

CC Pace's Shared Risk/Rewards Program for Startups

Is the Venture Capital You Seek an Investment in Your Future... or Just Your Startup's?

For most entrepreneurs, that's a question worth asking. There's a reason that only 50% of startup founders remain in control of their business after the first three years. Statistics show that 4 out of 5 of those founders are forced out of their own company by the very investors they sought out. Getting through the first round of funding, or series A, is a major milestone. What's next could be the difference between your future with your company and your future company (e.g. the one *after* this). While, for most startups, investors of some sort are a necessity, there are ways to minimize reliance that can help ensure your position remains undiluted and the investment benefits your startup *and* your position in it.

Starting up a business is expensive, with one of the most significant costs being the technology component. The cost of getting the right technology is one of the biggest drivers for startups to seek out venture capital options. But what if you could get your software built with less reliance on capital investment? Better yet, what if you could get your new business off the ground with little-to-no venture capital required, keeping the business fully in your control and your ownership percentage less diluted?

How the Program Works

CC Pace's shared risk/rewards program helps minimize the need for venture capital by helping startups get the right technology in place to be successful. Our role is simple: to build the software necessary to bring your vision to life at a significantly reduced fee. In exchange for our contributions, we share downstream benefits with our mutual terms reflective of the risk each of us is taking. We share future rewards while you get the crucial software component. And you get to maintain control of your company and your vision – a win-win situation.

Why Take the Risk?

For over three decades, we've had the privilege to work with a variety of clients, from startups to Fortune 500 organizations. While we value all of our engagements, working with startups really gives us a chance to tap into our technical creativity. The greenfield environment that startups provide – one where there are generally no preconceived expectations, policies or technical systems in place —is attractive to us as a company. Simply put, it isn't a thrill or environment we can replicate at an established organization.

If you feel your startup has the potential to go the distance and has the right leadership in place to make that happen, [contact us](#) to demonstrate why you may be a good partner for us to consider bringing in to our shared risk/rewards program.

Please visit our website at www.ccpace.com to learn more!

