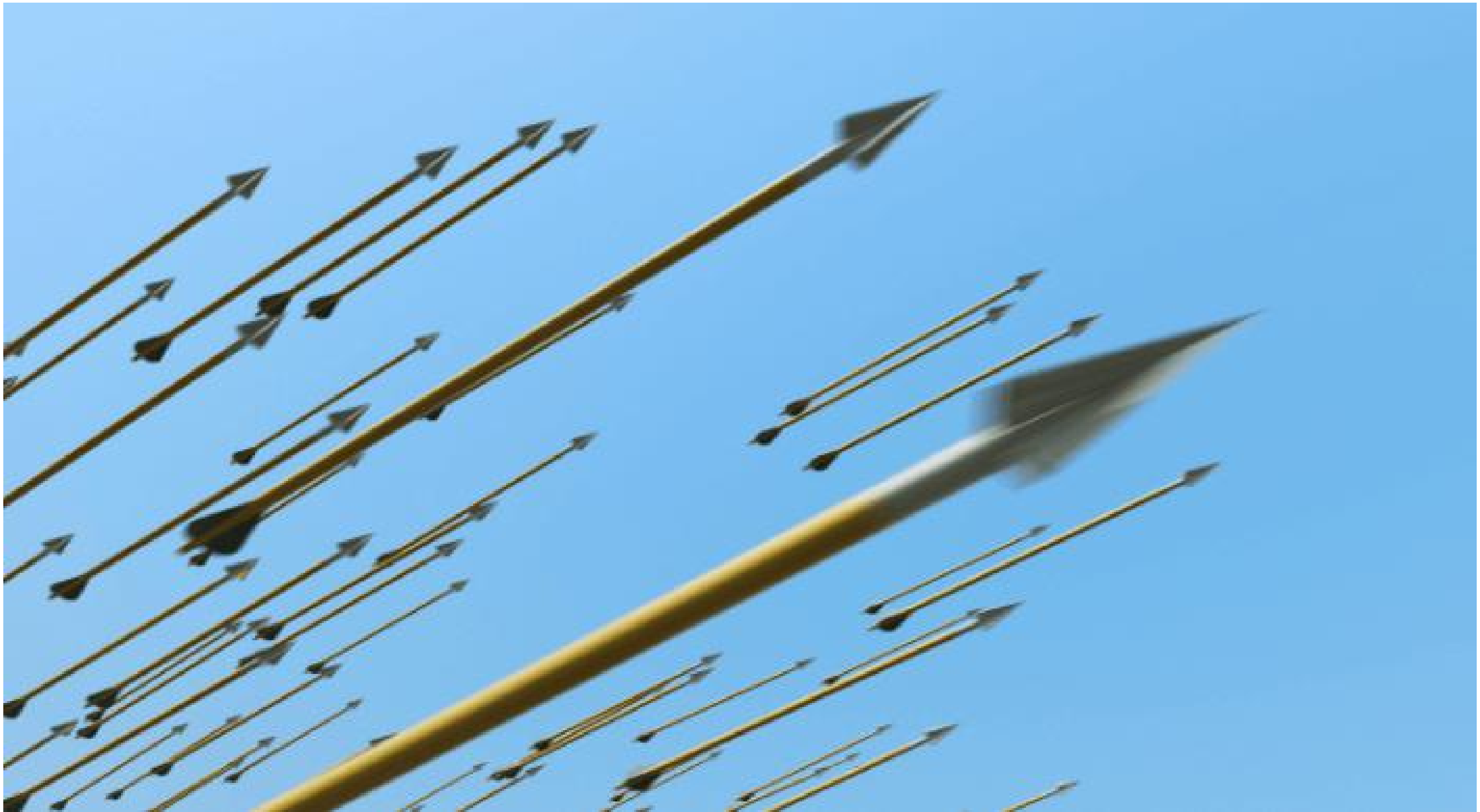
# greyhairworks!

**Delivering meaningful bullshit-free Innovation**



# WHAT DO WE DO?









# WHAT DO WE DO

We find & curate  
scale-up  
technologies, helping  
you sell more stuff,  
drive footfall,  
increase efficiency  
and engage better



Clients retain us to  
bring digital thinking  
and capabilities to  
their businesses and  
help find gems in the  
**mountain of crap**  
out there



# WHO WE ARE

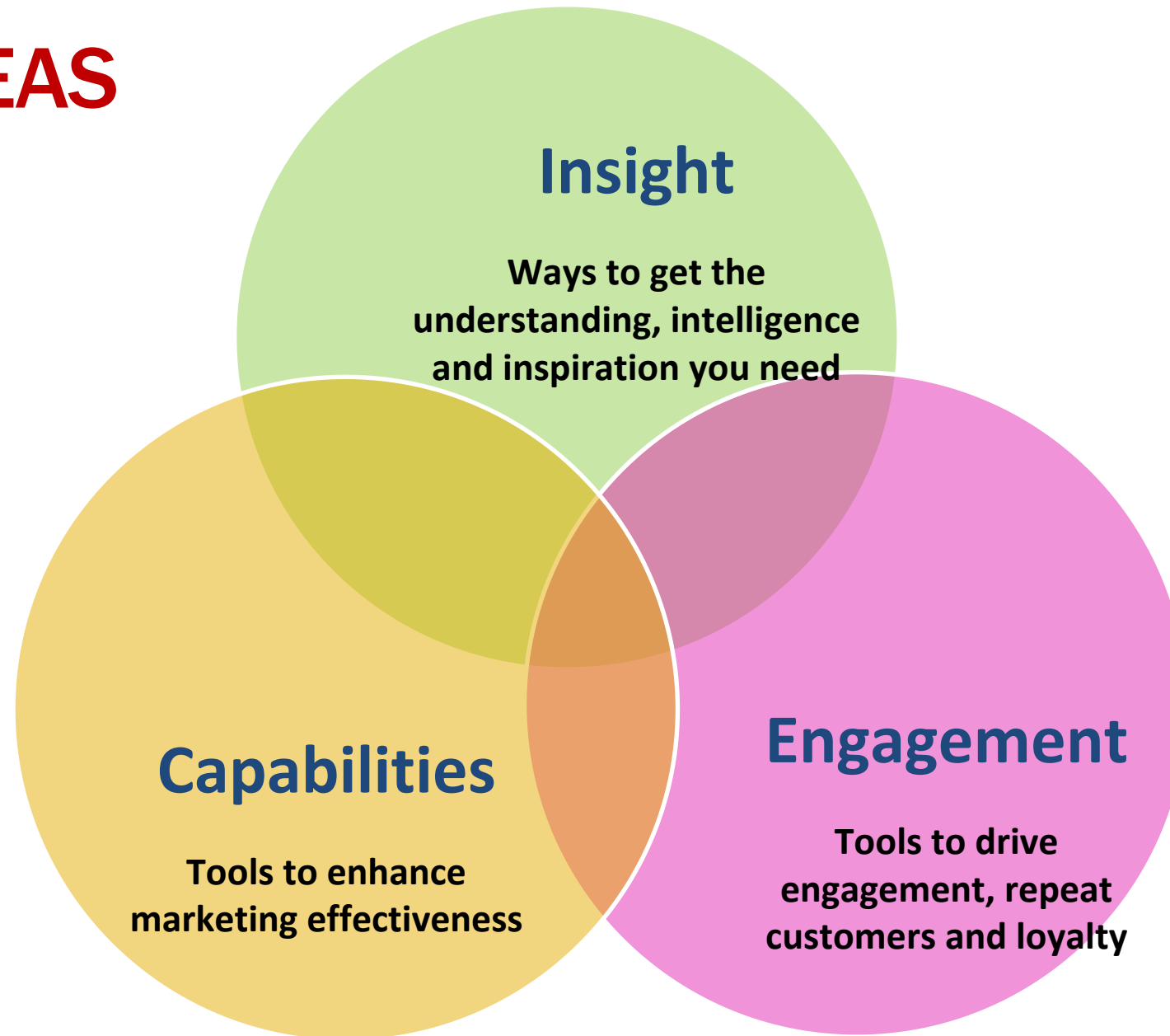
A team of **seasoned industry professionals** from different geographies/disciplines.

We've built a **trusted network** of people in innovation and corporates, not a vanity database of bluffers and duffers.

We're entrepreneurs who've **built and sold innovation businesses** and board positions at big companies.



# FOCUS AREAS



# WHY WE'RE DIFFERENT

We filter out buzzword-laden bullshit. We're not distracted by shiny new toys if they don't add value.

We focus on delivering productive relationships for big business and solution providers with tangible outcomes





# JUDGES:



# MARKET VALIDATION

we have a lot of clients ...



M&Co



NBCUniversal



Arcadia

Ann Summers



Wiggin

WPP



MARS



# MARKET VALIDATION

And they seem to like us....

I want to give you some feedback in the moment as I am absolutely delighted with the support we have received from your team



*You ran the best "here are some good people" session*

Capgemini





# PRODUCT

Our growing portfolio includes over 20 solution providers focused on making Retailers lives easier....

*Excellent evening meeting new people with the guys from greyhairworks! and their brilliant network. Some fantastic scaleups and a room brimming with experience!*

**NBCUniversal**



# BUSINESS MODEL

SOLUTIONS PROVIDERS: Pay us a retainer for us to open doors.

BRANDS + RETAILERS: Have option to pay us to help solve their problems



# ENTREPRENEURSHIP

Between us:

- we've been through 17 exits
- floated a company worth over \$100m
- Made money for investors + partners

and we're backed by some cool  
grown-ups! .....



# OUR BOARD ADVISORS KEEP US IN ORDER



**Andy Harding**  
Chief Digital Officer,  
Arcadia. Former  
Chief Customer  
Officer at House of  
Fraser

Arcadia



**Jesper Wiegandt**  
Ex Director P&G &  
Global Head of  
Customer &  
Channel  
Marketing

P&G



**Pete Northing**  
Former Global Head  
of Commercial  
Partnerships, Red  
Bull

  
Red Bull®







**greyhairworks!**

**alex@greyhairworks.com**

find us  
on  
LaunchPad

