



DEMTECH

Open Innovation. Funding. Sales

WWW.DEMTECH.BIZ

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In today's extremely competitive technology landscape, only the most efficient, effective, and innovative businesses survive and thrive.

Disruptive companies focus on their core competencies and partner with best-in-class organizations to fulfill their other business needs.

DEMTECH IS SUCH A PARTNER.

Since 2000, we have helped more than 700 of our client's accelerate their international expansion plans through fast cost-saving business development solutions in European, Asian, Latin American and Israel markets.

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- Why Demtech?
- The value we bring
- Clients
- Partners
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OUR SERVICES

- **OPEN INNOVATION**
- **FUNDING**
- **SALES ACCELERATION**



ABOUT US

Demtech is a consulting firm focused in Open innovation, Business Development and Investment for Start-ups, Enterprises, High-Tech Companies and Venture Capital Firms.

We provide the strategies, resources and contacts to enable international high-tech companies to expand international operations rapidly and profitably.

Our unique approach & experience adds intelligence and speed to our client's market entry process without the financial risk, commitments, and delays associated with opening local offices and hiring direct employees.

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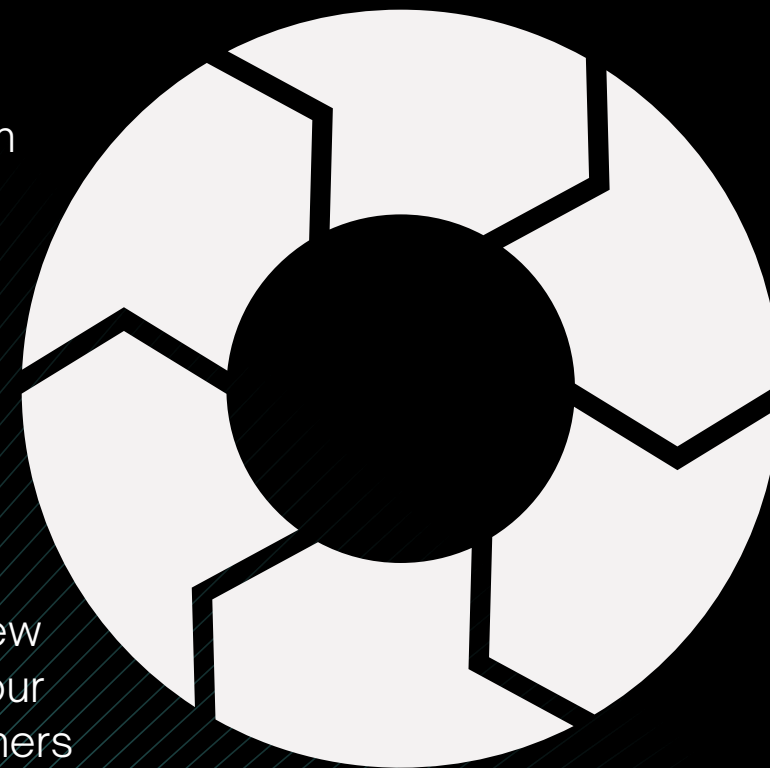
ADDED VALUE

Network

Access to 29,000+ Contacts
from our exclusive Network

Association

Establish relationships with
600+ startups



Expansion

Access to the major markets in
Europe, our key players and partners
in the international innovation
ecosystem

Growth

Opportunity of forming new
business synergies with our
450+ clients and 20+ partners

Diversification

Integrated 360° service
lines, creating new business
opportunities

Collaboration

Search and Filter potential prospects, in
the selected target, as well as Monitor
Testing their Performance



OUR VALUES

01



Responsibility and compromise

We base our work on
knowledge and
expertise.

02



Honest proposals

We offer what we can
deliver.

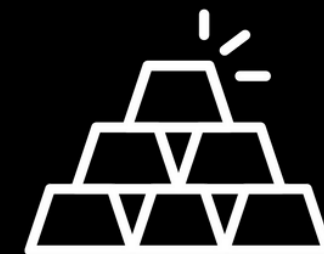
03



Results-oriented

Count on us as your
strategic ally.

04



Value-added Differentiation


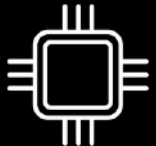







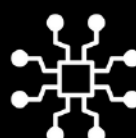








We aim to contribute in the
improvement of the
competitive environment.



INDUSTRY EXPERIENCE, CONTACTS & UNIQUE INSIGHTS

Thanks to our extended network of contacts and vast expertise, we have succeeded across multiple verticals:



	Artificial intelligence		Hardware & Robotics
	Apps		Healthtech
	Big data		Insurtech
	Blockchain		IOT
	Cloud		IT & Cyber Security
	Wealth-tech		Smart Cities
	Digital platforms		SAS
	e-Commerce & Retail		Telecom
	Fintech		VR



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WHY DEMITECH?

22+ Years of experience reinventing scale-up services	700+ Clients	30+ Innovation global partners	32.000+ Contacts in an exclusive database
15+ Projects in our current portfolio	20+ Yearly networking events	5 Countries Presence in London, Milan, Mexico, Tel aviv & Madrid	Database with 200+ VCs & Investment funds 10.000+ Corporations & startups



THE VALUE WE BRING

Knowledge & Cross industry criteria

Highly qualified multilingual diverse team with a background in multi-vertical industries, Innovation, Sales and Marketing, Management Consultancy and with Fortune 500 companies.

90% success rate of achieving Commercial KPIs



Customized, innovative and agile sales methodologies

Winning Complex Sales Methodology™



Exclusive database & Market expertise





OUR CLIENTS

Fintech



Big Data, AI,
BI, & Analytics



Cloud, SaaS &
Hosting





Enterprise



Retail & Logistics



Open Innovation



Health Tech



Handset & Hardware



DEMTECH

WE BRING VALUE.



PARTNERS

Demtech holds an effective collaboration with partners through sharing research, data and resources to ensure fast-scaling businesses with long-term vision.

hero^x THE FLOOR

STAR 26

GTM Europe

PANTHEON

Elina Capital

GLILOT CAPITAL PARTNERS

the Walker Group high tech, human touch

PSP LAB

LEGAL — ARMY

proof



FinTech Connector



+ SWITZERLAND GLOBAL ENTERPRISE enabling new business



BOARD OF ADVISORS



Andrew Greystoke
Chairman at Pantheon
International Advisors Ltd



Byron Haigh
Scouting - Kajima group



Wayne Brown
Managing Partner -
The Walker Group



Pablo Ruiz Correa
Head of Digital innovation at
Caja rural



Tamara Medina
International business
acceleration & expansion
at GMT Europe



Rafael Conde
Innovation & Strategy
Vector ITC Group



Dror Shaked
Senior VP Business
Development at Wix.com



***AVOID DISRUPTIONS
IN YOUR CORE
BUSINESS.
LEAVE IT TO US.***

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OUR SOLUTIONS

We provide value-added services and grant access to the vast Innovation & Technology Ecosystem, enhancing our customer's differentiated value proposition.

Boost your potential through our comprehensive suite of services:

OPEN INNOVATION

SALES ACCELERATION

FUNDING



OPEN INNOVATION

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OPEN INNOVATION

Our experience in innovation enables us to identify your challenges and develop creative solutions so your business can flawlessly and effectively gain visibility while achieving your innovation goals.

01

Access to Demtech's Tech Ecosystem

Get in touch with key players.



02

Get full access to Innovation Platforms



03

Corporate Innovation Program



04

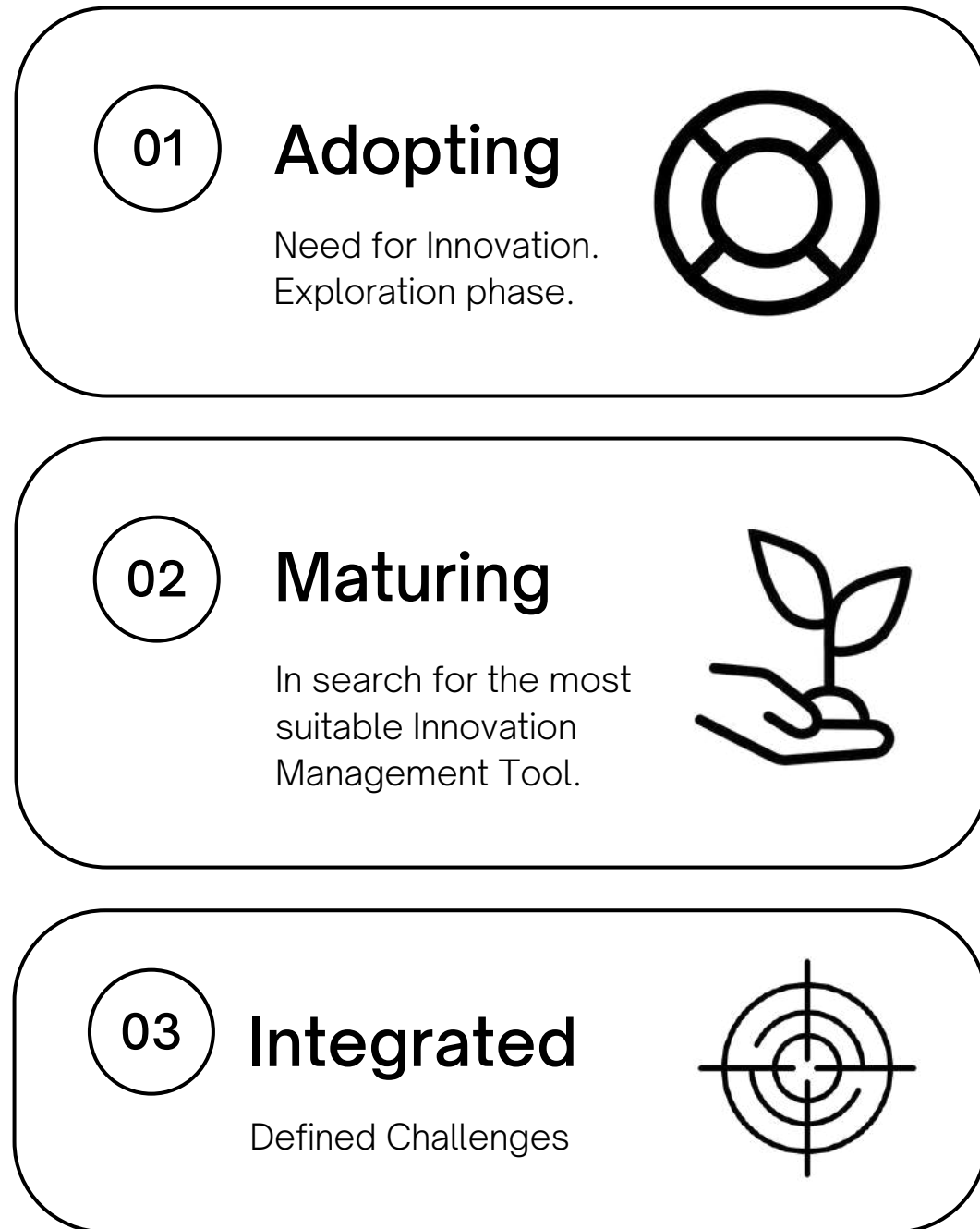
Open Innovation

We perform Global Tech-Scoutings as your external agnostic partner

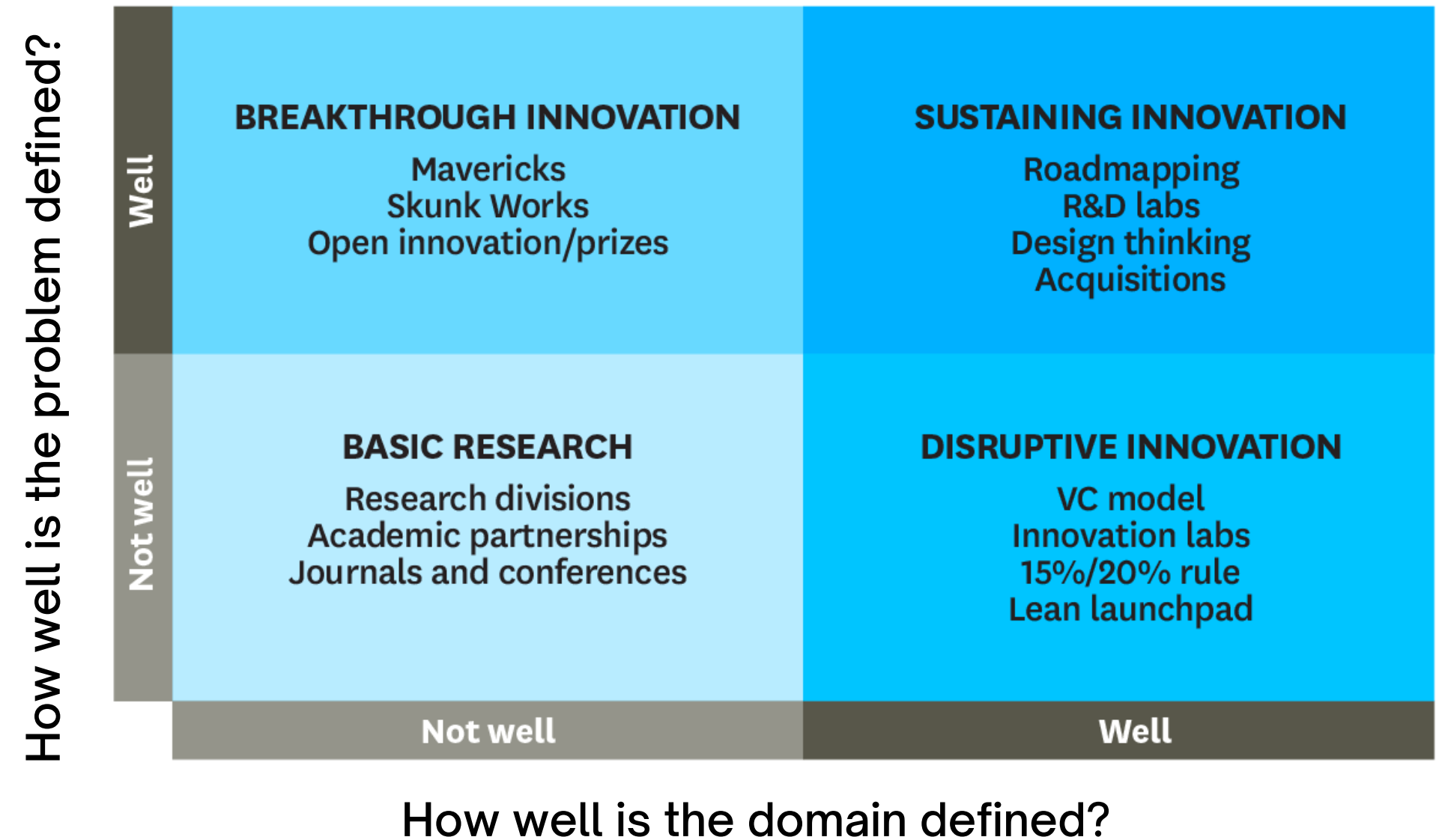




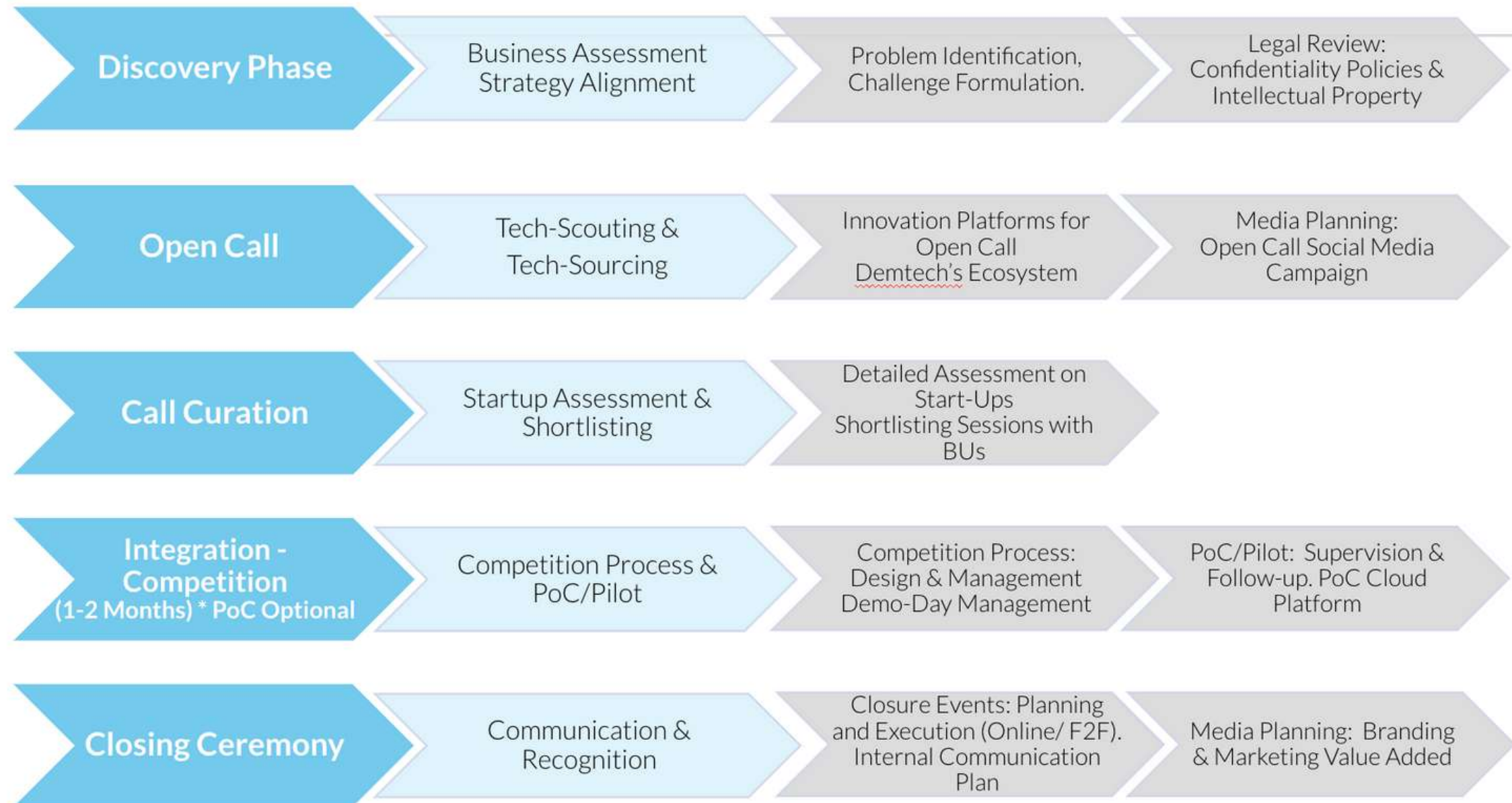
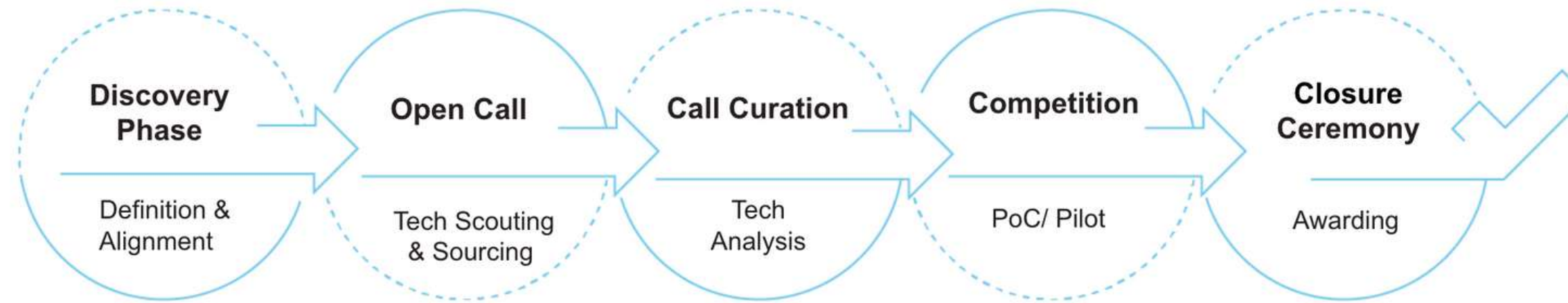
STAGES



4 INNOVATION TYPES



CORPORATE INNOVATION FLOW





INNOVATION FORMATS

01



Technology scouting and ecosystem management

We help corporates looking to implement new technologies & run POCs.

02



Roadshows

We plan local and international trips so delegations can explore partnerships, investments, and acquisition opportunities.

03



Meetups & Demodays

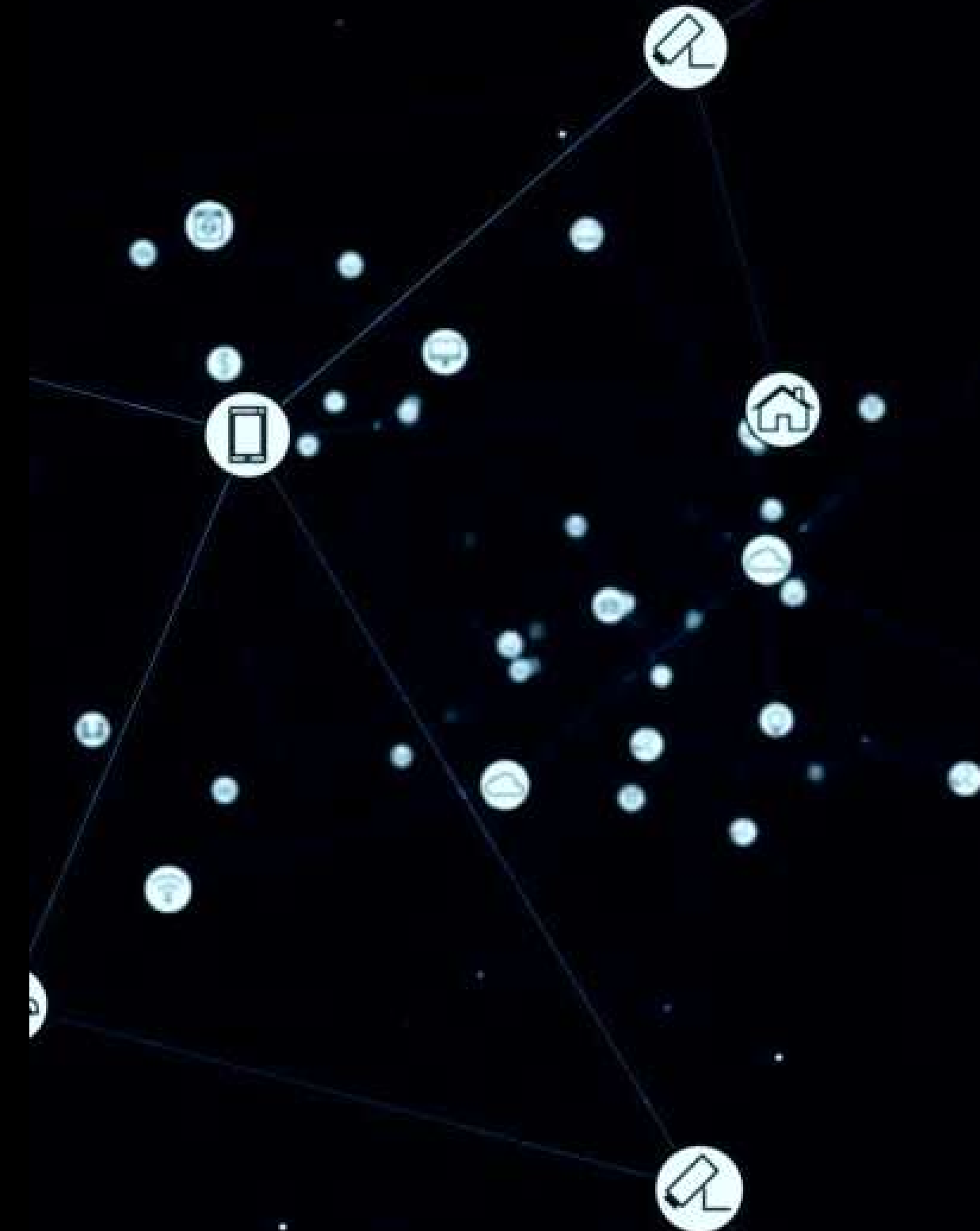
We help companies cultivate long term collaborations with useful technologies through meetups, demodays, hackathons.



ACCESS TO DEMiTECH'S TECH ECOSYSTEM

By Tapping into our connections, we will grant you immediate access to trusted key players in the international innovation ecosystem:

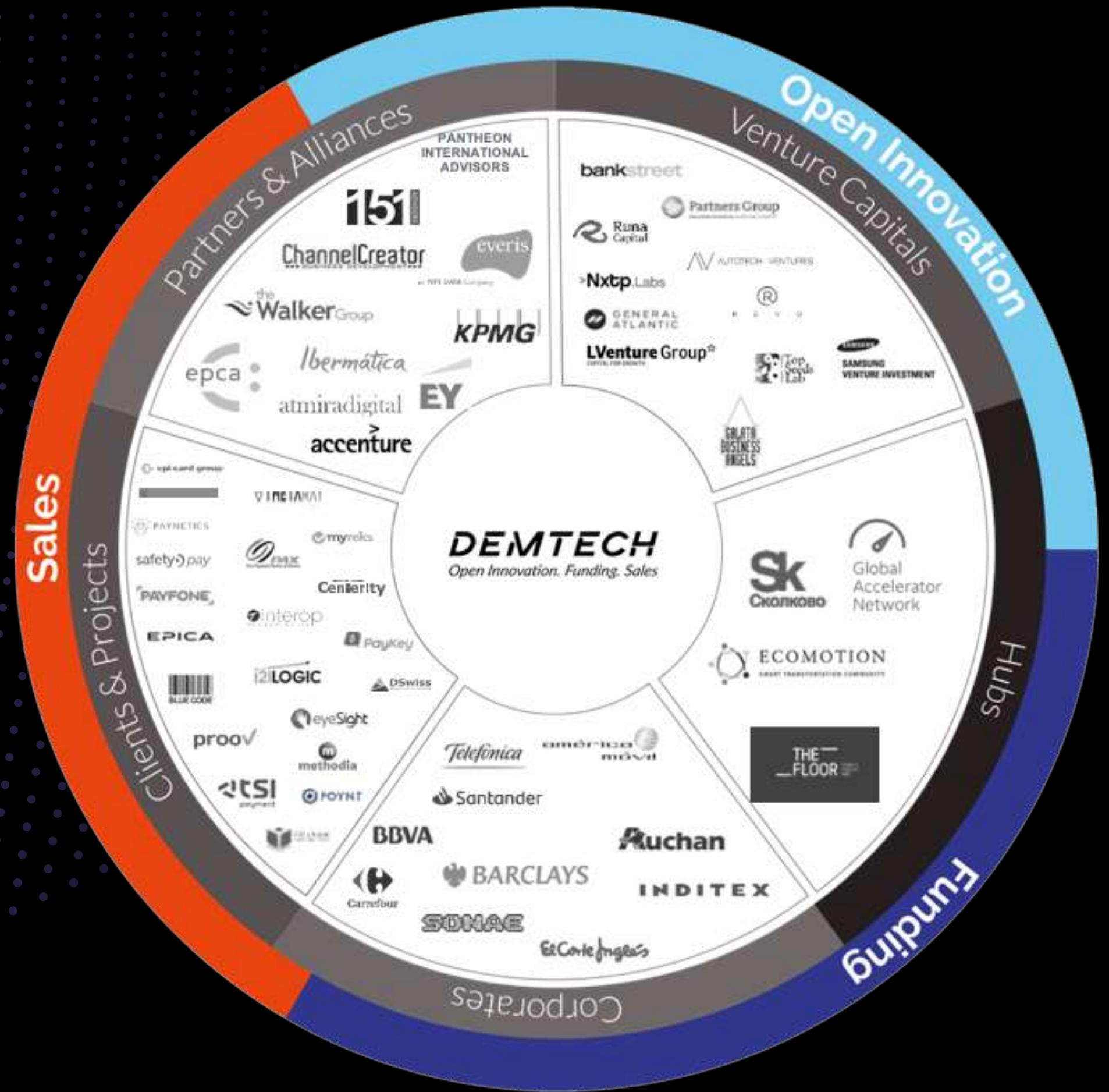
Advisors	Consultants	Potential Investors	Hubs
Strategic Alliances	System integrators	VCs	Potential Clients







DEMTECH'S ECOSYSTEM

We will be happy to introduce you to innovative, tech-focused organizations to further accelerate your tech strategy.





GET FULL ACCESS TO INNOVATION PLATFORMS

PoC on the Cloud	Worldwide Database	Global Challenge Platform	Fintech Connector
<p>proof™</p> <p>Is an end-to-end solution for managing proof-of-concepts on the Cloud.</p>	<p>FGS  GAN</p> <p>Over a million of tech founders, 800k startups and more than 10,000 startup programs globally.</p>	<p>hero^x</p> <p>Crowd-ideas: resolve the challenges of your company.</p>	<p> FinTech Connector</p> <p>Online network for entrepreneurs, investors, and all others within the Financial Technology sector</p>



WHY CHOOSING AN OPEN INNOVATION PARTNER?

BBVA

accenture



Client's core
business

+

DEMTECH

Agnostic open
innovation partner

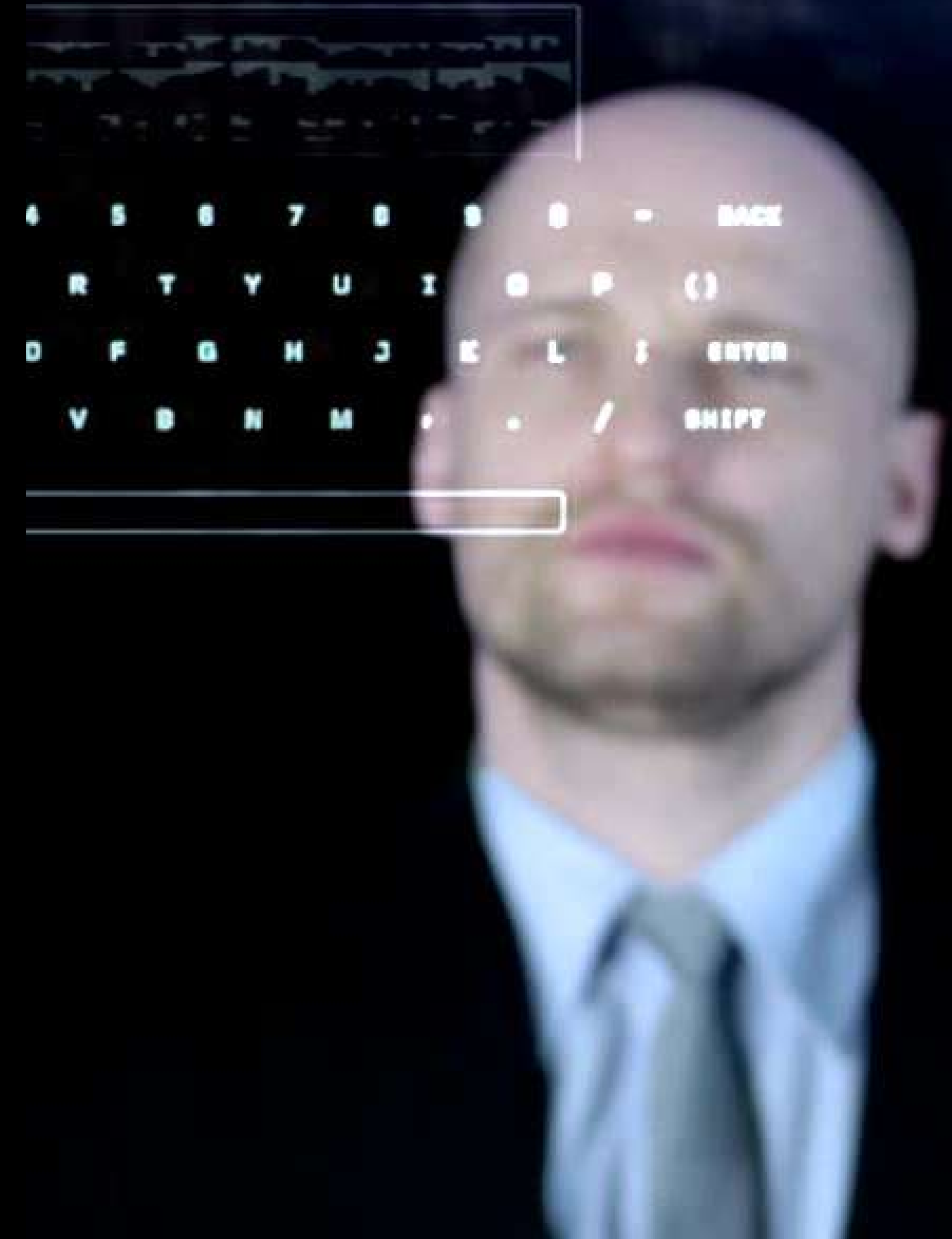
We perform Global Tech-Scoutings as your external agnostic partner.

Most corporations seek to acquire new capabilities and integrate powerful solutions through the 'open innovation' model.

Achieve an efficient growth by focusing on your core business. We've got you covered. Solve your pain-points through our robust and proactive open innovation scouting.

ADVANTAGES AND OPPORTUNITIES

Agilize bureaucratic processes with us as your experienced agnostic partner	Take advantage of our knowledge, innovators & startups network	Add extra hands for POCs and to outsource your pilots
Save costs & resources	Accelerate your time to market	Focus in your core activities





SALES ACCELERATION

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SALES & BUSINESS DEVELOPMENT

We offer competitive account entry strategies in consulting & sales acceleration services reducing time-to-market entry.

01



Market Research Sales Pitch

- Refine your value proposition
- Transform your offer into measurable business outcomes
- Define your competitive advantage
- Design tailored value propositions

02



Boost your sales through our WCS™ methodology

03



Account Entry Strategy, Management & Exposure

Qualified calls
Meetings
Events

04



European & LATAM Sales outsourcing

Full-service coverage for specific tech offerings
Highly skilled field sales representatives.
Inside sales.

BOOST YOUR SALES THROUGH OUR WCS™ METHODOLOGY

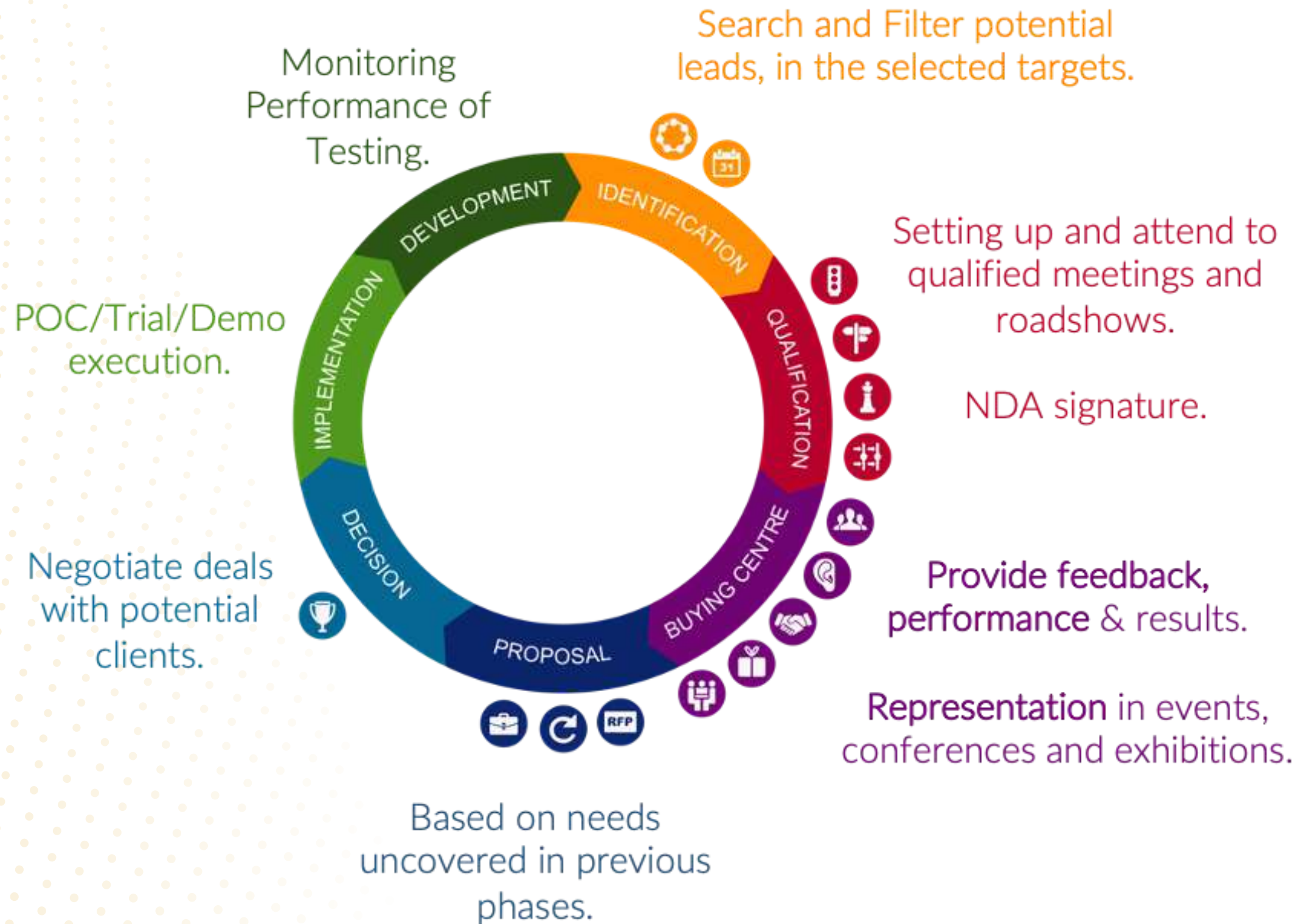
The Winning Complex Sales Methodology™ supports the whole sales cycle journey facilitating the understanding of every solution, market and its relevant players.

Establishing relationship with targets.	Managing CRM Tools.	Closing deals & Reporting on Sales.
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“WCS is a pragmatic, time-tested method for managing complex sales opportunities. Working in opportunity teams, participants analyze their position in current deals and improve their strategy and action plan to win.”



WCS™ METHODOLOGY



CHANNEL PARTNER MANAGEMENT

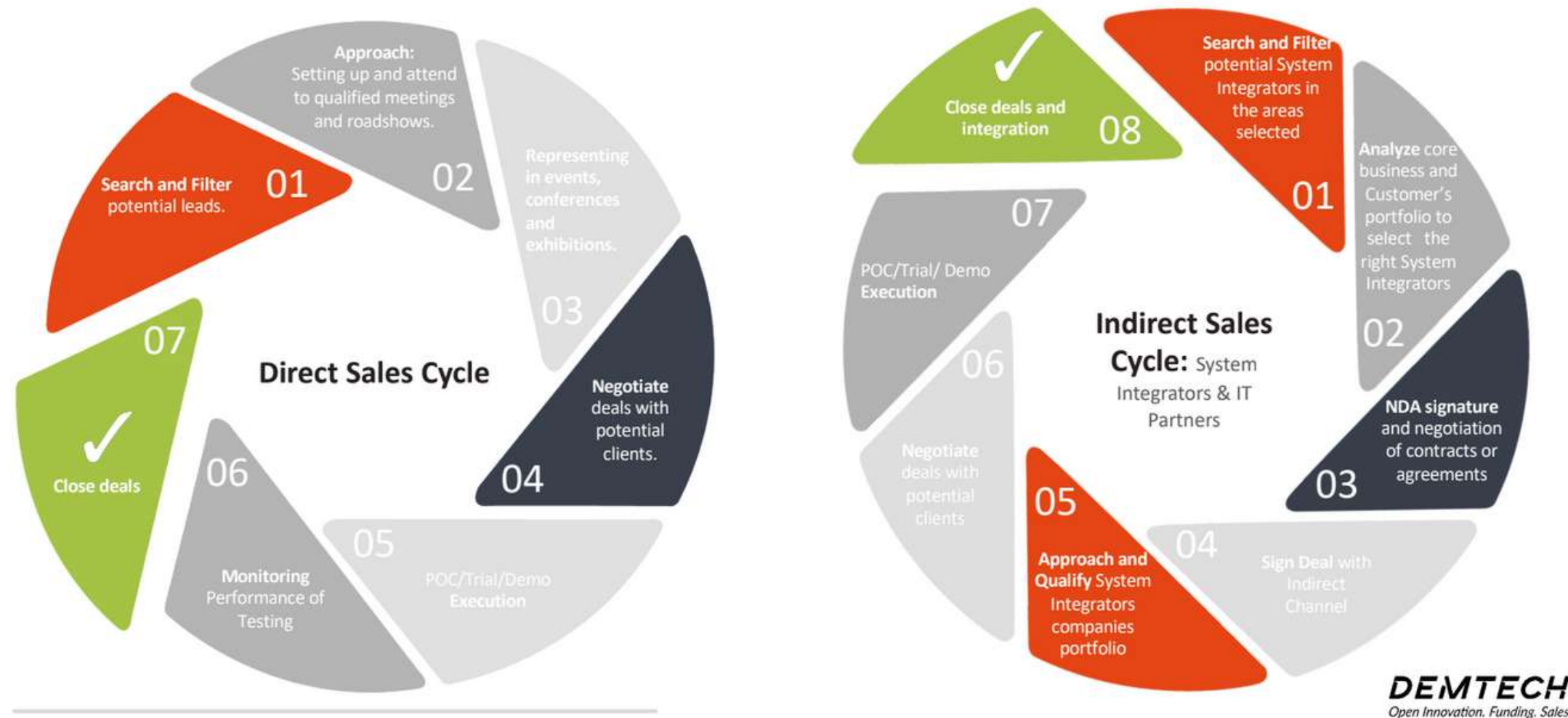
Relationship management with new & existing partners:

1. Recruitment & commitment framework definition
2. Scout & validate the right partners
3. Train the sales teams + pitch
4. Start the commercial / sales activities
5. Motivation + Incentives + Events
6. Channel performance management
7. Assess & improve the sales strategies



ACCOUNT ENTRY STRATEGY

- Multi-Channel Lead Generation & Inside Sales
- Define the right accounts
- Analyze product strategic fit
- Local Pricing Assessment and Advisory
- Set the strategy to capture the Buying Centre.



EUROPEAN & LATAM SALES OUTSOURCING

- Convert leads to deals
- **Research prospective accounts in targeted markets**, pursue leads and follow through to a successful agreement.
- Propose strategic alliances
- **Understand the target markets**, including industry, company, project, company contacts and which market strategies can be used to attract clients.
- Maintain relationships with current clients and **identify new prospects** within the area you have been assigned.
- Have a **strong understanding of company products, competition in the market and positioning**.
- **Follow the latest industry developments** and stay up-to-date on corporate competitors.





SCALING SERVICES FOR STARTUPS

Market Qualification Services



Sales Execution Services



*MQL: Marketing Qualified Leads

*SQL: Sales Qualified Leads



FUNDING

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FUNDING

We assist VCs, CVCs & Funds to distinguish their value proposition within the industry by offering additional features to upgrade their core services and benefit the portfolio's companies.

Fundraising

Shape the Fund's Value proposition and differentiation (Network enrichment + Business development and commercial knowhow)

Networking & Exposure for Reliable Dealflows

Scouting

- We scout **funding investors and disruptive technologies** that are aligned with VCs philosophy; and provide an assessment that results in low-risk reward ratio investments.
- Increase geographical reach & match with potential value-added portfolio companies.

Portfolio management

Protect and increase the value of your investments through:

- Market Research and Oversight
- Risk Profiling
- Exit Strategies
- Managing Partner Relationships

Assesment

- Team, Product, Market & Synergic capabilities assessment
- Fund/VC fitness assessment
- Market-fit assessment: Market Validation and Channel definition

Investment

- Co-Investment opportunities with other local/international VCs or Corporate Funds
- Syndicate planning:
 - a. Identification of Co-lead Investors
 - b. Identification Following Investors
 - c. Recommendation of Strategic Investors



MANAGEMENT, CONSULTING & ADVISORY

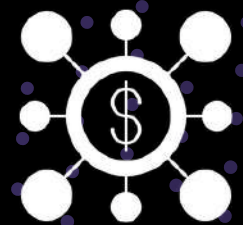
Create value for the next funding round or Reach the desired fund size and possible exit strategies.

We facilitate investment opportunities between VCs, Private investors, Private equity Firms, Family offices, Angel Investors through our extended network.

Market / Startup Validation	Preliminary commercial analysis	Proprietary evaluation	Assistance in risk diversification	Representation of VC's portfolio in various geographic regions including PR.
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INTEGRATION + INVESTMENT

Diversification
strategies
through
Potential M&As
and
tie-ups.



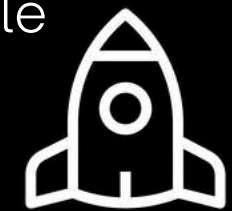
Find investors

Reach opportunities
across different
industries in multiple
countries.



Targeted Startup
scouting

We identify investment &
co-investment opportunities
from scouting to exit while
assuring low-risk reward
ratio investments.



VC + *DEMTECH* = Integration, Investment, or both.

NETWORKING & EXPOSURE FOR RELIABLE DEALFLOWS

- Increase your network for quality opportunities and leverage non-VC Network:
Multisectorial Corporates , ISVs, System Integrators, M&As, etc.
- Attended to top industry Events

Inbound from reliable sources

VCs, CVCs, Tech hubs,
Strategic partners, Open
innovation programs.



Outbound: Tech and Fund scouting



Coordinated roadshows:

Representation
Lead review & followup

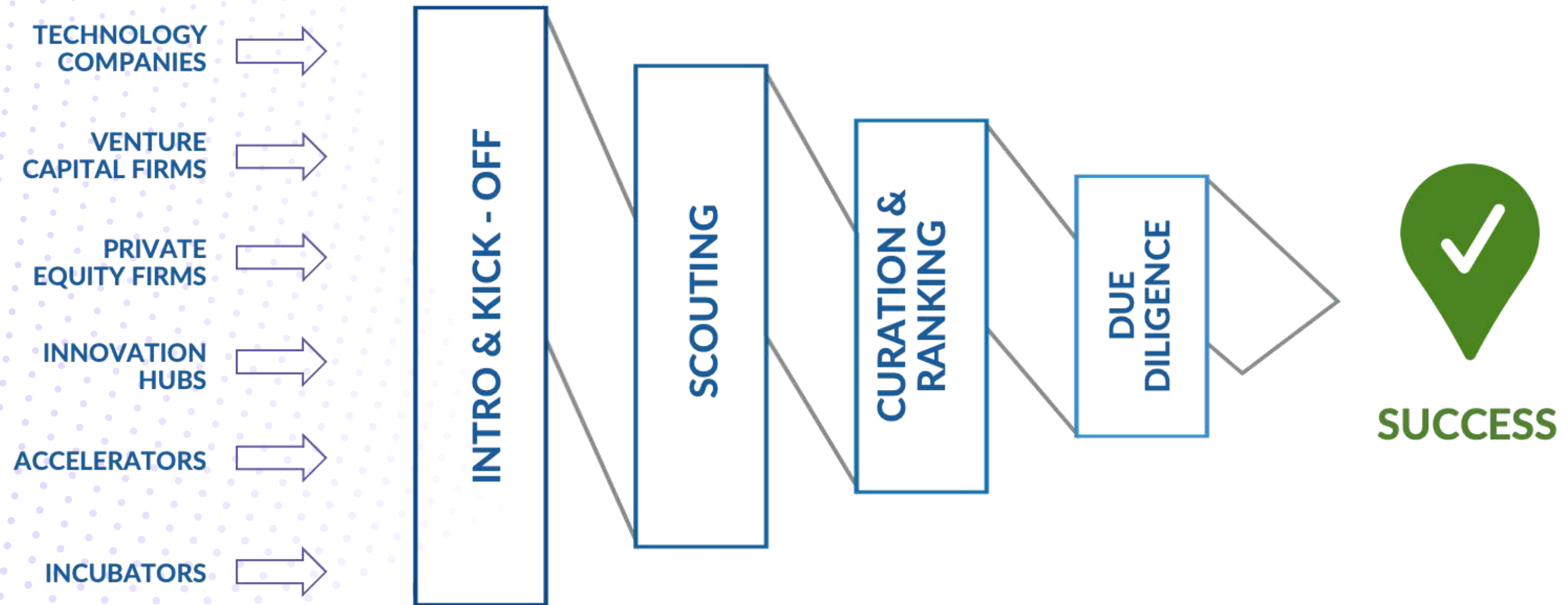


Event management:

Pre-event planning
Representation
Lead review & followup



GLOBAL PLATFORM FUNNEL





VCS/GROWTH EQUITY FUNDS WORKING WITH US





**MARKET ENTRY
TIMING MATTERS.**

GET IN TOUCH.

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