



**accio<sup>1</sup>**  
*acceleration. coinnovation.*

SCALEWAY Accelerator

Sales Acceleration for B2B Startups in the technology sector

# accoi Sales Accelerator

## Target Sectors: B2B Technologies in...



Big Data



Security



Smart City



Energy



Manufacturing



Healthcare



Smart Home



IoT



Logistics



Retail

## Target Stage: later-stage Startups

### Market Traction

- Paying Customers
- Significant potential target market

### Product & Technology

- First product version
- Internationally competitive
- Ready to scale

### Team

- CEO
- CTO
- Motivated and professional Team

### Legal Setup

- Legal entity
- Existing IP rights

### Financial Firepower

- Sufficient liquidity to successfully complete the Accelerator

# Benefits for entrepreneurs



## B2B Sales Activities

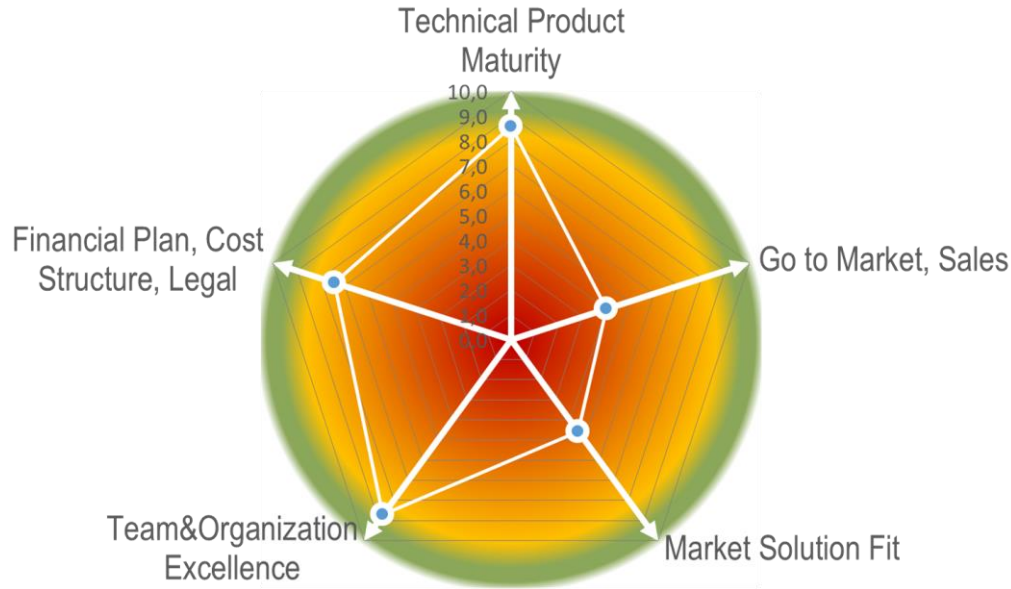
- **Go to market** for 20+ MQLs and 10+ SQLs
- **Customized Sales Methodology** (validating and adapting the existing methodology for accelerated performance)
- Personal accoi **Sales Consultant**
- Guidance and support for **your Inside Seller**
- 48 months **remote Sales Support** in the post-acceleration phase
- **Sales Toolkit and Templates** (CRM, Communication Tool, etc.)



## Strategic Guidance

- Profound self-assessment and analysis in the **Acceleration-Radar Workshop**
- Entering new markets/territories through our **mentor program**
- Assessment of your **investment readiness**

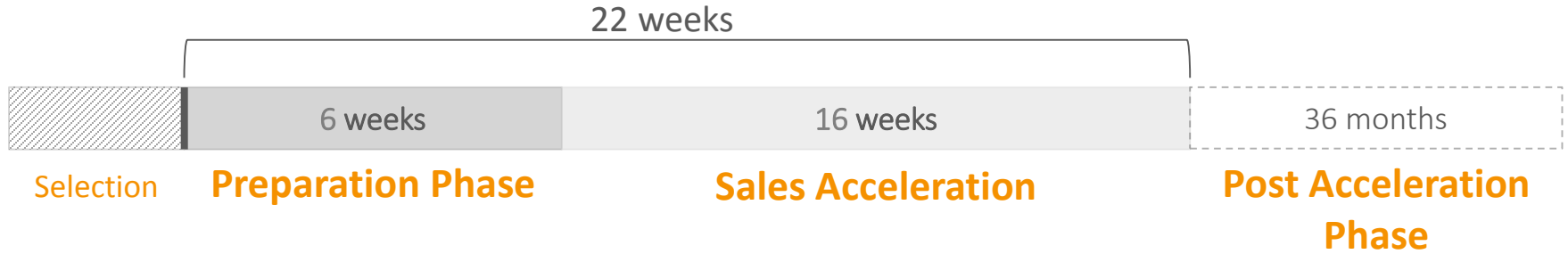
# Acceleration Radar



The **Acceleration Radar** is a method to identify your strengths and gaps and help determine the needed activities for the 5 major critical success factors.

This is the first step to efficiently accelerate and **grow your company's value** and achieve a **successful exit**.

# Scaleway Accelerator



accoi Sales Consultant



accoi Success Manager

# Benefits for entrepreneurs

*Establishing of  
your sales  
machine*

*25+ years of  
experience in  
B2B Sales*

*Sales via a  
global business  
network with  
trusted  
relationships*

*Easy access to  
global markets  
without the  
hassle of work  
permits*

*Expertise of  
accelerating  
> 25 Startups in  
two years*

“...with the help of the experts at accoi partners we were able to sign our first Austrian customer in only 8 weeks! They put a piece of their "heart" in our project considering it like QualityLine was their own. The investment and time are more than worth it and I would recommend the accoi Sales Accelerator to every Startup!”

Dr. Eyal Kaufman, Founder and CEO QualityLine

# Team & Key Contacts



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