



THREE PILLARS of strength

Create the Interest | Structure Your Business | Investment Matchmaking



Create the Interest

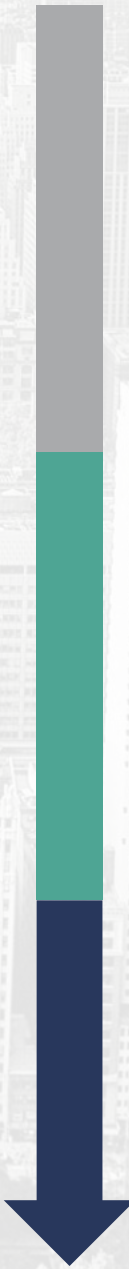
Be visible and meaningful to your audiences

Structure Your Business

Find the right business partners/suppliers/structure

Investment Matchmaking

Find the right investor for your project/Find the right project for your investment



FINSCOMS

About Finscoms

Finscoms offers 3 ranges of service; **MARCOMMS**, **CONNECTION WITH EXPERTS**, and **CAPITAL RAISING/DEAL SOURCING**.

Finscoms provides **bespoke strategic communications, marketing, distribution and advisory services** to projects, funds and all professionals in the financial industry. We identify the market, define and tell their story, engage the right people.

At Finscoms we are fortunate enough to work with dynamic and innovative projects/funds. We seek to work with the entities that tick certain boxes, that are backed by sound strategy but also have a compelling story, ventures that we believe in.

From our experience in this congested field, we know that it's more than just performance, risk, and fees. Investors want to know more about the story behind the company, the capability of the management to deliver, the corporate social responsibility side, the uniqueness, the sustainability, the scalability. **Our services can be delivered to any firm within financial services.**

MARCOMMS

CONNECT WITH
EXPERTS

CAPITAL RAISING
DEAL SOURCING

Create the Interest

Owing to our experience in the financial industry we have noticed a considerable **communication gap** between the different the various actors within. The project owners (be they; entrepreneur, private equity, real estate, etc) believe in their project/services because it is their DNA, their baby: they communicate with their emotion/passion. Whereas, on the other side you have specialists (lawyers, accountants, tax specialists, suppliers, etc), clients and investors: they communicate with their own technical expertise. Each actor has their own point of view, they perceive the reality from a different viewpoint.

Matching these perceptions is key to delivering a solution that will support the project, or convince an investor to take that leap.

We help all these actors better **define their story**, help them build/**re-enforce their value proposition**...and **tell the story** to be understood by their different audiences. Knowing both sides, we are able to translate the views/needs/expectations accordingly.



CONNECT WITH EXPERTS

Structure Your Business

All businesses evolve. They grow, they restructure, they face challenges in the course of their operations...During these sensitive period/moments, funds, GP's, project owners, experts...very often need additional resources/support to reach the next level/to overcome challenges. At the same time, they need flexibility and the input from experts who can quickly assess and understand their business.

Project management at this level is a balancing act and experience cannot be substituted.

At **Finscoms** we are specialised in this kind of support with a particular focus and **expertise on the financial services sector**. Typically, we can **support C-levels to implement their strategy**: a niche which consists of helping firms in the financial industry or working closely as client/supplier.

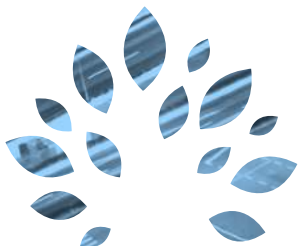
CAPITAL RAISING/DEAL SOURCING

Investment Matchmaking

Resulting from our senior industry experience, we have developed an extensive international network of investors, corporates, funds, and projects. Thanks to this strategic positioning we can help investors **source deals** matching their criteria across multiple asset classes. We can also help projects/funds to **connect to investors** who are willing to support their vision.

First phase of investee filtering from Finscoms. Determination to deliver direct to deal rooms.

Our strategy is to be **direct** and **transparent** (avoiding the use of intermediaries when possible) source **unique**, mainly **off-market** deals and transactions. We are not limited by a sector or geography, even if Europe remains our most important focus.



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[Send us your projects for initial review](#)