



**US-MARKET SPECIALIST - Sales, Business Development and Consulting**  
Technically advanced products and system – Specialized in Industrial Automation and  
Capital Equipment / Machinery

# Company Presentation



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## **KEYXTECH – Your Partner in the USA**

- Entrepreneurial. Forward Thinking.
- Strategically planned. Highly efficient.
- Focused on growth in sales and revenue.
- Market research. Value proposition.
- Path to market entry and growth strategy.



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## **KEYXTECH – Sales, Business Development and Consulting**

- More than 20 years of international experience and success in the US-market.
- A strong network of relevant industry contacts.
- Specialized in Industrial Automation and Capital Equipment / Machinery.



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## **KEYXTECH – Values**

- Integrity. Dependability.
- Treat others like you would like to be treated.
- Always there for you.

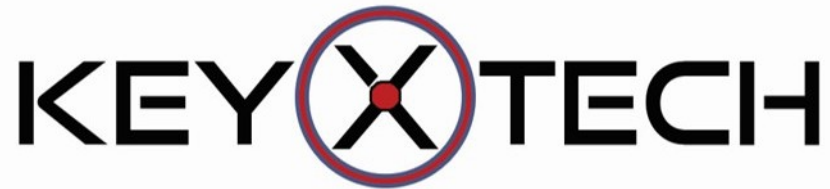


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## **KEYXTECH - Our clients**

- Our clients typically are non-US manufacturers of innovative products and technologies.



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## **KEYXTECH - Strategic, Entrepreneurial, and Forward Thinking**

**KeyXTech will make your company successful through providing valuable services including:**

- Strategic growth / business development roadmap.
- Path to market entry and growth strategy.
- Value proposition, marketing and brand-name recognition.
- Actions to generate sales and establish ongoing business.
- Active sales and customer acquisition.



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## **KEYXTECH - Strategic, Entrepreneurial, and Forward Thinking**

**Additionally offerings include:**

- Application engineering. Project management.
- Service. Repairs.
- Marketing. Web-page. Trade-shows.
- Logistic and distribution concepts.
- Turn-key set-up of a subsidiary.
- Finding of suppliers.
- Finding of potential partner/ joint venture companies.



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## **KEYXTECH – Our Approach**

- Be the local company presence.
- Convert technology into value proposition (commercial).
- Provide real-time market knowledge.
- Utilize senior level industry contact network.
- Give critical feedback for business and product development.
- Minimize potential risks and unplanned costs.
- Negotiate terms and conditions, pricing. Close contracts.
- Convey critical client issues to the customer.
- Proactive and results driven.





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## **KEYXTECH - Background**

- 21+ years of international experience - company startups and restructuring, new product launch, business development.
- Product and service commercialization, international business expansion, P&L.
- Lead and established European-HQ optical sensor (opto-electronics) manufacturer in North America.
- Restructured US\$22MM division of European-HQ capital equipment manufacturer and returned to profitability in 1.5 years.
- Build up machinery division in the US for European-HQ capital equipment manufacturer from scratch.



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## **Questions to Our Clients**

### **Are you interested in**

- successfully establishing your company in North America with minimal risk, cost and complexity?
- working with a local partner as an extension of your company to develop new markets and revenue streams?
- built the business and grow sales and revenue in the North American market?

### **Are you ready**

- to execute a step by step plan with estimated timelines and mile stones?
- to commit to make the resources available for accelerated growth?
- to make appropriate modifications to products if required?