



## Alex Sergent

PAYG - Pay As You Go Press & Comms Consulting

### Who Is Alex

Former politico working in Parliament helping bring change as well as a former BBC broadcast journalist for the BBC Business News desk working on national television and radio. He believes in bringing about positive change in all aspects of life ranging from sustainability to positive tech with particular passion for mental health. Alex has advised several startups ranging from those operating in B2B, B2C, D2C and across the industries of manufacturing, social networking and media.

### What Alex Does:

Alex brings growth and traction to a startup by helping to set realistic goals & targets and advising on strategy and implementation.

### How Alex Does It & Pricing:

He achieves this by utilising his extensive network of contacts, experience and monitoring skills that enable him to spot and secure opportunities that can seriously scale a business.

1. £150 (VAT n/a) for each piece of the published press - only pay per press piece secured online and/or offline with your brand name and website wherever possible
2. £150 p/h (VAT n/a) for comms consulting on all areas of press, marketing and advertising

N.B. Typically clients require one hour a week throughout a campaign which is usually 4-6 weeks and so works out at circa £600-£900 (VAT n/a).

### What The Clients Say...



**Alex Ramsden, Founder & CEO of BuildMyTalent**

*"Alex has a wealth of experience in advising start-ups across all areas and went out of his way to also provide additional support and tips where he could to help ensure our overall success."*



**John Sewell, Founder & CEO of Cosimo**

*"Alex has been advising me on most areas of the business and has been instrumental in helping Cosimo reach the next stage by hitting our crowdfunding target. I can't recommend Alex enough for any start-up that wants to make sure they are making every correct decision along the way on their journey."*



**Duval Middleton, Founder Gumipod**

*"Alex has barely been with me for a few weeks and has already moved mountains. He's taken on a team of content creators and built key relationships with the press as well as developed our messaging prior to planning our crowdfunding campaign. He is THE person to work with for a startup that is about to scale."*

To make the next move: Email Alex on [alex@catchcreative.co.uk](mailto:alex@catchcreative.co.uk), [WhatsApp](#) him on **07968094349** or add him on [LinkedIn](#).