

Situation

A well established manufacturer of optronic equipments wants to launch a new 360 infrared camera in the US. Their target markets are the Homeland Security and Defense market. They have no previous reference or presence in the US.

Challenges

- Position the product
- Define the best sales strategy
- Penetrate the Defense and Homeland Security market

Solutions

- Researched the Target Markets: Ikey players, legal context, government programs, influencers, competition
- Identified distributor specialized in infrared technology, with adequate coverage of the US territory;
- Recruited a Director of Business Development with large rolodex in Defense to support, grow and manage the distribution network
- Identify key accounts with defense programs and industry, qualified needs and organized high-level meetings

Results

- ➔ A \$80 000 sale after 9 months
- ➔ Purchase of one equipment by the US Army for evaluation program
- ➔ Creation of US subsidiary
- ➔ Identification and recruitment of key first US employees



SERVICES

- ✓ Market evaluation
- ✓ Targeted contacts detection
- ✓ One-on-one meetings with prospects, influencers
- ✓ Market intelligence
- ✓ Competitor research
- ✓ Trade show or conference representation
- ✓ Distribution channels identification
- ✓ Sales collateral optimization
- ✓ Development support

CONTACT

PARIS

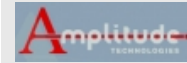
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