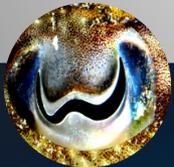


Poikilon

Full suite of professional services

Brazil and Latin America

Poikilon



Poikilon

Founded in 2009, incorporated in 2010

Headquartered in Vitória, Brazil

Regional offices:

São Paulo , Rio de Janeiro

Professional services specialist
Limited Liability Company

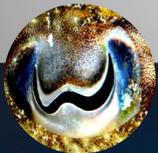
Profitable since 2012, 0% debt

Operational partners

Baker Tilly Brazil ,accounting – payroll ,
business consulting, IP protection, institutional
affairs

EXOTAKE , Latam business development,
based in Fort Lauderdale

Poikilon

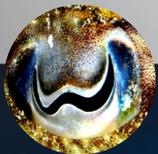


Poikilon

WHO we are
WHAT we offer
HOW we offer it

HOW → you will benefit

Poikilon



We are...

Your experts on the Brazil market

Your business development partner

Your sales agent

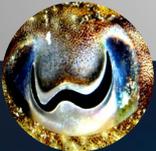
Your negotiator with your customers , local partners, regulators

Your technology's distributor / reseller

Your solution's aggregator, with a wide ecosystem

...the company who will run your business in the region

Poikilon



You and your ecosystem

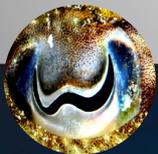
Our Target customers:

You probably are a company from outside Brazil, mid-to-small size, with a strategy to prospect for sales opportunities, eventually set up corporate presence, gain market share ,find a distributor /reseller, establish a partner network ,follow up on previous work in the area, grow your business .You might have done some work in our region or had some previous contacts you want to explore.

Our Target ecosystem :

You operate in the space of broadband and digital TV, from middleware to securitization and content discovery, as well as specialized OSS , subscriber management, content management , as application developing ISV or IP traffic management, cable ,satellite, terrestrial networks technology provider .

Poikilon



What we offer

Our mission

In a new, far away market, where language, cultural , business ethics aspects are so different from the ones back home ,we help you answer the questions :

Dive in or stay away ?

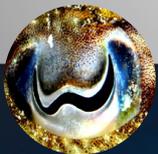
Dip your toes or have someone else test the waters ?

We save you money and time

We simplify your access growth markets

We minimize your risk.

Poikilon



What we offer

Value to our customers

Understanding readiness expand, calibrating business plan and risk model

Bridging the gap between your first meeting and your first sale

Simplifying your compliance to local rules and practices

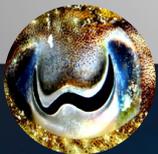
Budgeting accurately for marketing and sales

Gaining a quick market entry and a large contact roll

Accessing the suitable technology partners

Outsourcing of legal, logistics, human capital management, institutional and regulatory affair management

Poikilon



What we offer

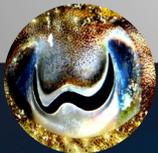
M.A.R.E. and I.Q. (Module 1)

M.A.R.E. and IQ : that is , Market Analysis and Risk Evaluation and Initial Qualification: Module 1 of our offer, in two independent sub modules



1

Poikilon



What we offer

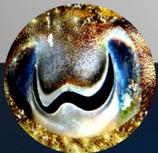
Lead-to- Closing(Module 2)

Lead-to-closing: Module 2 of our offer, Poikilon as your sales and marketing agent

2



Poikilon



What we offer

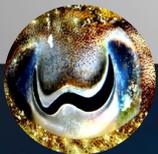
Corporate Function Support (Module 3)

Corporate function support: Module 3 of our offer, Poikilon as your base away from home.

3



Poikilon



What we offer

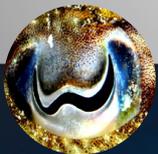
Module 1- sub module 1^a: M.A.R.E.



1

Market Analysis and Risk Evaluation: we deliver a detailed report for your product in the market, specifying potential demand volumes (assessed **directly, not statistically**), mapping of **individual opportunities** and their growth potential, list of recommended local technology **partners** (with contacts), critical analysis of local events and trade fairs for their marketing plan, a **S.W.O.T. analysis** for your solution, including technological risks, the need for local support or local development or manufacturing, recommendations of local initiatives join for tax credits and development incentives you might capture.

Poikilon



What we offer

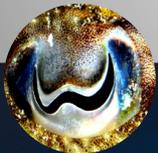
Module 1- sub module 1b : I.Q.



1

Initial Qualification: as sales agent, Poikilon builds a **pipeline** of sales opportunities for you, up to the **Qualified** Lead stage. The starting point can be the results of MARE or some independent work previously carried out by yourself. The deliverable: a formalized, **actionable funnel**, protected by our Non Disclosure Agreement. You can choose take this result and ramp up your own sales and marketing effort or contract Poikilon for module 2 ,Pipeline build-up, from lead sales close.

Poikilon



What we offer

Module 2: Lead - to - close

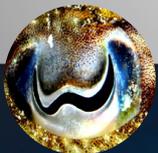


2

Poikilon takes charge of **local sales operations** , with a formal mandate from you. Full funnel process follow-up , including closing negotiations, as well as marketing and trade show support, partner agreements, product management feedback your engineering team, monitoring of competitors. Sealed by Non Disclosure Agreement, confidentiality agreement and pipeline exclusivity agreement.

Your charges are based on fixed operational cost reimbursement to Poikilon and performance based commission incentives.

Poikilon



What we offer

Module 3: Corporate function support- a

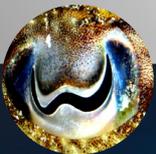


3

You decide to invest in the country. Poikilon hosts all the necessary corporate functions, from payroll fiscal and corporate tax institutional affairs , legal , immigration , office space , IT infrastructure.

Typical actions include finding, hiring and paying resources on behalf of the customer , manage employee relationship. All contracted resources are Poikilon employees initially, allocated exclusively one customer , 100% or fraction based on our specific level agreement with you.

Poikilon



What we offer

Module 3: Corporate function support- b

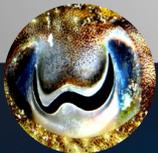


3

Poikilon guarantees by contract the exclusive deployment of resources (dedicated employees, IT and logistic infrastructure, office , personalized employee support), evolving towards a direct customer set-up in the region or the contracting of Poikilon for full managed services .

Minimum length of time required is 1 year including six weeks of initial dedicated set-up of the service module

Poikilon



How we offer it

Fundamentals

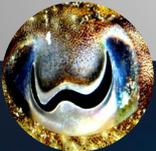
Poikilon offers its services based in modules , trying match the required level of control and direct engagement you wish to have.

The final packaging of services is your choice, with a mix of deliverables from each module absolutely possible(except for managed services).

We offer services in the way European , American , Asian companies offer and purchase services- our Ethics code is on our mind all the time.

Our business is to quantify risk , time usage and complexity of the environment and offer you the savings we capture as a priced service: no fluff, no empty consulting expressions, no macro market analyses, no engagement on markets we do not already understand.

Poikilon



How we offer it

Supporting your evolution

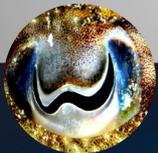
You will go through several phases in your new market, evolving from prospecting to sales to finally importing and distributing your solution, repatriating your revenue, providing customer support ,selling more or upselling into existing customers

We are with you all the way through

Our team is prepared to deploy the specific resources you need to satisfy your customers : we aim to be your reference point , by quickly ramping up the capabilities and skills your solution requires .

We routinely use our corporate structure to enable our customers to do business in the region as if they had their own team here

Poikilon



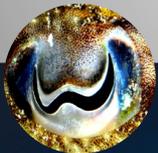
You need us to...

Dimension correctly the effort to tap a new growth market
Form a clear exit strategy
Make informed Go/No Go decisions on sales cases
Avoid dealing with individuals or non-corporate entities
Support your product management on understanding local requirements
Go directly to top performing local partners and integrators
Inherit a large rolodex of contacts
Ensure transparency and accountability of your remote operation
Decide, change and restructure your degree of involvement flexibly
Associate with a company that executes for you- not just with a sales agent

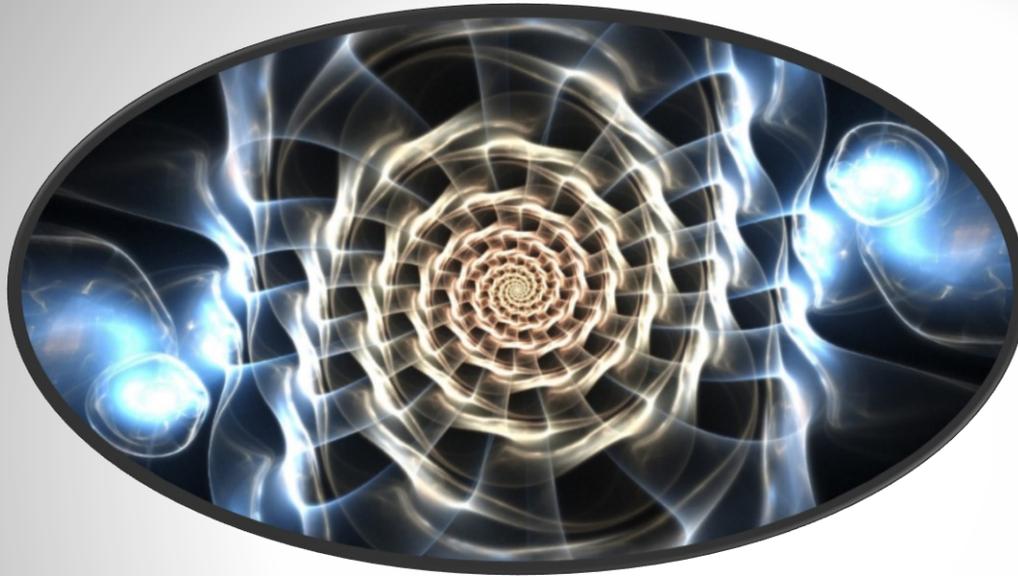
Our message to you: ***We know the complexity, we have the right contacts locally and we are fluent in your technology to introduce you into Brazil and LATAM in an effective manner.***

We deepen your insight and simplify your execution

Poikilon



Move from idea to revenue



Let us have a chat:

www.poikilon.com

mailto : sales@poikilon.com

Twitter: @poikilon

Or simply call us at: +55 21 3942 3063

Poikilon

