

Broadfolio

Broadfolio MEA's Offer to SURE Tampere

Dear Partner,

Broadfolio MEA FZ LLC would like to thank you for your interest in our company and in our consulting services. Through the means of this proposal, we would like to express our interest to develop partnership between SURE Tampere and Broadfolio.

Today Broadfolio is consulting tens of companies in the Middle East region and is the trusted partner for companies on several business verticals and for reseller partners in the consumer and the enterprise market.

We hope our offering exceeds your expectations and leads to a prospering long-term partnership.

Sincerely,

Riikka Kytosaari
Partner and Senior Consultant
Broadfolio MEA FZ LLC
riikka.kytosaari@broadfolio.com
+971 50 55 80 609

Broadfolio

Broadfolio MEA FZ LLC, PO Box 390 405, Dubai, United Arab Emirates. Trade License No.: 565/2010 VCC

Company Information

Company Details

Established: 2010
Country of registration: United Arab Emirates,
Trade licence number: 565/2010 VCC
Address: P.O.Box 390405, Dubai, UAE

About Broadfolio MEA FZ LLC

Broadfolio MEA is a consulting company specializing in market entry, sales and business development services for companies in emerging markets such as Middle East and Africa. The company provides low cost, high impact alternative to market entry, and efficient addition to your existing sales organization. Broadfolio MEA is registered in the United Arab Emirates and operates under the laws of United Arab Emirates. Information about Broadfolio can be found from company www-site: www.broadfolio.com

Delivering beyond expectations

Broadfolio works purely in emerging markets, where relationships, experience, market and cultural know how and know who matters significantly to the ability to execute and win business. Broadfolio team members have been operating on international markets and in the region for almost 20 years and have the relationships and knowhow to deliver beyond expectations.

Faster return on investment

Broadfolio provides instant decision maker access utilizing our long-term presence and relationships on emerging markets. We can also guarantee lower costs and risks due to shared overheads and focused time usage. This enables Broadfolio's clients to validate the opportunities for their offering on target markets without increased sales costs.

No Overlap

Our main target is to support our clients' business and work according to clients' area strategy to reach jointly agreed targets. Thus, the target accounts are carefully selected to avoid overlapping with our clients' own sales efforts.

Services

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Broadfolio offer wide variety of services. These services include Market Entry service, Local Sales Force service, Consulting service and Project Management service. Overview of services is given below.

Market Entry service

Wide variety of Market Entry services based on your needs

- Analysis of market entry potential and localization needs
- Marketing and sales lead generation
- Localization of the business cases to meet the market requirements
- Roadshows and exhibitions in the region
- Local partner selection.

Local Sales Force service

Local sales organization as a service

- Marketing
- Business development
- New customer hunting
- Account and relationship management
- Partner management
- Ongoing management of contact network.

Consulting service

Variety of generic consulting services that can be managed in short projects.

- Market strategy and localization of product strategy
- Support in establishing local subsidiary and finding correct local sponsors for your business
- Guidance in local laws and regulations
- Identification of reseller partners
- Creation of representative network and market contacts.

Project Management service

Project management services for sales and delivery purposes

- Account management in specific, predefined sales projects
- Project management in delivery projects.

Background

SURE Tampere (hereafter “SURE” or “Client”) has communicated, in discussions preceding this offer, to Broadfolio MEA FZ LLC (hereafter “Broadfolio” or “Consultant”) the SURE's desire to conduct a market research project (hereafter “project”) in Dubai, United Arab Emirates.

Before the SURE's EXPO 2020 VIP event, a target of the project is to define the sellable SURE concept and what is required to deliver the SURE concept to other cities/countries. In addition, target is to find local partners and entities from the UAE that work on the field of city security and event security to open the discussion to analyse the market potential for SURE concept in the region.

Broadfolio has an extensive experience and network in the Middle East, and we are certain, that Broadfolio would be of great assistance for SURE in business development activities in the Middle East region.

Project Proposal

This chapter presents the initial suggestion from Broadfolio to SURE for the project. The detailed start date of the project will be mutually agreed in further discussions between the parties.

Project personnel

The Business Development project will be led by Broadfolio's Partner and Senior Consultant, Mrs. Riikka Kytösaari, based in Dubai, UAE and primarily supported by Broadfolio's associates in the Middle East region.

Methodology

Target of the Market research project is to define the sellable SURE concept, and understand market fit and business potential for SURE concept in the Middle East region.

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Scope of the project

The following tasks will be part of the Market research project:

- To define the sellable SURE concept and the target end customers
- To define the key benefits of SURE concept, what value add it can bring and which challenges it solves
- To analyze business potential for SURE product/service in the region
- To evaluate the business models and price level to be used with clients and partners.
- To evaluate competitors and their business models

Inputs from SURE

The project will also require input from SURE as listed below:

- Sufficient concept training
- Marketing and sales material in English
- Information on commercials
- Dedicated contact person for the project and support for customer meetings.

Schedules

Starting date of the project will be on 1st of October 2021 or later as mutually agreed. After that the project continues until the 31st December 2021. The following diagram lists the key milestones for the project.

Project timetable

MONTHLY STEPS	10/21	11/21	12/21
Kick off, definitions	●		
Market entry: product and consultation model		●	●
Product/market fit for Middle East Markets		●	●

Reporting

- Broadfolio will actively keep the named person at SURE informed on weekly conference calls
- The official monthly report will be provided to SURE once a month.

Commercial Terms

Remuneration model

	€	Deliverables
DISCOVERY AND DESIGN Kick off Sales proposal & Consulting Model	1 000 6 000	Project objectives and deliverables Mapping and pricing the elements of the solution and consulting model
MARKET OPPORTUNITIES Identifying and mapping the opportunities on the Middle East Market	7 500	Product/Market fit in Middle East
	14 500	

- The project fee is 14.500 EUR and it will be invoiced on 1st of November 2021. The Fee is payable to the Consultant within 14 days from date of invoice.

All fees are exclusive of VAT, GST, or any sales tax if applicable.

We hope that this offer is to your satisfaction and look forward to your valued response.

This proposal is valid until October 15th, 2021.

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