

EUROPEAN AMERICAN ENTERPRISE COUNCIL

INFORMATION GUIDE 2012

PROMOTING PARTICIPATION AND CONTRIBUTION

PROMOTING COLLABORATION AND TRUST

FOSTERING ENTREPRENEURSHIP AND TRADE

FOSTERING INNOVATION AND INTEGRATION



Acceleration and Business Development Programs

The EAEC (European-American Enterprise Council) offers unique and state of the art acceleration programs to:

- European enterprises entering the U.S.
- American enterprises entering Europe

These programs are mainly designed to help tech / clean tech / biotech companies achieve their global expansion and operational goals.

The EAEC acceleration programs assist companies with their international business development and marketing strategy execution, as well as facilitate their operational activities across the Atlantic Ocean. The EAEC acceleration programs are unique programs in which local executives and advisors in both origin and destination countries, provide support to the companies in all aspects of their business processes. These can range from marketing, sales, business development planning and execution, to negotiation, recruiting, and constitution of a legal entity (including administrative and accounting support).

The European American Enterprise Council is headquartered in California. It is run by leading executives and advisors with broad experience and know-how as serial entrepreneurs, business angels, heads of venture capital firms and/or C & VP level executives, and in making fast-growing companies achieve their goals. The EAEC programs offer a unique high level / high standard executive and cross-cultural network, with deep global-local or “glocal” experience and understanding of the key elements needed to reach business goals and desired ROI on business internationalization plans. EAEC executives locate and support companies in their country of destination where their main target markets are, in leading US tech regions, such as California (Silicon Valley, San Diego or Los Angeles), or in important recognized EU markets, such as Germany, France, Benelux, Sweden, Denmark, Spain or Italy.





Why the EAEC Acceleration Programs are The Only “Glocal” Program for you:

Network: We introduce you to key decision makers and companies in our main markets in the U.S. and Europe, while offering a perfect hub for Latin America and Asia.

Location: We provide different business locations, tailored to each company’s needs and market.

Expertise: Our executives and advisors are experts in each business field and market, and provide business development expertise, technical knowledge, and a broad range of contacts. No other program has such a specialized team in the countries and regions of destination.

Legal: Our main program includes basic legal / accounting / admin / insurance / immigration advisory and guidance in the country or region of destination; including the establishment of a legal entity and basic accounting services.

Support: We analyze and support the company in the country of origin and destination, establishing the key differentiators as well as the sales and business development strategy in order to reach the agreed goals. Supporting the company at its headquarters is essential in helping the company and its management team to adapt to the new business culture of the destination country.

Experience: Our three year old programs are unique compared to any consulting services out there; we offer a full service, turnkey & support approach focusing on creation of revenues and overall values.

Certainty: A step by step approach is based on a proven methodology and processes that work. Our clients know they are buying a tangible and planned program based on results and high quality standards.

Hub: Since we also work closely with Asian and LatAm networks, our clients are exposed to other markets, an important value when companies believe in going truly global.



Programs in summary:

EAEC ME - Market Entry - one year program

This program is tailored for companies willing to establish a subsidiary in the destination market.

It is also for companies with a strong commitment to entering the destination market that can demonstrate sales in their country of origin, innovative and competitive technology / product / solution, ambition and a strong financial position i.e. the company or partners can set aside a two year total budget of at least ~\$500,000 for the destination market thru personal investments, loans, subsidies, grants or capital raising.

The program includes:

- Establishment of a legal entity as a middle term goal
- Legal (e.g. IP), accounting, tax, administrative, insurance, translation, immigration guidance as well as introductions to professionals.
- Shared office space including: address, virtual receptionist, efax services and internet.
- Business development guidance and/or representation: introduction and follow-up with 20 strategic partners or clients (including Proofs of Concept and Pilots) throughout the year – during tradeshows, road shows and symposiums.
- Operations guidance.
- Market research, competition assessment, Marketing Plan and Business Plan guidance.
- Product Marketing and Product Management guidance (Market Requirements Document and Product Requirements Document).
- Advisory teams, specialized in the client's industry and market segments.
- Monthly advisory sessions with agendas, minutes, action plans and follow-up strategies.
- Guidance for pre-sales activities.
- Guidance for recruiting of employees and interns/trainees.
- Client's executive coaching and guidance in both country of origin and destination country.

EAEC BDM – Business Development Mentorship services – one year program

This program is tailored for companies that would like to understand how to export products/services in the destination market.

It is also for companies that can demonstrate sales in their country of origin, as well as an innovative and competitive technology / product / solution.

The program includes:

- Business development guidance – introduction and follow-up with 20 strategic partners or clients (including for Proofs of Concept and Pilots) throughout the year – during tradeshows, road shows and symposiums.
- Market research, competition assessment, Marketing Plan and Business Plan guidance.
- Product Marketing and Product Management guidance (Market Requirements Document and Product Requirements Document).
- Advisory teams specialized in the client's industry and market segments.
- Monthly advisory sessions with agreed agendas, minutes, action plans and follow-up strategies.
- Guidance for pre-sales activities.
- Guidance for recruiting of employees and interns/trainees.
- Client's executive coaching and guidance in both country of origin and of destination.





EAEC BDO - Business Development Outsourcing services – renewable six month program

This program is tailored for companies that have international experience, a strong track record, financial support, have performed their market research and benchmarks in the destination market, have initiated/developed a marketing plan accordingly, own a technology/product/solution at least 80% ready to be deployed in the destination market and need active representation and business development support.

The program includes:

- Client representation in the destination market.
- Reach out to 50 potential strategic accounts and/or partners, organizing calls, web demos and meetings with them.
- Business development and pre-sales activity with quarterly visits (1 or 2 weeks) from the company's CEO or VP of Sales; as much as possible around important tradeshows, road shows and symposiums.
- Local address and virtual receptionist.

Featuring the EAEC ME program

Step by step:

Month 1 to 3



- Learning more about the company's activity and product lines, and getting to know the team
- Defining the right goals to be achieved in the destination country
- Establishing the key elements and differences that make the company a competitive entity in the target market
- Selecting the right executive to represent the company abroad
- Guiding the company through the first iterations of its Marketing Plan
- First trip(s) to the destination market
- Selection of the advisory team and the sessions' structure and content (one session per month for a minimum of nine months)

Month 4 to 6



- Elevator pitch, presentation, web site and collaterals completion guidance
- Guiding the company through the first iterations of its Market Requirements Document (MRD) & Product Requirements Document (PRD)
- Decision on address/shared office space in the destination market
- Closing the business model and the business development action plan
- Defining a key target list of local prospects (clients and partners)
- Introducing the company into existing networks
- Starting the visa process - One executive could be moving to the destination market
- Assisting executives in attending events, possibly as speakers

Month 7 to 12



- Guiding the company through the first iterations of its Business Plan
- Leading marketing and business development activities and processes
- Planning and supporting business meetings
- Orienting the company in negotiations in order to close first deals including POCs and Pilots
- Scheduling the set up of the legal entity in the destination market



About EAEC

Bridging Cross Atlantic Opportunities

The European-American Enterprise Council (EAEC) is a private non-governmental member driven organization that aims at promoting Cross-Atlantic cooperation and collaboration to foster Innovation, International Trade and Entrepreneurship.

The mission of EAEC (and EAEC members') is to:

- Support American businesses opening offices in Europe
- Support European businesses opening offices in North America

By offering unique services tailored to these companies' needs:

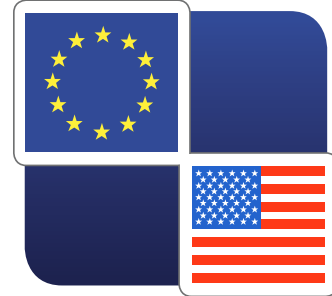
- Cross-Atlantic Acceleration Programs
- Cross-Atlantic Tradeshow Programs
- Cross-Atlantic Tech Tours
- And many other services

While serving its members' interests:

- As a full blown social branding, networking and engagement hub for the members
- As a unique consulting/contracting and job opportunity platform for the members
- As an investment environment for the members who would like to participate as business angels (for accredited investors)

In Europe, EAEC is represented by partner organizations such as Strategy & Focus International and Venture & Capital International specialized in developing business across the Atlantic Ocean in the following sectors:

- IT and Telecom
- Energy / Renewable / Cleantech and Environment
- Biotech
- Infrastructure and Transportation
- Aerospace and Aeronautics
- Institutions; Trade and Economic Development Government Organizations, Clusters & Universities



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