



Client/Partner

www.lopoco.com

Andy Sharp – CEO

PK Unternehmensberatung GmbH

Karl Pfister-Kraxner, MSc, MBA

Managing Director

Proposal Set-Up of Business and Go2Market Planning including Implementation for Lopoco Server Products in European market

Current Situation

Lopoco designs and manufactures ultra-efficient, green-tech servers that provide substantial energy and cost savings without sacrificing performance. They are built on proven, **shipping technology** without costly custom chips or strange form factors.

Key USPs are lower heat, less vibration, less space, lower investment and substantially lower energy consumption (up to -75%).

Target Markets and Customer Segments

The Lopoco management decided that the European market is going to be the “longer hanging fruit” for the products as the energy saving, green mind set and general ecological and sustainability strategies show a better fit.

Lopoco is considering to have PK GmbH, headed by Karl Pfister-Kraxner, to drive the market entry into European markets, starting from German Speaking area and focussing on the SME segment.

The SME segment was chosen as we may expect, that if may be more HW sales versus selling total service level agreements through System Integrator. This allows us a very straight forward go2market approach and we may “fly below the radar for the initial commercial set-up.

At a later stage, once there is some established business, we may consider large accounts to be served through System Integrators.

Issues to be considered when selling in Europe

- **Import Procedure & handling**
- **Import Tax** currently it seems, there isn't any import tax required, only VAT in the respective country
- **CEE Compliance Process;** products need to be tested and approved for the use in Europe
- **Product Liability;** usually the one who imports the products first into Europe is responsible for the product liability
- **Warranty & on-site Technical Support**

Proposed Scope of Work

PK to act as Interim Executive Project & Business Development Consultancy to set-up all required infrastructure, with support of Lopoco, to solve the issues defined above. For enable this, PK will also use his existing people resources to handle some PM/Project Management topics in cooperation with Lopoco.

On top of that to drive the development of commercial business for Lopoco, initially in the territory of DACH region (Germany, Austria, Switzerland). This means to acquire SME customers. To drive sales, PK will increase its professional Sales resources

Step 1 (2 Month)

- Set up all required Infrastructure (to cover the issues listed above)
- Generating prospective client list for acquisition once set-up is done
- Developing marketing Materials/Corp. Presentation Material etc. (in coop with Lopoco)

Step 2 (2 Month)

- Starting acquisition of prospective clients
- Supporting the trial projects (in coop with Lopoco)
- Optional: PR/Communication strategy implementation to be defined

➔ GATE TO CONTINUE to Step 3

- As Step 1-2 are set-up and first sales activities we need to agree on the long term opportunity as well as.
- PK is strongly interested and has the capacity to drive Europe wide sales development including development of a distribution/system integrator channels to drive corporate business as well.



Commercial framework

- Timeframe required for Step 1 & 2 is each 2 month, so total period of 4 month. Step3 would be ongoing in case it's agreed after successful commercial engagement.
 - o The basic fee for the expected required activity is € 7.500,-/month (4 month in total) for the scope above and does not include any/if required travel & communication costs. (i.e. meet face to face in CA)
 - o In case of need to travel, PK will request pre-approval from Lopoco for incurring the costs for eventual reimbursement.
 - o Payment terms: monthly basic fee € 7.500, - due at the begin of each month.
 - o The agreed deal commission for PK is xx% (to be discussed) of the TTL revenue (received payment by Lopoco) generated as long as the Client, named, acquired & developed by PK, generates revenue for Lopoco.

Start/Timing

- Possible from January 1st 2015 (suggested)

About PK Unternehmensberatung GmbH

“You never get a second chance to make a good first impression”

Led by Karl Pfister-Kraxner, MSc, MBA, PK GmbH is an interims management & boutique consulting company

- Supporting startups defining a sustainable business model based on the core competences to ensure attraction of investors and first commercial customers to prove your product/business concept.
- In addition to start-ups, PK supports established companies to build new businesses and the required structure to access new market opportunities.

Defining and setting up your Go 2 Market Strategy and also support the implementation with “hands-on” approach. With our capability and global Contact Network we do drive your business locally & internationally, you will have the opportunity to approach customers and market in Europe and beyond and expand your Business Development team through our network.

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