

Ten benefits for a Syndicate (Risk Taker) to be an early adopter

- 1** Lead the direction of a new group dedicated solely to doing business with London markets
- 2** Find new distributor partners for their products
- 3** A ready-made “focus group” for new product ideas (incubation center)
- 4** Iron sharpens iron by associating with the best in the business.
- 5** Cross sell opportunities to bolt on products into the programs of others
- 6** Magazine advertiser or content contributor
- 7** Committee or thought leader on a theme (new products, incubator, ethics, best practices, technology, etc.)
- 8** Vendors with specific tech to grow London business. Built in user group that can validate or invalidate vendor claims
- 9** Participate in workshops, panel discussions to build his/her skills and/or to promote their syndicates offerings)
- 10** A more efficient mechanism to tap into the pulse of U.S. distribution.