Invest in the Business Behind the World's Leading Speakers

Investor capital funds reactivation campaigns run against dormant leads our client has already generated and paid for. We do not buy new leads or fund new customer acquisition. Clients are billed for each booked call, and the commercial margin on that billing funds a contractual investor return.

10%	3	30%	£20k
Return per monthly cycle	Monthly cycles	Total illustrative profit	Minimum participation

01 How the model works

1. **Client supplies dormant leads** — Marketing spend already made
2. **Capital funds the reactivation campaign** — AI assisted SMS at scale
3. **Leads re-engage and book a call** — ~2.3% of engaged contacts
4. **Client is billed per booked call** — Cost plus a 20% commercial margin
5. **Investor is paid from that margin** — 10% per cycle, paid in arrears

02 Worked campaign example · £20,000 deployed

CAMPAIGN FUNNEL

65,000	Dormant leads contacted by SMS
18,200	Re-engaged (~28%)
419	Booked calls (2.3% of engaged)

Revenue is earned at the booking stage, before any sale closes.

CAMPAIGN ECONOMICS

Marketing budget deployed	£20,000
Charged per booked call	£65
Revenue generated	£27,235
Gross profit	£7,235
Uplift on capital deployed	**36%**

Illustrative figures based on a live client database of 800,000+ prospects.

03 Investor payment schedule · £20,000 at 10% per cycle

CYCLE 1	CYCLE 2	CYCLE 3
£2,000	£2,000	£22,000
Profit payment	Profit payment	Profit + capital returned

Total returned on £20,000 over three cycles — **£26,000 · £6,000 profit**

04 Why this is different / Risk and security

- Leads already exist and are supplied by the client; the marketing spend has already been made.
- Every reactivated lead has a measurable cost and sale value.
- Returns are contractual and not linked to reactivation volume in any cycle.
- Revenue comes from completed daily transactions, not a future exit.
- Capital supports an established trading business, not an early stage start-up.
- Formal loan agreement, fixed repayment provisions and a defined repayment schedule.
- Live campaign reporting and regular financial reporting to investors.
- Capital remains at risk and returns are not guaranteed.

Access Is by Private Introduction Only

Detailed briefings and confidential investor calls are arranged directly through your introducer.

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