

## 1 Step2Europe Inc.

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## The European Marketing and Subsidiary Facilitator

One Step To Europe was established in August 2000 to facilitate the penetration of the European market for U.S. Firms who required our services to market their highly focused / special commodity software products. From the outset, we were focused on vertical markets, like broadband internet, telecommunication infrastructure and convergence, security and banking.

Based on our experience, the backgrounds of our management team and partner network, we are well-aware of the requirements and procedures especially in the above-mentioned markets. This enables us to translate your specific offerings to these vertical markets in the sense of solutions and tailor-made proposals for your potential customers.

### ***Our Business Focus***

At 1Step2Europe, our proven record of successfully placing niche products and solutions as well as specialty applications with the right partners is what distinguishes us from the competition.

1Step2Europe has shifted its main focus during the past 2-3 years from offering offshore services from India to software products since we have realized the budget restraints have diminished, the telecom sector is thriving. We are convinced about the business opportunities for Canadian and US based companies in the telecommunications sector and that a closer co-operation is a win-win partnership for both sides.

### ***Our Team***

1Step2Europe brings together a team of sales, technical and marketing professionals, all with a proven track record of success within the telecoms, networking and financial industry.

Our networking expertise and industry experience comes from having worked within the networking divisions of companies including Accenture, Alcatel, Avaya, Ericsson, Lucent, Siemens and leading European carriers including Arcor, Colt Telecom, Deutsche Telekom, T-Mobile and Vodafone.

Our team's skills cover business development, sales, technical support and marketing. Our management team's skills are complemented by Principal Advisors who each have worked at the highest possible levels of telecommunications service providers, manufacturers and channel partners.

## ***Philosophy - trans-continent(al) bridge***

Our mission is straightforward: to **ensure our clients succeed in marketing their products and solutions in Europe**. Your competitive edge is our in-depth knowledge of key European markets.

Our honest and realistic approach to business development minimises your risk of expanding sales into new geographies. Our team of industry professionals, leverage their local knowledge, experience and network of contacts to help you successfully launch products and services in Europe by:

- Qualifying appropriate in-country partners
- Rapid engagement and qualification of end user opportunities
- Supporting – technically and commercially – customer trials and deployments
- Managing your sales pipeline growth.

The choice of outsourcing partner will be key to your business success. Tailored support and commitment to success, coupled with industry expertise and local presence is the strong foundation on which a business partnership is based.

## ***Full Service***

We offer our partners efficient solutions which directly effects your bottom line, and thus a unique full-service program. In initial meetings, we will hear about your products and solutions, along with goals and timelines which it is critical for us to understand. Together, we will develop a plan for finding your **target market** and the best **marketing strategy** for your products in Europe. Then follows a strategy for **generating sales leads and establishing exposure** for your company, your products and solutions.

We will assist our partners in **certification processes**, assist in **negotiations**, draw up **contracts** and review **legal ramifications**. We can also support you in **training staff, customer support** and assist in general **management and control**. We can thus create a total European presence for you without having to establish an office or subsidiary.

## **European Competence & Capital Facilitator**

### ***Value driven Investment Strategy***

We have realized that successful business opportunities cannot be identified by a due diligence alone. We have assisted in several trade sales and turn-arounds, which have convinced us that only short-term and tough-driven investments lead to the success.

### ***Our vision***

To target undervalued companies with high profit potential by reducing marketing and other costs. Growth potential and future earnings must be definable and calculable in the pre-investment phase. We believe, that a successful investment should create value in less than a year. Therefore, our strategy contains a management approach with strict investment rules and regulations.

We are the first European Private Equity Facilitator offering our services exclusively to international companies in the telecommunications and software market who aim to implement a European investment strategy.