

PARTNERSHIP OVERVIEW

Better outcomes, *together.*

Hands-on advisory from advance2global, backed by senior advisors from the greyhairworks network — for those who want results, not pitches.

advance2global is a business advisory, growth strategy and market research firm. greyhairworks is a network of experienced senior advisors who help brands and corporates find solutions that work. As partners, we put the right people one conversation away.

WHO WE ARE

ADVANCE2GLOBAL

Execution, not theory.

- Business advisory, growth strategy and market research for corporates
- Market expansion for technology providers, including US and UK entry
- Led by operators who have launched and scaled their own ventures

GREYHAIRWORKS

Senior advisors. No BS.

- A network of experienced executives, consultants and advisors
- Finds and curates solutions for brands and corporates, focused on established scale-ups that solve common problems
- Candid, direct, allergic to buzzwords

WHY THE PARTNERSHIP WORKS

01

Specialist depth, on demand.

The greyhairworks network adds senior specialists across functions when the work calls for it.

02

The same straight talk.

Plain language, practical advice and a focus on what gets done, not what looks good in a deck.

03

Both sides of the table.

Corporates get advice and proven solutions. Technology providers get help to win with large organisations and enter new markets.

COMBINED, WE COVER

ADVANCE2GLOBAL

Business advisory

Growth strategy

Market research

Market expansion

US & UK market entry

Go-to-market

GREYHAIRWORKS NETWORK

Marketing

Retail

E-commerce

Customer experience

Finance

Data

Innovation

WHAT GREYHAIRWORKS BRINGS

**A way through the vendor noise.**

For time-pressed executives who want to cut through the buzzword-laden pitches and find which solutions are worth a closer look, with candid guidance from senior people who have been there.

**Access to corporates and scale-ups.**

A large network of corporates and established scale-ups, brought together to drive innovation and growth, with introductions on request.

**Expert feedback and conversion support.**

Scale-up propositions are reviewed by experienced advisors who give straight feedback, sharpen the positioning and help opportunities turn into business.

**Investment readiness.**

Through greyV, help for companies preparing to raise their next round of funding.

WHO IT IS FOR

CORPORATES AND BRANDS

Sharper strategy, better-fit solutions.

- **advance2global:** growth strategy, operating model, market positioning and market research
- **greyhairworks:** senior specialists and a route to proven scale-up solutions worth a closer look

TECHNOLOGY PROVIDERS AND SCALE-UPS

Ready for new markets and new customers.

- **advance2global:** go-to-market and US/UK market entry grounded in research
- **greyhairworks:** expert feedback, introductions to corporates and help getting investment-ready

HOW IT WORKS

1 TALK

A short discovery conversation. We listen first, and tell you plainly whether we are the right fit — or who is.

2 MATCH

The right people for the job. advance2global scopes the work and, where it helps, brings in specialists or solutions from the greyhairworks network.

3 DELIVER

Hands-on delivery. We work alongside your team, tied to a measurable outcome rather than a document.

If this sounds close to what you are working on, we would rather talk than send another deck.

Book a discovery call →

Find out more about the network at www.greyhairworks.com. advance2global and greyhairworks are independent businesses working in partnership; this overview does not constitute a joint venture or merger.