

Creating and executing breakthrough market entry strategies for high growth technology companies

Who we are

Threshold Partners, LLC is a worldwide network of seasoned operating executives focused on accelerating growth for early and mid-stage technology companies and their venture capital partners. We assist our clients in achieving success 'thresholds' through a suite of services designed for each stage of development. With more than 500 years of combined experience in growing technology companies, and a network of established relationships with Fortune 500 firms, system integrators, and technology vendors, Threshold is the premier provider of growth strategy and execution services for companies seeking to enter the US market.

Threshold Market Entry Acceleration

Threshold's *Market Entry Acceleration Services* are designed to compress time to market entry for technology firms by leveraging the largest network of sales and business development executives in the US. Benefits include:

- **Immediate Market Presence** - Threshold becomes the outsourced U.S. division of your company, assists in closing and building business and eventually, building a permanent team.
- **Rapid Revenue Traction** - Direct sales services and execution of strategic and resale partnerships.
- **Deep Market Knowledge** - Leverage our Partners' experience and domain expertise in building successful businesses across multiple industry segments to correctly position your firm and establish/execute growth plans.
- **Access to Venture Capital Firms** - Threshold has numerous contacts in VC firms. This would help your company sell to the VC's portfolio of firms and also seek additional capital, if needed.
- **Rapid Execution Strategic Acquisitions** - Our past work with international firms gives us a unique understanding of the cultural and integration issues that arise while combining companies from different countries.

Benefits of Working with Threshold Partners . . .

- Establish a bulletproof market positioning strategy
- Drive growth and reinforce market leadership through revenue acceleration
- Align with leading US brands to create sales channels and competitive advantage
- Establish immediate market presence through strategic acquisitions

Contact us

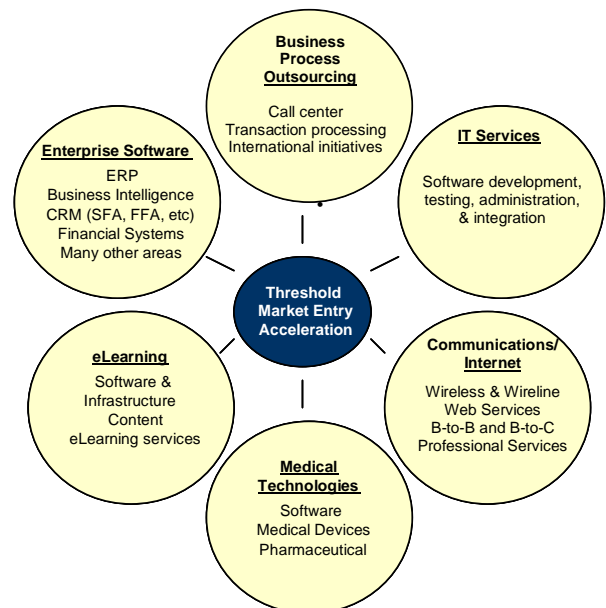
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Our expertise

Threshold is a nationwide network of senior executives experienced in founding and leading technology firms such as Mastech (iGate), Planning Technologies, Carnegie Speech, RedHat, Personify, Electrifier, Poppe Tyson, USConnect, Yourfit, Aptech, and MetaMor.



"Current market trends have created a tremendous opportunity for top level technology firms based outside the United States . . . with the right positioning and execution, aggressive firms can capitalize on these trends and capture significant US market share."

- Sushma Raj, General Partner