

# SEC NEWGATE CATALYST

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REPUTATION SUPPORT AND PROFILE  
RAISING FOR START UPS AND SCALE UPS



## About us.



c. **1,200+**  
people worldwide



**50+**  
offices



**22**  
countries



**5**  
continents

- > We are an insights and research-driven global strategic communications and advocacy group.
- > We work at the nexus of business, politics, communities, markets and media to deliver positive outcomes.
- > We are the people you come to with an opportunity to seize or a problem to solve.
- > Our advice is delivered by circa 1,200 professionals across five continents, providing clients with around the clock counsel and support, implementing campaigns locally, nationally and internationally.

# Our mission.

For early stage companies the stakes are always high. Budgets are tight and locking in investment for the next stage of growth is crucial.

We want to help the most exciting and innovative companies on the market to tell their story to the right people so that they can reach their full potential.

# How impactful communications can help you.

Our specialist Catalyst team has developed a package of services specifically designed to help private companies through their growth cycle. Impactful communications will help you:

- > Secure funding
- > Boost sales
- > Attract talent
- > Accelerate growth

## SECURE FUNDING



A well-executed communications campaign will help you to demonstrate your value proposition, your market potential, and your competitive advantage whilst establishing all important credibility and trust with investors.

## BOOST SALES



Increased visibility with positive stories about your products, your services and your impact, increases your brand awareness, generates leads, and converts prospects into customers.

## ATTRACT TALENT



Increased profile helps you attract and retain the best talent for your company by promoting your culture, values, and vision.

## ACCELERATE GROWTH



We can help you accelerate your growth by expanding your reach, enhancing your reputation, and creating new opportunities for collaboration and innovation. This gives your company the best possible chance to move to the next phase.

# Our recent awards.

<b>Best PR Campaign</b> AIC Shareholder Communication Awards 2023 for our work with Seraphim Space Investment Trust Shortlisted	<b>Communications Agency of the Year</b> UK Business Green Awards 2023 Shortlisted	<b>PR Agency of the Year</b> Headlinemoney Awards 2023 Shortlisted	<b>Agency of the Year</b> Investment Marketing & Innovation Awards 2023 Shortlisted
<b>Best Social Media Campaign</b> PRCA Digital Awards 2023 Shortlisted	<b>Best use of a Communication Tool in a Campaign</b> PRCA Digital Awards 2023 Shortlisted	<b>Best use of Video in a Campaign</b> UK Business Green Awards 2023 Shortlisted	<b>Best Banking Communications Campaign</b> PRCA City & Financial Awards 2023 Shortlisted
<b>Best Intergrated Agency for Corporate and Public Affairs</b> PR Week CCPA Awards 2023 Shortlisted	<b>Best CSR Content</b> Corporate Content Awards 2023	<b>Best Handling of an IPO</b> PR Week CCPA Awards 2023	<b>Best IPO Campaign</b> PRCA City & Financial Awards 2021/2022
<b>Best Companies to Work for 2023</b> The Sunday Times			

# Services we can offer.

We have significant experience across SEC Newgate helping private companies at both the start up and scale up phase as well as other specialisms that we can call on as part of package:

## PACKAGE 1

Typical stage - Pre-seed to seed  
(Project length approx. 1-2 months)

£14K + VAT

- ✓ Develop compelling narrative and key messaging
- ✓ Assistance with the design and content of a -best-in-class company/ investor deck
- ✓ Presentation and media training
- ✓ Draft press release for new product/service, reaching growth milestones and fundraising
- ✓ Media strategy and implementation/media AND/OR initial political/policy support

## PACKAGE 2

Typical stage - Seed to Series B  
(Project length approx. 2-3 months)

£25K + VAT

- ✓ Develop compelling narrative and key messaging
- ✓ Assistance with the design and content of a best-in-class company/ investor deck
- ✓ Presentation and media training
- ✓ Brand refresh and website design
- ✓ Draft press release for media relating new product/service areas, reaching growth milestones or fundraising
- ✓ Media strategy and implementation /media intros OR initial political/ policy support
- ✓ Establishing social media presence

Please note, we can work on a retained basis depending on need

# Working with us.

We are passionate about helping disruptive young companies to establish all important credibility and profile among key stakeholders and investors.

Our specialist 'Catalyst' team are experts at helping high growth companies at the beginning of their journey from start up, through the scale up phase and eventual exit.

# Your team.



**ROBIN TOZER**  
Director



**ANTHONY HUGHES**  
Director



**EVA RANA**  
Consultant



**TOM CARNEGIE**  
Account Director

# How we work.



## ACCOUNT GOVERNANCE

Structured programme of meetings and governance:

- > Weekly status calls
- > Weekly activity report
- > Monthly face-to-face meetings and senior team immersion
- > Monthly formal evaluations against agreed objectives



## PLANNING

- > We operate one month planning horizons - all information is held in a continually updated project file
- > We operate a long term regulatory and event database as part of our Planning Grid
- > We operate dedicated forward features databases



## ACCOUNT COMMUNICATION

- > All actions structured into work in progress documents, and recorded in reports
- > Dedicated account emails and phone lines so that someone is always available
- > 24 hour availability for crises across group
- > We dovetail with existing media and social monitoring tools



## ESCALATION AND PERFORMANCE

- > We have a formal escalation process to deal with any account issues
- > We operate regular service level evaluations against our account performance

# Case studies.

Some of the companies we have helped.

MEGILL  
AND PARTNERS

kalita  
partners

BlueOcean  
SEISMIC SERVICES

LPX GROUP  
Listed Alternative Investments

YardNine

Tri7

BIO  
CAPITAL

STRATOSPHERIC  
PLATFORMS

REPLY  
BREED

tide

ZENUS  
BANK

UKEMA

ZENPULSOR

one id

eo  
CHARGING

London  
Technology  
Club

Cain  
International

ALLBRIGHT.

Future  
energy  
ventures

INNOHUB  
INATION  
by innogy

# Scaling-up fast to become an industry leader.

- > SEC Newgate was appointed by McGill and Partners support the firm's rapid global scale up with a strategic communications programme that amplifies the business, operational and cultural aspects that make it a maverick in the insurance broking industry.
- > SEC Newgate devised an integrated communications plan designed to highlight the very real differentiators, which had previously sometimes been misunderstood and as a result misreported.
- > We developed focused messaging, to promote the core values driving the success of the business, and worked closely with the in-house team in positioning McGill and Partners' unique and truly differentiated culture, built on a "Contract of Trust".
- > During our time working with the firm so far, we have secured coverage in all key UK and US trades, as well as building strong relationships with national correspondents and other vertical media targets beyond insurance.
- > We have also improved brand awareness in the UK and US overall, in part by increasing the number of different spokespeople commenting and broadening the issues covered.
- > McGill and Partners is now widely recognised as having a standout culture to other insurance brokers, regarded as being the "employer of choice".



# From start-up to established player.

- > The SEC Newgate Catalyst team was engaged by Kalita Partners at the beginning of its journey before it had a name. Kalita was formed by a group of primarily ex-big 4 corporate investigations experts who wanted to shake up the sector.
- > In the initial stages our design team developed a visual brand identity, including, logo, website design and foundational external narrative.
- > We also helped the company develop a suite of collateral materials from investor to marketing presentations and brochures.
- > We media trained the managing director and put a short thought leadership campaign into action designed to some deliver cornerstone searchable media coverage that would support fundraising and establish their voice and credibility in the market.
- > Over course of the one-month campaign the company was interviewed and quoted in the Evening Standard, Politico, the Daily Express and an op-ed was published in City AM.





# Supporting a fast-growing industry disruptor.

- > The SEC Newgate Catalyst team has advised Blue Ocean Seismic Services for three years. The company is disrupting the subsea exploration space with its autonomous ocean floor robots.
- > Our team has supported Blue Ocean through a number funding rounds and its transition from a conceptual technology play to scaling up for commercial operations.
- > We have evolved the messaging, visual assets and website of the company as it has grown.
- > We have consistently delivered tier 1 coverage in publications such as the Times and Daily Telegraph and key industry trade publications ahead of key funding rounds and meetings to showcase key development milestones.
- > We have also helped the company grow its social media presence organically to be followed by key industry audiences.



# Supporting a Series B fundraising round.

- > Stratospheric Platforms is an innovative UK SpaceTech business that is developing a high-altitude telecoms platform (using uncrewed aircraft) that will bring high-bandwidth, constant telecoms connectivity to billions of potential users at a fraction of the cost and environmental impact of traditional terrestrial solutions
- > The Catalyst Team is helping Stratospheric Platforms as it aims to raise £130 million in a Series B fundraising round to build the prototype of its uncrewed aircraft.
- > So far, we have helped them secure international, national, and trade coverage to raise awareness of their plans among potential investors, but also helped them engage with the UK Government.



## Starting out.

- > The SEC Newgate Catalyst team was engaged by Zen Pulsar a spin-off company that monitors nearly a billion social posts a day to detect misinformation/disinformation and financial market signals intelligence.
- > In the initial stages our design team developed a visual brand identity, including, logo, website design and foundational external narrative.
- > We also helped the company develop a suite of collateral materials from investor to marketing presentations and brochures.
- > We media trained members of the senior team and provided strategic advice and tactics for how to most effectively market their large data sets to potential clients in-house



# Why SEC Newgate?

- > **Track record** of helping early stage companies with award winning campaigns transforming them from exiting challengers to sector leaders
- > Backed by our award winning research team and creative Lab, **we use insights to inform our campaigns** that have demonstrable impact
- > Our media teams of former journalists are known for driving headlines in London and across world for clients. We will draw on our **network and expertise** to advise you when and how to deploy the media to achieve your objectives.
- > We are strategic thinkers and 'do-ers' who **build highly effective strategic communications programmes** with measurable impact and outcomes
- > We are proud to say that we **enjoy long lasting relationships with our clients.** We aim to grow alongside you and evolve the relationship along with your needs by providing additional experience and fresh perspectives.
- > We are a **boutique with 'long arms and legs'** the team you see is the team you get. We will work as an extension of your office wherever and whenever we are needed





GET IN TOUCH

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