



# First Steps To Europe...

## Step One - "Point of Presence Program..."

This low cost First Steps to Europe - "Point of Presence Program" significantly reduces the "barriers to entry" to European Markets for US based technologists, requiring minimal US management resources to enable the creation of a solid foundation on which to build their sales revenue and maximise ROI...

Many of your potential customers in Europe who would like to contact you directly in the US don't. Why is that? The most likely obstacle is language. Many European engineers do not speak English fluently, they feel awkward and embarrassed about conversing "poorly" in a "foreign" language. When you add the additional problems like time zones, the cost of calling, lack of access to international lines, not knowing whom to call, unhelpful internal telephone answering systems in many US companies and previous lack of response... Would you feel comfortable dialling into a potential customer in France, Spain or Germany? Perhaps you begin to understand their reluctance to contact you and the potential for missing sales opportunities to competitors who are doing it right...

For most Emerging Semiconductor manufacturers the European Market for their products is too important to ignore, it's not a question of "if" but "when". Our experience based on the results of the most financially successful emerging semiconductor companies is "Engage Early". This doesn't mean making a huge financial investment in Europe, quite the opposite in fact. It's much more successful to plan your European Customer and Market engagement and investment over several years. Start with a small "seed corn" investment and develop your organisation's subsequent strategy based on the financial returns and activity generated in the market.

The European Operations role is to act as an extension of your management team in Europe, we give clear, impartial and informed advice to semiconductor technologists wishing to successfully enter the European market. What's more we actually implement your organisations agreed European strategy on your behalf and are directly accountable for successful execution.

The "Point of Presence Program" is part of an overall "Five Steps To Europe Program" that has been specifically designed to support the needs of emerging semiconductor companies with developing their organisations business in Europe.

### How does it work?

On your organisations website you may provide the direct contact details for EUO personnel by geographic region in Europe. You may assign your organisations Email addresses to our personnel, use our direct telephone numbers and office addresses. A European customer visiting your website may then either contact your organisation directly in the US or more likely, call the local contact name in his geographic area for further information. The call will be answered by the EUO named individual who holds an Electronic Engineering Degree, has received basic training on your organisations products and has access to the relevant information and your personnel. On receiving the potential customers call we will qualify their needs and organisation and then manage the relevant information gathering and all communication processes (telephone, Email, conference calls, webcasts etc) between both organisations as required.

### How much does it cost?

The PoPP is specifically priced as a low cost activity based task. There is an initial cost for the telephone technical training of EUO personnel on your organisation, product(s), value proposition and how it is to be sold. Operating the PoPP has an agreed monthly standing cost, typically \$1,600/mth, with any additional services being charged for on an agreed hourly rate, based on real European customer activity.

### What are the Benefits?

Your potential customer is "Qualified" quickly by an individual who probably knows their organisation and is skilled at extracting the relevant project, timescales and technical requirements in their local language, culture and time zone. Real sales opportunities are identified quickly and acted upon with immediate transfer of information to your organisation and management, to ensure that activity is followed up. This enables the rapid deployment of your resources to engage in the "Design-In" process with the customer and yield sales revenue opportunities.

For more information on how to take the "Five Steps to Europe," gain traction and maximise your ROI, please call Adam Fletcher at The European Operation on +44 1600 890505 or Email [Afletcher@TheEuropeanOperation.com](mailto:Afletcher@TheEuropeanOperation.com)...



The European Operation (EUO) operates as a true extension of your management team and is committed to meeting your organisations financial and business objectives in Europe. Our role is to establish an early beachhead for your organisation, gain traction with leading customers, establish your legal entities, advise on the appropriate sales channel partners, recruit the best available personnel and transition daily operation over to them... EUO personnel have over 120 years experience of business management in the semiconductor market in Applications, Business Management, Demand Creation, Operations, IT, European Law, Product Marketing, PR, Sales and Executive Management roles.



**Adam Fletcher - President and CEO**

Adam has over 22 years experience in the semiconductor industry in Europe, USA and Japan. His experience includes Procurement Systems, Sales Management, Strategic and Tactical Product Marketing, European Operational Management and Global Corporate Management. Adam has established, developed and managed, large multi-disciplined teams, generating sales revenues of \$50M+pa. He has been directly involved with corporate acquisitions, disposals, HYB and IPO funding. Over the last 18 years Adam has worked directly with the development of many leading emerging Semiconductor companies with particular emphasis on OEM customer focused, regional and global demand creation, sales and marketing communication programmes. Adam's key skill is in developing creative solutions to complex business issues and implementing them successfully. Adam holds numerous business and finance qualifications including an MBA from Aston Business School.



**Preben Lohse - Vice President - Business Development - Northern Europe**

Preben has over 16 years experience in the semiconductor industry in Europe and the USA. His experience includes Sales, Applications Engineering, European Product Management, Global ERP Business Project Manager and European Sales Manager. Over the last 10 years Preben has worked closely with the development of a leading Semiconductor manufacturer and several semiconductor start-up's. Born and educated in Denmark, Preben lives in the UK and is able to both write and speak fluently in Danish, English, German and Norwegian. Preben holds an Electrical Engineering Degree and has significant experience in the design of micro-processors and TI DSP's. Intel awarded Preben with their coveted Gold FAE status for his design wins and knowledge of their products and applications especially StrongARM.



**Erik Gräfenschnell - Vice President - Business Development - Central Europe**

Over the past 19 years Erik has been directly responsible for the business development and growth of over 20 emerging semiconductor companies in Central Europe, with a bias towards complex microprocessors, storage and communication products. With significant experience in complex contract negotiation and communication Erik has successfully managed and motivated multi-disciplined teams. Erik lives in Unterhaching a suburb of Munich, Germany and is fluent in both spoken and written English and German languages. Having initially qualified with an Electronic Engineering Degree, Erik has recently completed studying for a Masters in Business Administration (MBA) Degree.



**Pietro Provolo - Vice President - Business Development - Southern Europe**

A semiconductor industry veteran with over 35 year's experience, Pietro started out as an Application Engineer for what is now STM. Having held Technical, Engineering Management, Sales Management and Executive Management positions at Varian, Mostek and Sprague, Pietro was most recently Managing Director of Unique Memec. Pietro lives in Milan, Italy and in addition to his native Italian, Pietro is fluent in English, French, Spanish and advanced level in Portuguese and German. Pietro holds an electronics engineering degree and wrote some of the first Italian books and articles on Semiconductor design techniques.



**Jeff Weigel - Vice President - Business Development - US**

A semiconductor industry veteran with over 35 year's experience Jeff has held sales management roles at Motorola, National Semiconductor and Vitesse Semiconductor. Jeff has worked primarily in the US but as Managing Director Europe for Vitesse gained significant exposure to European business practice whilst living in Germany. Jeff now lives in Manhattan Beach, California and acts an advisor to a number of emerging semiconductor companies. Jeff holds an electronics engineering degree.



**Harald King - Technical Advisor**

Harald has over 20 years experience in the semiconductor business in Europe, including Product Management, Applications Manager, Marketing Manager and European Sales Manager. Harald has worked closely with the development of several established semiconductor manufacturers, however over the last 10 years he has been instrumental to the success of semiconductor start-up's in Europe. Born and educated in Germany, Harald has lives in Munich and is able to write and speak fluently in German and English. Dr King completed his PhD thesis on "Laser Optical Analysis" following his Degree in Theoretical Physics.

**In addition Inga Neuhofer - Marketing Communication Specialists - Provides Pan-European Support.**

**"Successfully Managing the European Business Development Processes  
for US based Semiconductor Technologists"**

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