

# 1+1 Capital: Pioneering Co-Entrepreneurship to Accelerate SME Growth

Transforming Business Growth Through Co-Entrepreneurship and Strategic Partnership



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CAPITAL

**Montreal, Quebec Nov 30, 2024 ([IssueWire.com](https://www.issuewire.com))** - 1+1 Capital is redefining business collaboration through its innovative co-entrepreneurship model, dedicated to accelerating small and medium-sized enterprises (SMEs). By sharing both risks and successes, 1+1 Capital partners with entrepreneurs to drive sustainable growth and create significant value.

## Comprehensive Support for Sustainable Growth

1+1 Capital offers entrepreneurs a dedicated team that functions as an internal incubator, providing comprehensive hands-on financial and strategic support. This approach enables businesses to set clear objectives, develop tailored strategies, and swiftly adapt to market changes. Leveraging an extensive

network, 1+1 Capital connects clients with key stakeholders and industry experts, fostering innovation and driving sustainable growth.

## **Meet the Leadership Team**

Marc Lavallée, Execution & Performance Expert: With over 25 years in business management and strategic OKR execution, Marc specializes in crafting high-performing action plans and aligning executive teams to accelerate growth.

Lucie Laflamme, Finance and Acquisitions Expert: A seasoned finance professional with over 30 years of experience, Lucie excels in improving financial performance and implementing effective financial controls.

Philippe Prévost, Strategy & Marketing Expert: Bringing over 30 years of experience, Philippe has successfully led organizations to significant growth through comprehensive strategic planning and operational efficiency.

## **Strategic and Operational Excellence**

The co-entrepreneurship model enhances the strategic and operational capabilities of SMEs by offering continuous support and diverse expertise. This collaboration not only improves overall performance but also strengthens resilience against unforeseen challenges. By implementing execution excellence, 1+1 Capital enhances agility and velocity, promoting team happiness, accountability, and collaboration.

## **Attracting Investors and Delivering Superior Returns**

1+1 Capital's flexible structure minimizes risks while maximizing opportunities, making it attractive to investors. Collaborating with experienced and passionate entrepreneurs inspires confidence, often resulting in increased capital inflow. An agile decision-making structure and swift strategy implementation facilitate substantial gains, reducing delays and costs associated with traditional growth methods.

## **About 1+1 Capital**

1+1 Capital is committed to equipping entrepreneurs by simplifying the complexities of rapid expansion. By leveraging an extensive senior network and resources, the firm paves the way for success, helping clients avoid common pitfalls and seize every opportunity.

For more information on how 1+1 Capital can accelerate your business growth, please contact:

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