

Accelerating revenues for high growth technology companies

Who we are

Threshold Partners, LLC is a worldwide network of seasoned sales and business development 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 2000 firms, system integrators, and technology vendors, Threshold is the premier provider of growth strategy and execution services for companies positioning to lead their industries.

Threshold Revenue Acceleration

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

Go-To-Market Planning – Position for market leadership! Identification of target customers and market segments, product pricing, competitive positioning, 'packaging', and feature set analysis.

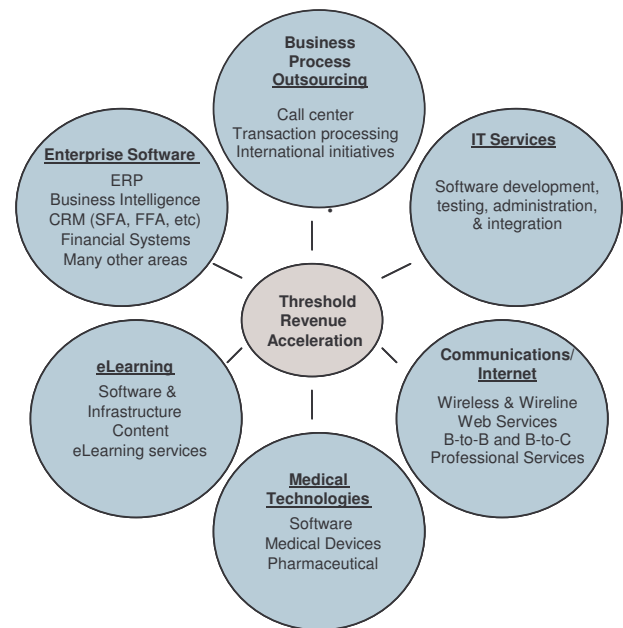
Direct Sales Acceleration – Acquire the immediate ability to access key geographic and vertical markets at a fraction of the cost of developing an internal direct sales force. A team of experienced sales professionals with existing relationships in your target markets will become a part of your team, and sell your product/service directly to customers.

Channel Strategies – Develop and execute new sales channels, including value-added reseller (VAR), system integrator, and technology alliances.

Sales Executive in Residence – A seasoned VP Sales will become a part of your team to accelerate execution of the sales plan. Simultaneously, Threshold will work to find an executive to permanently fill the role.

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.



Benefits of Working with Threshold Partners . . .

- Reduced time to market
- Increased and more rapid realization of revenues
- Lower cost than deploying a direct sales force
- Increased product awareness among key constituents
- Avoidance of mistakes by leveraging the experience of the Threshold team

Contact us

John Patberg, General Partner
Tel: (609) 924-2612
ipatberg@thresholdpartners.com , www.thresholdpartners.com

"I am thrilled and delighted with the results of our work with Threshold Partners. Threshold has delivered tremendous value in the form of new customers and strategic guidance. The team did not just provide us with a comprehensive view of the market opportunity, but delivered our crucial first Fortune 500 accounts. I could not ask for a better growth partner."

- Neil Murphy, President, FieldPower
www.fieldpower.com