



**G-CLOUD**  
LIMITED



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# MEET OUR BOARD OF DIRECTORS



Lynda Chervil is Chairman, President and CEO of G-Cloud Limited (G-Cloud). She currently serves as Chairman, President and CEO of Internet Sciences (ISI), providing overall strategic direction for the company. Having lead and managed a \$1.1 billion business segment for 5 years at a fortune 100 company, Wells Fargo Bank and having held other business management roles at similar fortune 100 companies, Ms. Chervil brings to G-Cloud a track record of leadership and executive success in achieving revenue, profit, and growth objectives within environments that required deep understanding of critical business drivers across multiple market segments. Ms. Chervil is a chartered fellow at both the Institute of Consulting (IC) and Chartered Management Institute (CMI) in the U.K. and a received a Level 7 Award in Strategy Consulting from CMI. She also received a B.S. in finance from New York Institute of Technology and a M.S. in integrated marketing communications from New York University.

# MEET OUR BOARD OF DIRECTORS



Dino Michetti is currently Head of Client Solutions and Sales at IPONWEB with expertise in building software programs, tools and platforms for advertising technology ecosystems that enable large brands, publishers and agencies manage digital advertising activities with unique and differentiated technology solutions.

Previously, Mr. Michetti was Senior Vice President of Customer Experience, and Analytics at Connexions Loyalty where he redefined the organizations go to market strategy, leveraging data and customer insight to drive enhanced customer experiences for the top loyalty programs in the world. Prior to this role, he was Senior Vice President of Strategic Accounts at Epsilon where he led the relationships with Epsilons largest, multi-service and international clients.

Born and raised in Montreal, Canada, Mr. Michetti graduated from McGill University with a Bachelor of Science degree with a major in Exercise Sciences and minors in Mathematics and Economics.

# WORDS FROM OUR FOUNDING BOARD OF DIRECTORS

“Thank you immensely for taking the time to review this document. We hope that you will find the opportunity to invest in G-cloud Limited to be both a right and smart decision! Making that investment decision requires the ability to take measured risks. Our investment offering offers precisely a sound business model founded on deploying critical technology solutions that businesses and government institutions need to increase efficiencies by simplifying tasks, bypassing unnecessary steps , cutting waste and remaining at the forefront of digital transformation.

Thus, as an emerging Cloud Computing company, G-Cloud offers the investor class the ability to make a smart investment since we don't promise disruptive technologies to our investor class, but instead, evangelize that we will enter markets with minimal resources to displace established systems.

What we offer to our investor class is innovation through sustaining technologies that respond to disruption with a new business model that focuses on the delivery of computing services. This includes servers, storage, databases, networking and software analytics over the internet by partnering with established systems to fill opportunity gaps in Technology Delivery Systems (TDS) for both the private and public sector markets.

With your support, we will deliver world-class results



Co-Founder, President, CEO,  
Chairman of the Board of Directors  
Lynda Chervil



Co-Founder, Secretary, Treasurer  
Director  
Dino Michetti



# G-CLOUD INVESTMENT OVERVIEW



## Requirements:

- \$250,000 in Product Development
- \$770,000 in Working Capital and Growth Capital
- \$1,077,000 in Total Funding

## Exit Strategy and Liquidity Event for Equity Investors:

- G-Cloud intends to file a REG A+ Registration Statement to raise additional funding immediately after completing and closing the current REG CF Crowd Funding Registration Statement raise. This REG A+ Registration Statement will be done in conjunction with listing and trading the G-Cloud shares on a US stock exchange.
- Alternatively, G-Cloud intends to complete a reverse merger with an already publicly trading company on OTC Markets immediately after completing the REG CF Crowd Fund Registration Statement raise.

# G-CLOUD NATURE OF BUSINESS



- G-Cloud Limited is an emerging cloud computing company with expertise in cloud computing infrastructure which includes computing power, networking and data storage. We are a certified cloud service provider.
- As a certified cloud service provider, G-Cloud Limited delivers environments that enable the rapid deployment of applications and data to reduce the cost and complexity of infrastructure, simplify operations and share scalable resources across networks. We service the private sector as well as the public sector at the federal, state and large city government level.
- We act as a cloud broker to service the private sector markets to deliver expertise in hybrid multi-cloud management. We deploy solutions across public cloud platforms, cloud infrastructure, vmware services and cloud object storage. As a cloud broker, we partner with the leading cloud computing providers to deliver end to end solutions to meet the private and public sector needs of our clients..
- We act as a cloud enabler by providing additional solutions, facilitating enterprise data storage, encrypting data, transferring clients' data to the cloud and assisting with data lifecycle management.
- We collaborate with leading global authorities to deliver hybrid data management with artificial intelligence solutions that facilitate the collection of data of any type, source and structure to simplify and allow access across multiple vendors, deployments and workloads. These solutions assist multi-cloud environments, database warehouse, database automation, data lake and rapid data workloads.
- Recognizing that we build strength in partnerships, we partner with Red Hat as business partner to augment our technology delivery systems capacity and broaden our mix of solution offerings and service offerings. We distribute our solutions and service offerings through Synnex, Carahsoft and tech data for private and public sector markets.



# G-CLOUD MISSION

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**A Strategic Partner That Delivers Essential Technology Solutions That Improve Business Effectiveness With Integrated Technologies And Surge Business Efficiency With Lower Costs By Leveraging Our Capacities As An End To End Solutions Provider.**

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# G-CLOUD VISION

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**To Enable And Advance Critical Mileposts In  
The Future Of Cloud Computing.**

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# G-CLOUD'S CORPORATE STRATEGY



Our corporate strategy focuses on executing a three-tier growth strategy:

- **Organic Growth** by targeting and selling our solution offering and service offerings in horizontal markets for diversification across geographies, industries, and customers.
- **Technology Innovation** by investing in product development to build our intellectual property assets (IP) and product improvement to maintain our (IP) assets.
- **Growth by acquiring** existing revenue producing companies as lateral acquisitions to achieve both economies of scale and economies of scope.

# CLOUD COMPUTING MARKET SIZE AND SUPPORTING STATISTICS



According to Market Research Future, the Global Cloud Computing Market is expected to expand at 19.4% CAGR, with \$340.5 billion in 2024 during the forecast period. The key factors driving the growth of the cloud computing market are increasing BYOD trend as well as several benefits that cloud computing offers over on-premise IT system. Additionally, MRFR analysis states that approximately 80% of the enterprise workload will be in the cloud by 2022. Additionally, a large portion of the overall cloud workload will be on the public cloud.

Below is the Synopsis offered by Market Future Research:

The global cloud computing market has been segmented on the basis of service model, deployment model, organization size, and region.

Based on the service model, market has been segmented into software as a service (SaaS), infrastructure as a service (IaaS) and platform as a service (PaaS). The SaaS segment accounted for the largest market share of 58% in 2018, and it is expected to register a high CAGR during the forecast period.

Based on deployment mode, market has been segmented into private, public, and hybrid cloud. The public cloud segment accounted for the largest market share in 2018 and it is expected to register a CAGR of 20% during the forecast period.

Based on organization size, market has been divided into small- and medium-sized enterprises and large enterprises. The large enterprises segment accounted for the larger market share in 2018, and it is expected to register a CAGR of 19% during the forecast period.

# CLOUD COMPUTING MARKET SIZE AND SUPPORTING STATISTICS



Based on vertical, market is segmented into banking, financial services and insurance (BFSI), IT and telecommunications, government and public sector, retail and consumer goods, manufacturing, energy and utilities, media and entertainment, healthcare and life sciences and others.

The BFSI segment accounted for the largest market share in 2018, with a market value of USD 24.8 billion, it is expected to register a CAGR of 18.6% during the forecast period. The IT & telecommunication segment was the second-largest market in 2018; it is projected to register a CAGR of 20%.

Below are supporting statistics of the growth trajectory of the cloud computing market.

- The public cloud service market is expected to reach \$623.3 billion by 2023 worldwide.
- 83% of enterprise workloads will be in the cloud by 2020.
- 94% of enterprises already use a cloud service.
- 30% of all IT budgets are allocated to cloud computing.
- 66% of enterprises already have a central cloud team or a cloud center of excellence.
- Organizations leverage almost 5 different cloud platforms on average.
- 50% of enterprises spend more than \$1.2 million on cloud services annually.

# G-CLOUD MARKET OPPORTUNITIES



Building on the aforementioned market size and supporting statistic, we see our market opportunities as follows:

Immediate opportunities in building a high margin business model that focuses on the deployment of a cloud computing ecosystem that include cloud adoption, cloud application design, cloud management and monitoring software.

We seek to leverage three types of cloud computing as more businesses move to the cloud and the cloud adoption rate is rising exponentially based upon the following forecast from Gartner:

**SaaS** – Software as a Service currently contributes to \$20 billion to the quarterly revenues of software vendors. This number is expected to grow 32% each year ( Source: Trend Micro) and by the end of 2020, SaaS is expected to grow with an 18% CAGR, according to Bain & Company ( Source: Forbes)

**IaaS** –Infrastructure as a Service will be the fastest growing segment of cloud computing with 24% predicted growth . It is expected to reach \$50 billion by the end of 2020, up from \$31 billion in 2018. ( Source: Gartner Research)

**PaaS** – Platform as a Service is currently estimated at \$39.7 billion market expected to grown by leaps and bounds in 2021 to reach \$48.3 billion and \$58 billion by 2020, (Source: Statista)

The implications of these G-Cloud Market Opportunities and supporting statistics are clear and convincing trends that G-cloud is at the cusp of a momentous surge of market growth in cloud computing and is well positioned to exploit these growth opportunities providing it secures adequate funding.

# G-CLOUD SOLUTION OFFERINGS



- IT Optimization
- Integration & Development
- Digital Business Transformation
- Edge Computing
- Cloud Native Development
- Cloud Management
- Hybrid Cloud
- Public Cloud
- PaaS
- IaaS
- SaaS

# G-CLOUD SALES AND MARKETING STRATEGY



Our sales strategy focuses on a balance approach of having 60% of our sales revenues derived from new business and 40% derived from cross selling and/or upselling acquired clients after 3 months of being on-boarded or at the point of sale.

Our sales strategy is further supported by:

- Adopting Enterprise Selling as a method imbedded in G-Cloud's developing sales culture where each Business Development & Sales Director and Technical Sales Director focus on their specific solutions sets, product and service offerings while the secondary focus is to present both additional and ancillary product and service offerings.
- Adopting Consultative Selling as an essential method of our comprehensive sales process where each Business Development & Sales Director and Head of Business Segments interacting with prospective clients and existing clients to complete thorough need assessments.
- Uncover expressed and unstated needs that our sales team can proactively sell into by matching products and services to meet our prospective clients and existing clients' needs.



# SALES AND MARKETING STRATEGY FOR PUBLIC SECTOR



Adopting US General Services Administration buying process to the Federal Government by using different kinds of contracts are used for different purposes by a focusing on the following:

- Use the GSA Schedules as the primary contract vehicle.
- Use Multiple Award Schedules and program.
- Seek new procurement vehicles through GSA when current contracts do not meet evolving needs.
- Seek subcontracting opportunities with current contract holders when G-Cloud does not hold GSA contracts.
- Apply and contract through the System for Award Management (SAM) – which streamlines the acquisition of grant, loans, contracts and intergovernmental transactions.
- Apply and contract through the Federal Award Management Registration (FAMR US) – once registered ISI will be permitted to respond / tender for Federal Government contracts.
- Adopting UK and EU contracting and procurement process using different forms of contacting methods by focusing on the following:
- Tenders Electronic Daily (TED) is the online version of the 'Supplement to the Official Journal' of the EU, dedicated to European public procurement.
- The Crown Commercial Service (CCS) provides commercial and procurement services to the public sector. By using CCS agreements, customers can buy commonly used goods and services quickly and cost effectively whilst complying with EU and UK procurement regulations.
- The Bluelight Tendering suppliers' easier access to tenders and quotations published by the Police and Fire and Rescue services.

# HUMAN RESOURCES STRATEGY



Our Human Resources strategy is comprehensive and is designed not only to manage Human Resources activities to ensure that these activities deliver the following functions:

- Payroll
- Competitive salaries
- Enviable benefits packages
- Promotion opportunities
- Continuous staff training and development
- Transparent and regular communications
- Focus on employee wellbeing
- Investment in corporate social responsibility
- Employee empowerment
- Open-door policy
- Freedom to be creative
- Enhanced hiring practices

## Action Plan

- To create supporting operating plans to the above Human Resources function with specific deliverables supported by operational plans. To review our goal as to review each human resource function to assess effectiveness and impacts for re-calibration purposes every 12 months.
- To train Senior Managers on all aspects of human resources to ensure compliance with all basic local employment laws and regulatory compliance and cultural diversity.

# G-CLOUD FINANCIAL PROJECTIONS

FINANCIAL STATEMENTS	Forecast Period					
	2020	2021	2022	2023	2024	2025
<b>Income Statement</b>						
Revenue	200,000	1,200,000	1,800,000	2,400,000	2,920,000	3,465,000
Cost of Goods Sold (COGS)	40,000	240,000	270,000	360,000	438,000	520,000
Gross Profit	160,000	960,000	1,530,000	2,040,000	2,482,000	2,945,000
<b>Expenses</b>						
Advertising and Marketing	20,000	120,000	132,000	145,200	169,700	186,670
Travel Expense	6,000	30,000	33,000	36,300	39,930	43,930
Other Costs of Sales	-	120,000	180,000	240,000	292,000	346,000
Salaries and Benefits	245,000	982,000	1,260,000	1,438,000	1,442,314	1,446,641
Rent and Overhead	9,000	36,000	48,000	60,000	61,800	63,654
Depreciation & Amortization	-	-	-	-	-	-
Interest	-	-	-	-	-	-
Total Expenses	280,000	1,288,000	1,653,000	1,919,500	2,005,744	2,086,895
Earnings Before Tax	(120,000)	(328,000)	(123,000)	120,500	476,256	858,105
Dividends						
Taxes						
Retained Profit						
Net Earnings	(120,000)	(328,000)	(123,000)	120,500	476,256	858,105

# G-CLOUD PROCESS FOR EXECUTIVE ACCOUNTABILITY, MONITORING AND EVALUATION



- Executive management will meet monthly for strategy sessions to assess progress towards specific goals attainment holistically.
- CEO will hold monthly business reviews with each Senior Executive to discuss progress towards goal attainments in their own business segments, with plans of actions for areas of opportunities that require improvement.
- Quarterly business review sessions to ensure that each business segment is tracking towards delivering their budgeted goals.
- G-Cloud will hold annual Executive team offsite business review session for assessment and review current and future impacts towards the long-term strategy planning and uncover opportunities to recalibrate as necessary.

# MEET OUR BOARD OF ADVISORS



Kevin Mabley  
Chairman of the Board of  
Advisors

Kevin Mabley brings 25+ years of digital data sciences and business transformation strategy experience across a wide array of industries including healthcare, retail, travel/hospitality, and financial services. Kevin is currently Global EVP of Strategy & Analytics at Epsilon (a subsidiary of Publicis Groupe), which acquired his business unit from DoubleClick (now Google). He also led Product Innovation for venture-backed clean-tech startup RecycleBank in the US and UK and founded multiple early-stage dot-com startups in the 90's focused on CRM, analytics, identity management and consumer privacy. Kevin holds an MBA in Finance from NYU Stern School of Business, a Bachelor's degree in Marketing and IT from Muhlenberg College, and is an IMAA certified specialist in mergers & integration.

# MEET OUR BOARD OF ADVISORS



Sangha Chakravarty  
Member of the Board of  
Advisors

Sangha Chakravarty has more than 20 years of extensive experience in business transformation, strategic change and digital strategy. She is currently UK Head of Business Change for Sunrise Senior Living and Gracewell Healthcare.

Sangha holds an MBA from Indian Institute of Management Ahmedabad(IIMA), India and a Bachelor degree in Mechanical Engineering from Indian Institute of Engineering Science & Technology, India.

Sangha combines the ability to develop and shape strategies with the experience to implement in complex, multi-cultural environments, in a wide range of sectors including Social Care, Banking, Utilities, Transportation & Logistics and Public Sector. She has unlocked and realized over hundreds of millions of benefits to blue chip businesses by helping companies significantly enhance their efficiency, profitability and revenue through major change and digital programs. She has served businesses in the UK, India, Netherlands, US and Singapore

# MEET OUR BOARD OF ADVISORS



John McCormick  
Member of the Board of  
Advisors

John McCormick has extensive experience as a CIO, CTO, and CISO. He was the CTO and CISO of TIAA Gresham Investment Management for 7 years. Previously, he held senior leadership roles at Brookfield Asset Management, JP Morgan Chase, ADP, Microsoft, and Deloitte. John holds an MBA from NYU Stern and a BS in Electrical Engineering from Union College.

He designed and implemented the world's most sophisticated counterterrorism system for the NYPD and developed a global systematic trading platform using an Amazon AWS and Microsoft Azure multi-cloud architecture. He was a member of FBI InfraGard and served on Brookfield's Technology Fund Board.

# CLOSING WORDS FROM THE BOARD OF DIRECTORS



Once again , thank you taking the time to read through this investment deck. As our commitment to potential investors and investors, we have sought to provide you with the most comprehensive information and insights with our business plan.

While we have developed a business model, business strategy and operational plans to support G-Cloud's success; however in order to implement and execute upon our business strategy and its operational plans, we need access to funding to hire a core group of employees already identified and interviewed for the roles of Chief Technology Officer, Chief Transformation Offer, Head of Global Sales, Business Development Directors, Technical Delivery Managers, Technical Sales Directors, Software Developers, Technicians and Engineers.

We are confident that with adequate funding, our company has a strong potential to succeed given that we bring both technology innovation and experienced executive leadership as our core value proposition to the investor class. Thus, your investment in our company backs a bet at short odds rather than a bet at longer odds. To that end, the types of companies and projects in which your investments are placed matter. Your investments matter.

**Please Join Us as Investors !**



# CONTACT

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