

## Situation

A venture capital backed small French drug-discovery company using high throughput protein interaction mapping looks to open up in the US market. Hubtech21 was requested to discover and present new opportunities and help create a US base for potential sales and partnerships.

## Challenges

- Reach consensus and find the kinds of clients or partnerships that add value to the organization
- Identify the appropriate business / academic contacts that will align with the firm's business model
- Find the most efficient method to penetrate the US market

## Solutions

- Worked with client team to define and prioritize strategy for pursuing customers / partners
- Quickly identified highly specified contacts and set up meetings with client company
- Managed the sales operational processes and helped maintain visibility within the US market

## Results

- ➔ US Sales Annual Growth by 30%
- ➔ ~ 150 leads provided
- ➔ Harmonization of R&D with customer and market needs



# SERVICES

- ✓ US representation
- ✓ Specialist manager
- ✓ Access to technology networks
- ✓ US phone number (Hubtech21 or dedicated)
- ✓ Fax reception
- ✓ Mail reception
- ✓ Telephone answering
- ✓ Virtual office 1 week/month near MIT campus
- ✓ Access to technology networks

# CONTACT

## PARIS

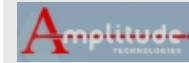
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# CLIENTS



biocortech



**HUBTECH 21**  
Europe - USA

OPENING MARKETS FOR TECHNOLOGIES