

Inner Onion LLC

Adding the American layer...

... for growing international companies requiring a North American presence.

Steve Kazan
Nasser Sagheb

November 2021

inneronion

Who We Are and What We Do

- ▶ Inner Onion is a California registered limited liability company headquartered at 1616 16th Street in San Francisco.
- ▶ Inner Onion provides sales, marketing and operational expertise, leveraging strategic alliances to bring technology products from Europe and Asia to North American markets.



Why Inner Onion?

People will understand “**What**” you do - the outer layer.

“**How**” you run your business is an inner layer,

The core, however, is “**WHY**” your business exists and the answer expresses the vision and essence of your mission.

Our client’s transformative technology solutions deserve global presence.



Cross-Pollinating Partner Companies

Proactively Driving Partnerships Between Clients

HubSpot

FOOD FIGHT
STUDIOS

4

colossyan

LeadIntelligence
LAB

magentrix

cynomi

Sales Booster
by Leadspicker

ASSETBANK

Premonio

bright

DASH

pwc

hub

Osborne
Clarke

PROOF

How We Do It

1. Inner Onion determines the best strategy & plan to launch in North American markets.
2. Inner Onion taps into its broad network of experts to support client's partnerships.
Sales, marketing, operations, investment, law, recruiting, and finance.
3. Inner Onion uses sales and marketing automation experience to generate pipelines and customer flow.

Customized Services

Logistics

- Silicon Valley address
- US domain names
- US phone support
- Legal presence



Marketing

- Research & strategy
- Go to Market plan
- Marketing execution



Sales Process

- Lead generation
- Sales management
- Sales automation
- Strategic partnerships

Service providers: legal, accounting, marketing, etc.

Services based on customized client statement of work. Engagements include quantified goals, regular performance measurement & analysis.

Systems to Automate Sales Process

1

LinkedIn Sales Navigator

Target personas, create prospects

2

Apollo.io

Create target lists of ideal prospects

3

Hubspot

Automate sequence email campaigns,
manage prospect to lead flow, pipeline and
forecast

4

Chargebee / Quickbooks

Enable online purchases and subscription
and renewal management

Local phone, Email, SLACK, LinkedIn, HubSpot, Dux Soup, Hub, Leadpicker, Magentrix & Payment Systems, Social Media, etc.

Potential Business Models

Consulting

- Provide project-based or time and materials consulting engagements
- Sample projects could include
 - Strategic analysis
 - Business plan creation
 - US brand creation
 - Sales automation process
 - Lead generation
 - Assistance in raising capital

License Technology

- White label products to sell
- License products to strategic partners

Reselling

- Sell product & services to earn a margin
 - Implementation
 - Ongoing services
- Provide local technical support
- Manage SI or reseller channel

Inner Onion's Founders

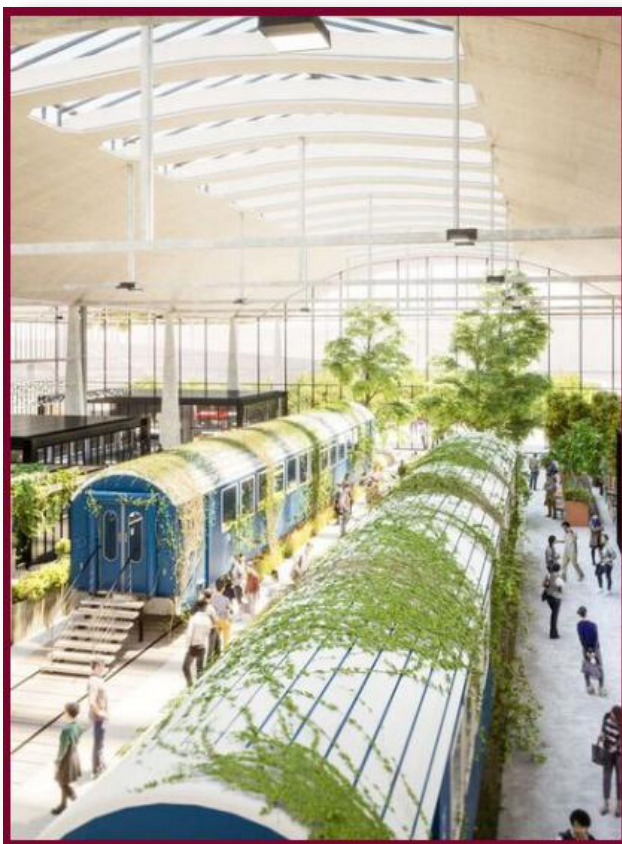
Steve Kazan

([linkedin.com/in/stevekazan](https://www.linkedin.com/in/stevekazan)) has spent over twenty building global channel strategies, programs and alliances. A three-time Computer Reseller News (CRN) Channel Champion, he is well-connected in the channel community. Steve has built sales teams in the Americas, EMEA and APAC countries.

Nasser Sagheb

([linkedin.com/in/nasser-sagheb-b389b3](https://www.linkedin.com/in/nasser-sagheb-b389b3)) is a serial entrepreneur with deep knowledge of running new operations. Co-founder and President of ProMost, an electronic procurement platform and a Director of the Global Technology Symposium, Nasser has numerous global business connections.

Founders' Professional Experiences



- ▶ Moogsoft
- ▶ ProMost
- ▶ ScienceLogic
- ▶ Adallom (Microsoft)
- ▶ ShoreTel (Mitel)
- ▶ Quarterdeck (Symantec)
- ▶ Intelligent Licensing (Snow Software)
- ▶ Knowledge Revolution (MSC Software)
- ▶ AkzoNobel
- ▶ Infoblox
- ▶ Colony Capital
- ▶ Segenia Capital
- ▶ Ambrosetti
- ▶ Oracle
- ▶ Jasper (Cisco)

Founders' Business & Academic Associations

- ▶ UCLA Anderson Graduate School of Management Entrepreneurs Program
- ▶ UCLA Venture Accelerator
- ▶ Global Technology Symposium (Silicon Valley)
- ▶ Global Technology Competition
- ▶ Skydeck - University of California, Berkeley
- ▶ The House Fund - UC Berkeley VC Fund
- ▶ UC Berkeley Sutardja Center for Entrepreneurship
- ▶ CITRIS Foundry
- ▶ The Coleman Fung Institute for Engineering Leadership
- ▶ Bundesverband Deutsche Startups (German Startups Association)
- ▶ DC&F Capital Partners (German Venture Investment Club)
- ▶ Stanford d.school
- ▶ Claremont McKenna College
- ▶ R/GA Studios
- ▶ Cosmetic-360 (Paris)
- ▶ F6S (Dubai)
- ▶ Czech Tech (Silicon Valley)
- ▶ Notre Dame McCloskey School of Business New Venture Competition



Contacts



Steve Kazan

+1-650-315-8696 m

stevekazan@inneronion.com

Nasser Sagheb

+1-925-451-0310 m

nasser@inneronion.com