

CC Pace's Shared Risk/Rewards Program for Startups



Technology Done Right

In today's world, where technology seems to change every day, having the right software is crucial to your Startup's success. One of the most significant financial investments you'll make is in your technology component. Not only do you need a good product brought to market quickly, but you also need access to the code on *your* time and a partner you can rely on to get it right. There are plenty of reputable development companies out there, but finding one that won't further your reliance on venture capital can be more difficult than getting through series A.

What if you could get your software built using the latest technology by a reputable team of developers who are as committed to your product as you are? Better yet, what if that team could help you get your technology component in place with little-to-no additional venture capital required, keeping the business fully in your control and your ownership percentage less diluted?

CC Pace's Shared Risk/Rewards Program

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 Work With Startups?

Throughout our 36 years, 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.

Make no mistake, CC Pace is as selective about who we choose to engage in this type of relationship as you are in who you choose to go into business with. Contact us if you think a discussion may be mutually beneficial.

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

