

THE gtm LOOP

Building the Midwest Fintech Community

2026-2027 Prospectus

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Who We Are

GTM Loop is the Midwest's premier community for fintech professionals.

Founded by 2 industry experts, we're creating a hub where fintech founders, sales leaders, marketers, and revenue operators connect, learn, and grow together.

Why the Midwest? While coastal cities dominate fintech headlines, the Midwest is home to thriving fintech innovation in payments, banking infrastructure, lending, and embedded finance. We're building the community this ecosystem deserves.

Who We Are

Angi Milano is the Founder & CEO of Maven Advisory, where she helps fintechs build go-to-market strategies that actually work. Her career spans both sides of the table, from leading marketing at HSBC, Capital One, and Citigroup, to buying fintech solutions for credit unions like BCU and Alliant, to scaling high-performing fintech sales teams. She has also been directly involved in six successful acquisitions, giving her unique perspective on how strategy drives outcomes. Her approach is practical and actionable, rooted in real-world sales and marketing expertise.



Holly Glowaty is a serial entrepreneur and go-to-market strategist with over 13 years of experience building revenue-generating products, partnerships, and brands across fintech, payments, loyalty, and rewards. A pioneer in closed-loop payments and a leading voice in redefining gift cards as branded currency, Holly has launched and scaled multiple ventures, including: Prizeout, the Flourish Conference & Media Network, K+H Connection, FinFoundHer, the Women in Incentives Network and Chicago Fintech Women with FinTex. Her unique ability to fuse brand strategy, market readiness, and business development, makes her a trusted partner to startups, financial institutions, and ecosystem builders alike.

Our Mission

To empower Midwest fintech GTM teams with:



Community: Meaningful connections with peers facing similar challenges



Resources: Self-guided tools and templates for immediate implementation



Education: Practical workshops, courses and content that drive revenue results



Events: Regular touchpoints that build lasting professional relationships

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CALENDAR OF EVENTS

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Workshops (4 Annual)

Expert-led, hands-on sessions designed for immediate implementation:

Format: 4-6 hour intensive sessions | 10-30 attendees



January 2026

Sales Kick-Off Readiness

It's the new year. Are you and your team prepared to hit the ground running? Join us in person or virtually.



April 2026

From Pilot to Partnership: Scaling Fintech Sales

We will tackle how to turn proof-of-concept wins into lasting partnerships. Expand FI relationships, align with partner priorities, and build a repeatable model for institutional growth.



August 2026

Budget Season Sales Readiness

When selling to FIs, budget season is key in your sales cycle. We'll help your team build a proactive plan to surface demand, re-engage warm leads, and close deals.



October 2026

ICP to Revenue: The 90-Day GTM Sprint

We'll refine your ideal customer profile, sharpen your messaging, and activate GTM plays that turn planning into pipeline. so you enter Q1 with focus, confidence, and deals already in motion.

Networking Events (4 Annual)

Curated gatherings that foster authentic fintech community connections:

Format: 2-3 hour events | 50-100 attendees | Structured networking + social time



February 2026

For the Love of Fintech

In honor of Valentine's Day we are setting the fintech community up through speed networking



May 2026

Spring Networking Event

Before the Summer kicks off we are getting our fintech friends together for networking & panel discussion



July 2026

Boat Cruise or Rooftop Social

It's time to enjoy Summertime Chi! We are making plans to soak up the sun on Lake Michigan or take in a Cubs game from a rooftop



November 2026

Fintech Friendsgiving

We are going to get together and celebrate a year of fintech in the midwest. Come for food, friends and networking



Annual Summit: February 2027

Our premier gathering of the Midwest fintech community.

February 2027

2-Day Midwest Fintech GTM Summit

Multi-track programming featuring:

- Keynote speakers from leading fintech companies.
- Breakout sessions on sales, marketing, and revenue operations
- Roundtable discussions on industry challenges
- Evening networking reception
- 1 on 1 meetings between investors, Financial Institutions and Fintechs

Expected attendance: 200-300 fintech professionals

Let's Host Something in your City

While our first events are planned for Chicago- we are working on expanding our events to cities across the Midwest. Let's work together to launch a networking event, panel or workshop in your hometown. Don't worry- we do the heavy lifting!



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DIGITAL ASSETS

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Sponsors also gain association with our year-round offerings:

- Downloadable Kits
- Self-Guided Courses
- Sales frameworks
- Marketing templates and messaging guides
- CRM optimization tools
- Discovery and demo best practices





PODCAST



ANGI MILANO & HOLLY GLOWATY

LISTEN ON



Podcast

The **GTM Loop** podcast is where we talk about fintech go-to-market strategies that actually work. Real stories, honest lessons and tactical conversations on how to sell it, keep it and grow it.

From why growth is a loop (and not a funnel) to navigating banking sales cycles without losing your mind, to turning compliance into a sales accelerator!

We share what not just what we've learned in the trenches with fintechs, founders and financial institutions; we bring on special guests (**LIKE YOU**) to share their wisdom, advice and stories.

Expect straight talk, practical advice and the occasional hair flip. If you're building selling or scaling in fintech and beyond, this is the go-to-market podcast you actually want to listen to.

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SPONSORSHIP

OPPORTUNITIES

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Tier 1: Flagship Summit Sponsor – \$25,000



Limited to 3 sponsors

Summit Benefits:

Top logo placement on all summit materials
10-minute keynote speaking slot
Premium booth space in main traffic area
4 complimentary summit passes
Private VIP dinner with speakers and select attendees
Other Asset of your choosing



Annual Benefits:

Logo on GTM Loop marketing materials including:

- Website
- Email Footer
- Select Print Materials

Complimentary table and or branding at all 4 networking events

8 complimentary workshop seats (distributed across 4 workshops)

Quarterly spotlight in community newsletter (4 posts)

Co-branded content opportunity (webinar or downloadable guide)

Feature in the GTM Loop Podcast

Tier 2: Flagship Summit Sponsor – \$15,000



Limited to 5 sponsors

Summit Benefits:

Logo placement on summit materials
Standard booth space
5 complimentary summit passes
One other on-site asset of your choosing

Annual Benefits:

Logo on GTM Loop marketing materials including:

- Website
- Email Footer
- Select Print Materials

Complimentary table and or branding at all 4 networking events

4 complimentary workshop seats

Bi-annual newsletter spotlight (2 posts)

Feature in the GTM Loop Podcast



Tier 3: Event Sponsor – \$8,000

Per networking event or workshop series

Choose Your Focus:

Option A:

Single Networking Event Title Sponsor
Exclusive branding for one signature networking event
Speaking opportunity (5-minute welcome)
Booth/table with prime placement
6 complimentary event passes
Post-event attendee list (opt-in contacts)
Feature in the GTM Loop Podcast

Option B:

Workshop Series Sponsor
Logo on all 4 workshop promotions and materials
8 complimentary workshop seats across the series
2 summit passes
Company mention in workshop follow-up
communications
Feature in the GTM Loop Podcast



Tier 4: networking Sponsor – \$3,500

Per event

Logo placement at event venue and on event page
Booth/table at event
4 complimentary event passes
Social media mentions (pre and post-event)
Attendee list (opt-in contacts)



À La Carte Opportunities



Workshop Sponsorship: \$2,500

(per workshop)

Logo on workshop materials

4 complimentary seats

Post-workshop email to attendees

Digital Content Sponsor: \$5,000

Co-branded downloadable kit or course

Your logo on resource

Email promotion to community

6-month featured placement

Feature in the GTM Loop Podcast

Custom Sponsorship

We believe in aligning with your goals!

Want to create something unique to your brand or budget? Let us know!



Why Sponsor the GTM Loop?

We're built differently

- **Midwest Advantage**
 - Less saturated than coastal markets
 - Loyal, tight-knit community that values long-term relationships
 - Growing fintech hub (Chicago, Minneapolis, Columbus, Indianapolis, St. Louis)
- **Higher ROI on sponsorship dollars**
 - Year-Round Visibility
 - From January workshops to February's summit, your brand stays top-of-mind throughout the entire GTM cycle.
- We are bringing together **FIs of all sizes, Fintechs and Investors** to bolster our community

Unlike conferences where attendees are bombarded with vendors, GTM Loop creates intimate settings where sponsors become trusted community partners.



We're built differently

Projected Community Reach (2026)

- Event Attendees: 400–500 unique professionals
- Email Community: 1,000+ subscribers
- Digital Resource Downloads: 500+ users
- Social Media Reach: 5,000+ fintech professionals
- Summit Attendance: 200–300 attendees



GTM Loop is about building the
infrastructure for Midwest fintech success.

As a sponsor, you're not just buying logo placement;
you're **investing in a community** that will drive the next wave of
fintech innovation from the heartland.



Ready to join us?

Contact Holly or Angi:

hello@thegtmloop.com

www.thegtmloop.com

Notes

