



**CCX /'si:-si:-εks/ (noun)**

1. C – *Collaboration* → Because real growth is never a solo journey.
2. C – *Connections* → Our network is our net-worth.
3. X – *X Factor* → We lead with a mindset that sees beyond the obvious.

# WHO ARE WE?

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Cross Connexions is a Business Transformation Company that started in the mid-2000s for ambitious brands ready to scale.

We blend strategy, creativity, and execution across **Marketing, Finance, Sales, Operations, People, Tech, and Legal** — with a focus on driving growth, streamlining operations, and building strong market presence.

From launching new ventures to building systems that scale, we go beyond traditional agency models. We act as extended partners — with skin in the game and solutions that drive outcomes, not just output.

If you're building bold, we're built for you.

# WHAT DO WE DO?

- **Marketing**
  - Strategy, content, performance, brand building etc
- **Sales**
  - Funnels, lead gen, automation, closing systems etc
- **Finance**
  - Bookkeeping, fundraising, Virtual CFO, valuation etc
- **Operations**
  - SOPs, systems, scalable workflows etc
- **People**
  - Hiring, team setup, culture building etc
- **Legal**
  - Legal research, contract drafting, advisory etc
- **Tech**
  - Web, mobile, AI, cloud, DevOps etc

**EXPANDING HORIZONS  
TOGETHER**

BECAUSE GROWTH HAS NO FINISH LINE,  
AND TRUE SUCCESS IS ALWAYS SHARED.

# FINANCE



# FINANCE



At CCX, finance is the engine that accelerates everything else. Clean books, smart forecasting, and proactive tax strategy are the difference between controlled growth and a crisis waiting to happen.

BOOKKEEPING & ACCOUNTING | VIRTUAL CFO | TAXATION & COMPLIANCE | VALUATION & FUNDRAISING | AUDIT | IPO ADVISORY

## INDUSTRY EXPERTS ON CALL

Seasoned CAs, CFOs & specialists bring decades of real-world experience. From startup valuations to IPO readiness.

### Estate & Succession Planning

Business continuity and founder transition strategy

### Financial Planning & Budgeting

Forecasts, MIS, and runway modelling

### Corporate Finance & Structuring

Debt, equity, and hybrid financing solutions

### Payment Gateway Setup

Merchant accounts, reconciliation, payment ops

## LEGAL

### INDUSTRY EXPERTS ON CALL

Dedicated sector teams: tech, finance, real estate, healthcare. US, UK & UAE coverage. Real lawyers, no ambiguity.

“

MOST BUSINESSES DISCOVER THEIR LEGAL GAPS DURING A DEAL,

# NOT BEFORE.

”

By then it's expensive. We build legal infrastructure early so it's never the reason something falls apart. Contracts, compliance, IP, fundraising — handled before they become crises.

LEGAL PROCESS OUTSOURCING | LEGAL DRAFTING | ADVISORY & CONSULTING | LITIGATION SUPPORT | IP PROTECTION

#### Legal Process Outsourcing (LPO)

Contract lifecycle, due diligence, e-discovery, virtual in-house counsel

#### Medico-Legal & Compensation

Medical chronology, personal injury, worker compensation, insurance disputes

#### Legal Drafting

NDA's, MOUs, shareholder agreements, privacy policies — drafted clearly

#### Business Licensing & Structuring

Startup structuring, corporate law, IP registration, compliance management

# LET'S TALK ABOUT SALES & MARKETING.

BECAUSE HONESTLY, THERE'S NOTHING WE CAN'T DO FOR YOU.

CCX

MARKETING

“

MUCH LIKE A GPS-GUIDED MISSILE,

# PERFORMANCE MARKETING

at CCX locks onto targets with precision, no guesswork, no waste. Every campaign is driven by data, optimised in real-time, and designed to deliver direct, measurable impact.

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PAID ADS STRATEGY | MEDIA BUYING | CAMPAIGN MANAGEMENT | SEO &amp; AEO | SMM | CONTENT | EMAIL AUTOMATION

## Brand Strategy & Identity

Positioning, messaging, visual language, brand architecture

## Performance Marketing

Paid ads, media buying, ROAS optimisation, campaign analytics

## Social Media Marketing

Platform management, content calendar, community building, viral strategy


## SEO & Answer Engine Optimization

On-page, off-page, technical SEO, AI-era discoverability



MOST BUSINESSES DON'T LOSE DEALS BECAUSE OF BAD PRODUCTS.

# THEY LOSE THEM BECAUSE OF BAD PROCESS.

We build sales systems — from the first touchpoint to the signed deal. Funnels, scripts, CRM automations, and virtual sales teams that close consistently. 

FUNNEL DESIGN | LEAD GENERATION | SALES AUTOMATION | PITCH DEVELOPMENT | SALES TRAINING | VIRTUAL SALES TEAM

### Sales Funnel Design

Audit & rebuild multi-stage pipelines, qualification frameworks, CRM automations

### Lead Generation & Prospecting

Database building, cold email, LinkedIn, WhatsApp broadcasts, lead magnets

### Sales Automation

Booking tools, lead routing, follow-up sequences — zero leakage

### Virtual Sales Team Setup

SDR teams hired, onboarded & run on your behalf with full KPI reporting

# 04

## TECH

Tech That Builds.  
Tech That Scales.

We design, develop, and deploy across industries, stacks, and growth stages. You own the vision. We own the execution.

WEB | MOBILE | AI & ML | BLOCKCHAIN | CLOUD & DEVOPS | UI/UX

Web & Mobile App Development

Custom Software Development

AI & Machine Learning

Blockchain & Web3

Cloud & DevOps

UI/UX Design

E-commerce & CMS

# 05

## PEOPLE

People Systems That  
Retain What You Build.

We help you hire right, build culture by design, and create systems that keep great people in the room.

TALENT ACQUISITION | HR-AS-A-SERVICE | CHRO ADVISORY | L&D | HRMS

Strategic HR Consulting

Talent Acquisition & Executive Search

HR as a Service (HRaaS)

Learning & Development

CHRO-as-a-Service

HR Tech & Automation

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## OPERATIONS

Streamline.  
Systemize. Scale.

Every hour wasted on broken processes is money on the table. We build operations that run without babysitting.

PROCESS RE-ENGINEERING | COST ANALYSIS | DIGITAL TRANSFORMATION | SOPs

Business Process Re-engineering

Process Optimization

Cost-Benefit Analysis

Digital Transformation

ERP & SaaS Integration

Workflow Design & SOPs

# AS THE WORLD EVOLVED, SO DID WE.

20+ years. 100+ media features. One consistent thread — your growth.

2000s

## BOOTING UP

Call centres, ITES delivery, pre-press, publishing, and digital asset workflows. We learned to build scalable systems and deliver with precision.

2007–2010

## MARKETING & PR

Our systems provided strategic directions to clients for brand positioning and outreach, shifting our focus from simple delivery to expert consulting.

2015–2020

## FINANCE & LEGAL

Built a strong network of CAs, CFOs and lawyers. Virtual CFO roles, fundraising, compliance and valuation became central offerings.

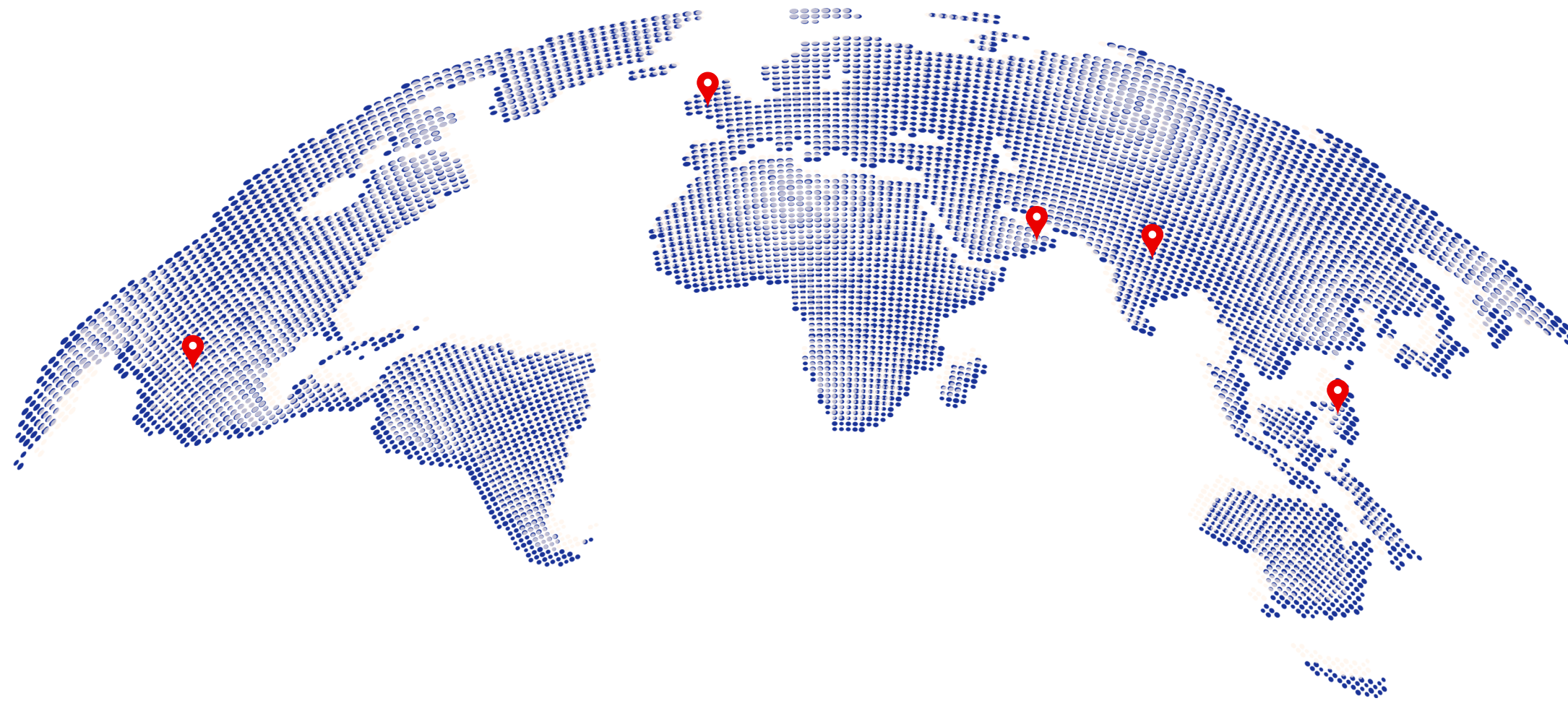
2024+

## BUSINESS TRANSFORMATION, POWERED BY AI

Seven functions under one roof with AI-powered workflows, intelligent decision systems, and operational AI agents for your entire business.

# WHERE MARKETS MATTER, WE'RE PRESENT.

US | UK | UAE | INDIA | PHILIPPINES + 70 COUNTRIES



## WHERE SECTORS DEMAND, WE DELIVER.

HEALTHCARE | B2B | ECOMMERCE | FMCG | FINANCE |  
EDUCATION | SAAS | TECH | HOSPITALITY

# LET'S BUILD SOMETHING THAT LASTS.

A 30-minute call. No deck, no pitch.

We listen, ask hard questions, and tell you honestly  
whether we're the right partner for what you're building.

## CROSS CONNEXIONS

BUSINESS TRANSFORMATION COMPANY, POWERED BY AI

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