

# Factsheet

## THE EQUITY BASED GROWTH PARTNERSHIP FOR FOUNDERS READY TO SCALE

### Founder to Founder...

You've already built something real. There is demand. You have traction. But growth now feels harder to scale consistently.

Marketing becomes reactive, customer growth feels unpredictable, and too many important growth decisions start pulling in different directions.

That is where Founders Growth Partner comes in. Instead of charging consultancy retainers or agency fees, Mark Preston partners with a small number of founder-led businesses through minority equity partnerships. When the business grows, both sides grow together.

### Who Founders Growth Partner Is For

- **THE FOUNDER WHO HAS BUILT SOMETHING REAL** - You already have traction, customers, or market validation, but growth now needs clearer structure and direction.
- **THE BOOTSTRAPPED BUSINESS WITH BIG POTENTIAL** - You have built something valuable but need stronger visibility, messaging, and connected customer growth.
- **THE AMBITIOUS SERVICE BUSINESS** - You want better clients, stronger positioning, and more scalable customer acquisition without relying purely on referrals.
- **THE FOUNDER READY FOR LONG TERM GROWTH** - You understand that sustainable growth comes from connecting the right parts of the business properly.

### Why Founders Partner with Mark

- 20+ years of real business growth experience
- Creator of the £1bn Connect Those Dots framework
- Built and scaled multiple businesses since 2001
- Founder of a 50+ franchise network
- Helped scale the UK's largest independent opticians group from 65 to 500+ locations
- Commercially invested through equity alignment

This is not consultancy from the sidelines. This is partnership.

### This Model is NOT For Everyone

Founders Growth Partner is intentionally selective. Typically, it is not suitable for:

- Businesses still only at idea stage
- Founders looking purely for funding
- Businesses wanting quick tactical fixes
- Founders unwilling to share long term alignment
- Businesses looking for outsourced marketing services only

### Let's Start a Conversation

Most businesses already have more growth opportunity sitting inside them than they realise. The challenge is understanding what needs reconnecting first. No pitch. No pressure. Just an honest conversation about your business, where it is today, and where the right connected growth decisions could take it next.

Email Mark directly at [me@markapreston.com](mailto:me@markapreston.com) or [complete the form](#) on the Founders Growth Partner website.

### What is Founders Growth Partner?

Founders Growth Partner is a commercially aligned growth partnership model created by [Mark Preston](#), creator of the £1bn [Connect Those Dots](#) growth framework.

Rather than acting as an external consultant, Mark works directly alongside founders helping connect the right growth dots across:

- Customer growth strategy
- Positioning and messaging
- Digital ecosystem alignment
- Organic customer acquisition
- Brand visibility and trust
- Scalable growth foundations

No retainers, inflated consultancy costs, or disconnected growth advice. Just shared alignment and connected growth thinking.

### How The Model Works

1. **WE TALK** - A relaxed, honest conversation about the business, growth challenges, and long term goals.
2. **WE EXPLORE ALIGNMENT** - Understanding the business, identifying disconnects, and seeing whether genuine partnership potential exists.
3. **WE PARTNER** - If both sides feel aligned, a minority equity partnership is agreed.
4. **WE GROW** - Mark works directly alongside the founder helping connect the right growth dots across the business.

### Why This Model Works

Traditional consultancy often creates misalignment. Founders carry the risk while advisors get paid regardless. Founders Growth Partner was designed differently.

Because when both sides are invested in long-term growth, conversations become more honest, more strategic, and more commercially focused. That alignment changes everything.