



**inception associates**

## *Country launch for under 20K*

**Client :** A Norwegian web media company.

**Project:** To build a sales pipeline of £500,000 and close £100,000 worth of business with 14 months.

**Actions:** In conjunction with our clients we started an intensive marketing program for 2 months which focused on getting businesses interested in a two month trial. Most of the funds we used to maximise this campaign with Inception Associates Ltd using sub contracted marketing companies. Once a bank of leads were created we scaled down the marketing and increased the direct sales resource. We targeted ourselves on creating 4 trials per week. Once a company had the trial for a month we went back in to close the deal and sign them up for a 24 month contract.

**Results:** During the 14 months of the contract we achieved the following.

52 Trial installations

14 Contracted sales

**£620,000 pipeline**

**£121,000 invoiced sales.**

After the 14 month contract our client founded a UK business, leased offices and moved to a wholly owned business model



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## Case Study

### Project Costs

The total cost to our clients was £140,000 (and a percentage of second year's business) for the complete contract, this included all marketing and recruitment costs. Our client was able to take on a successful business unit complete with fully trained staff for a real cost of just £19,000. (This was recouped within the second year of operation).

### Summary

Our clients had a choice of a costly set up in the UK which required a budget of over £300,000 or they could commit to start up program with Inception Associates Ltd that allowed for a low risk.

Deciding on the outsourced approach meant our client could launch in Australia, US and United Kingdom for less than the budget of just one country. After 14 months our client had a fully functioning business unit that was not only making sales but adding value to the value of the group.