

Go2Market Support

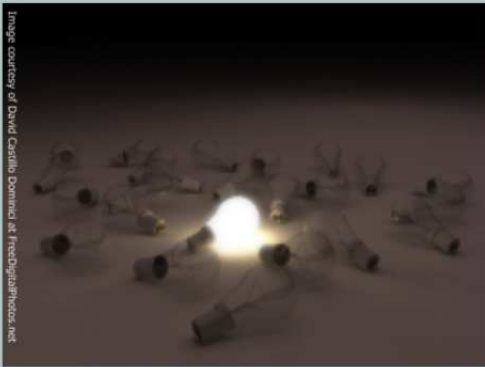
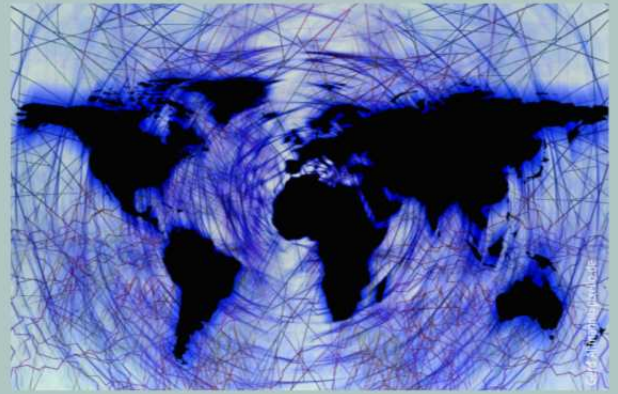
Have a great product? Lack resources or budget to bring it to market?

Start-ups and smaller companies usually concentrate on research and development.

Coming up with that new product/solution is the number one priority.

But once you have that first product/solution ready, you need to build a pipeline and sell it.

i2i associates can manage this process for you at a fraction of an in-house sales organisation and right within your target market.



The i2i team have a long established presence and decades of experience in the EMEA marketplace and can manage this critical process for you.

We develop with you the most appropriate go2market plan:

- Prioritization of market segments
- Regional issues and peculiarities
- Cooperation with government bodies, associations etc.
- Rules of engagement

Upon identifying the prospects we engage them on your behalf making first contact. We also manage existing relationships you find difficult to maintain due to geographical location, budget, etc. You bring in your specialists at the appropriate time in order to close the deal.

This way you save your valuable resources for the most promising opportunities.



In essence you take advantage of our well rounded, professional, locally based team to bring you and your products into new markets!

Whether you need market access, commercial or regulatory support – i2i associates can ensure a quicker, more efficient contract closing!



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