

## COMPANY PRESENTATION

**Mission Statement:** an acronym for International Strategies, ISTRA Corporation exists to help small- to medium-sized companies enter the European and American markets. This is accomplished through an operative “hands-on” approach.

**Headquarters:** Cleveland, OHIO

**Business Incorporated** in 1999

**Nature of business:** International B2B marketing and sales services. ISTRA Corporation’s aim is to help European companies enter the US market, and conversely, help American companies enter the European market. ISTRA Corporation works mainly with high-tech manufacturers of specialized products (i.e. medical devices). ISTRA Corporation operates by identifying, selecting, and appointing qualified distributor networks for the client company. After distributors have been appointed, ISTRA Corporation acts as a liaison manager between the distributors themselves and the manufacturer.

### Why ISTRA Exists:

- Bridge a gap for mid-sized high-tech companies who want to enter the European or American markets
- ISTRA gets physically involved, not just making consultant recommendations. Therefore, there is a greater chance for success as opposed to the typical consultant relationship.
- Provide “operative” support instead of “consultant” support.

### What ISTRA Does and How:

- Find distributors and assess their skills.
- Negotiate distribution contracts on behalf of clients
- Organize and manage distribution networks

### ISTRA Business Goals:

1. To target high-tech businesses with minimum revenues of \$20-\$30M, which produce high-end, unique hardware and software products for the hi-tech industry.
2. To provide the client with an affordable method (minimum \$ investment with a relatively quick ROI) by which to enter the European or U.S. market, through distributors identified and qualified by ISTRA.

### **ISTRA's Main Business Strategies:**

1. Identify, select, and appoint distributors for the client company.
2. Establish ISTRA's personal presence within the client company, so that the client's employees, as well as potential distributors, feel we are "key team members." (We will have business cards/various collaterals from each client company when we visit potential distributors on their behalf.)

**ISTRA:** is a compact operative organization that is more flexible and less expensive, which means less risk to the client. ISTRA also provides more specific experience in this type of business. Since we have "been there, done that," we have valuable experience in doing this type of work. ISTRA is reputable as a large consultant but flexible; we are more efficient and affordable, again, because we are smaller.

### **ISTRA's Strengths:**

- ISTRA is a real team player
- Possesses a mentality that fits with large company culture, yet has the flexibility and efficiency of a small organization
- Multilingual
- A thorough understanding of how American manufacturers work versus European distributors and vice-versa. There are cultural differences in how American companies vs. European companies work that ISTRA understands thoroughly.
- Can find contacts easily in both markets
- Fills a gap between the two markets
- Studies the client's product and business and truly understands how it fits "over there"
- Becomes a "team member"
- Provides "cultural" training for managers in either market
- Helps client "cut the red tape" to enter markets more easily
- ISTRA is cost-effective because: we find contacts easily in the European and American markets, study client's products and business thoroughly, possess a mentality that fits, and define project descriptions clearly so client has accurate expectations of the outcome.

### **ISTRA's Experience and Clients:**

- Medical device manufacturers
- Technical scientific software manufacturers
- Security hardware and software manufacturers
- Industrial automation manufacturers