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# Commercial Growth Systems

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*Building Investable, Repeatable Revenue Engines for  
Fintech, AI & Regulated Technology Firms*

◆ Diagnostics

◆ Validation

◆ Revenue Architecture

◆ Commercial Resilience

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## 1. THE MARKET PROBLEM

Many founder-led and scaling technology businesses are struggling to transition from vision-led growth into repeatable commercial execution. Clients expect faster outcomes and are harder to engage with.

- › **Founder-led sales dependency** limiting scalability
- › **Weak pipeline predictability** and inconsistent revenue growth
- › Difficulty converting **enterprise conversations into measurable outcomes**
- › Lack of **market validation** and design partners
- › Scaling faster than **operational maturity** and governance
- › **Fragmented GTM execution** across sales, partnerships and customer engagement
- › **Investor concerns** around repeatability, commercial discipline and scalability

## 2. THE RIBBIT APPROACH

Ribbit Consulting combines commercial strategy, ecosystem orchestration, revenue architecture and operational growth discipline to help businesses build scalable and investable commercial foundations.

- › **PRINCE™** – Commercial buying and qualification framework
- › **PPVCC** – Opportunity qualification and revenue health methodology
- › **UK Pathfinder** – Growth maturity and scale readiness framework
- › **Revenue Realism** – Outcome-focused GTM execution principles
- › **Symbiotic Selling** – Modern buyer-aligned commercial engagement model

## 3. OUTCOME-BASED GROWTH ENGAGEMENTS

Engagement	Ideal For	Duration	Pricing	Primary Outcomes
<b>Revenue Reality Diagnostic™</b>	Founders, fintechs & scale-ups	1–2 weeks	£2.5k–£7.5k	Pipeline clarity, GTM gap analysis & execution roadmap
<b>Design Partner Accelerator™</b>	Pre-revenue & early-stage firms	30–60 days	£5k–£15k +commission fee share	LOIs, design partners & investor-ready traction
<b>Revenue Engine Build™</b>	Founder-led sales organisations	90 days	£15k–£40k	Repeatable GTM execution & commercial operating structure
<b>Commercial Resilience Advisory™</b>	Scaling regulated technology businesses	Monthly	£2k–£10k/mo	Commercial governance, strategic oversight & growth discipline
<b>Symbiotic Selling Masterclass™</b>	Leadership teams & accelerators	1 day–6 weeks	£2k–£20k	Modern B2B growth & buyer-aligned revenue execution
<b>UK Pathfinder Growth Diagnostic™</b>	Early-stage & scaling firms	1–3 weeks	£3k–£10k	Scale readiness assessment & investor maturity baseline



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## 4. BUSINESS PROBLEMS WE SOLVE

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- › Founder-led **sales bottlenecks**
- › Weak commercial **repeatability**
- › Low enterprise **conversion** rates
- › Lack of design **partners** and market proof
- › Poor **GTM alignment** and **execution**
- › **Scaling** without **governance** or operational **discipline**
- › Investor **readiness** and commercial **maturity** gaps
- › **AI-era repositioning** and differentiation challenges

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## 5. TYPICAL CLIENT OUTCOMES

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- › Improved pipeline **quality** and **forecasting** accuracy
- › **Validated** market demand and design **partner** traction
- › Clearer **investor** narratives and **growth** roadmaps
- › Reduced GTM **friction** and commercial **inefficiency**
- › Stronger **enterprise** sales alignment
- › More scalable and **repeatable** revenue processes
- › **Stronger positioning** within fintech, AI and regulated markets

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## 6. WHO WE WORK WITH

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◆ Fintech

◆ AI & Agentic AI

◆ Operational Resilience Platforms

◆ Payments & Financial Infrastructure

◆ RegTech

◆ Enterprise SaaS

◆ Risk & Compliance Technology

◆ Scaling Founder-Led Technology Businesses

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## 7. STRATEGIC ADVISORY & ECOSYSTEM SUPPORT

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Beyond structured growth engagements, Ribbit Consulting provides selective strategic advisory, ecosystem development and board-level commercial support for scaling businesses.

- › **Fractional GTM** and revenue advisory
  - › Strategic **partnership** development
  - › **Investor** and **ecosystem** introductions
  - › Commercial **governance** and **scaling** support
  - › **Board** and **founder** advisory
  - › Market **positioning** and **category** creation
  - › **AI-era GTM transformation** and reposition
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