

Inner Onion LLC

Adding the American layer...

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

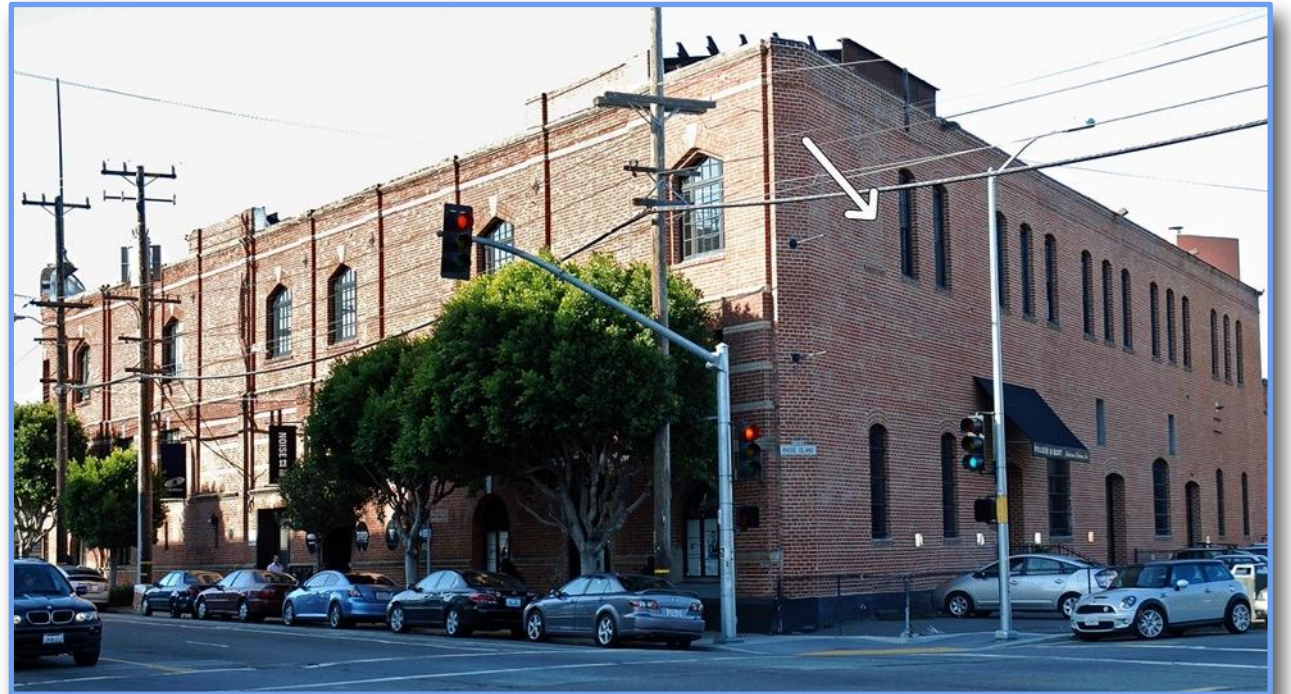
Steve Kazan
Nasser Sagheb

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inneronion

Who We Are and What We Do

- ▶ Based in San Francisco, Inner Onion provides immediate presence to a foreign company seeking N. American expansion.
- ▶ Inner Onion offers a physical address, creates and implements a go-to-market plan, develops and manages a sales team or reseller channel.



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 clients’ transformative technology solutions deserve global presence.



Typical Inner Onion 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, investment 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, Leadspicker, Magentrix & Payment Systems, Social Media, etc.

Inner Onion

driving partnerships
between clients



Inner Onion's Founders

Steve Kazan

([linkedin.com/in/stevekazan](https://www.linkedin.com/in/stevekazan))

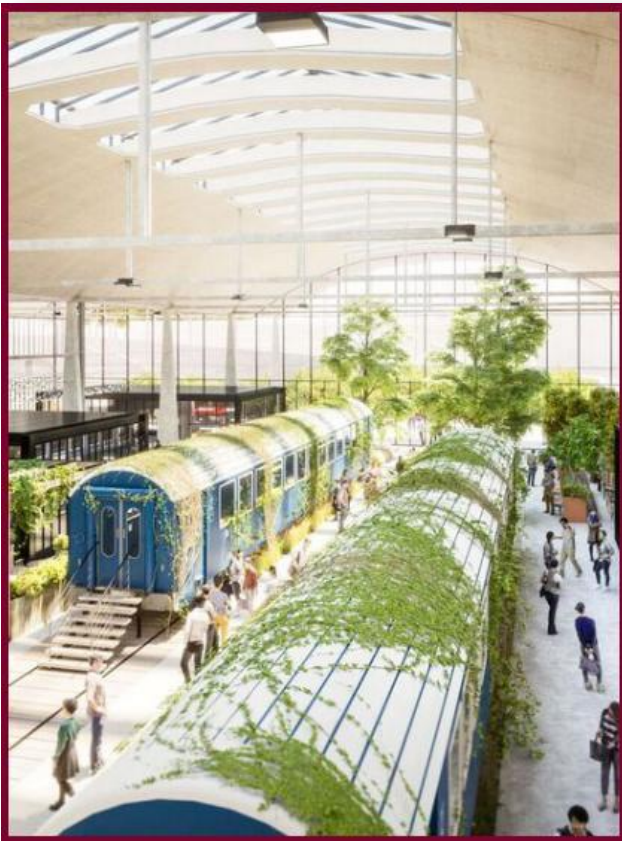
Most recently, Steve has spent over twenty years building global channel strategies, programs and alliances. A three-time Computer Reseller News (CRN) Channel Chief. Steve built sales teams and partnerships in the Americas, EMEA and APAC countries.

Nasser Sagheb

([linkedin.com/in/nasser-sagheb-b389b3](https://www.linkedin.com/in/nasser-sagheb-b389b3))

Nasser 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



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

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)**
- ▶ **USC Viterbi Startup Garage**
- ▶ **R/GA Studios**
- ▶ **Cosmetic-360 (Paris)**
- ▶ **F6S (Dubai)**
- ▶ **Czech Tech (Silicon Valley)**
- ▶ **National Society of IT Service Providers**
- ▶ **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

www.inneronion.com