



*For growing companies*

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## Proposed professional services: Localizer Package

Exotake is a specialized professional service group with several affiliates and geographically distributed entities.

We are headquartered in Fort Lauderdale, Florida.

Our mission statement is to support technology providers in the Media Entertainment Technologies (M.E.T.) universe in developing business, establishing sales and managing recurring revenue streams in overseas markets including Latin America and South Europe.

We are specialists, operating exclusively in the M.E.T. segments of interest, namely:

### Acquisition and Production

- Capture accessories, devices and Software**
- Metadata capture**
- Telecollaboration**
- Digital news solutions**

### Distribution and Delivery

- Advertising | Analytics | Media sale solutions**
- Connected TV | Streaming Media devices**
- OTT | Hybrid | IPTV**
- Streaming media devices | Mobile TV apps**
- Content delivery Networks**
- Content Discovery Solutions**
- User Experience | GUI**
- Streaming | Webcasting**
- Test and measurement equipment | QoS**

### Management Systems

- Digital asset management and storage**
- Digital Rights Management | Content Protection**
- Search | Metadata Software | Applications**
- Workflow Software and Solutions**
- Video Content Servers | Video Processing**
- IaaS | PaaS | SaaS for media delivery**



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Exotake is a pure play professional services company, thus differentiating ourselves from generic intermediaries and third parties.

We are NOT "consultants": we will not limit ourselves to supplying recommendations to you. We are tooled and skilled to carry out all the typical tasks of accomplished technical sales managers, sales directors, product managers, account managers, software developers.

We will work under strict exclusivity for you whenever a retainer is included in our agreement; under such circumstances your pipeline of opportunities will be considered exclusively yours and we pledge NEVER to introduce any of your direct competitors to the same opportunity we have been cultivating on your mandate.

Our strength lies in representing the technology supplier DIRECTLY, thus creating the necessary channel of trust with the buying prospects in the region.

We have almost 10 years of established operations in the LATAM region, counting on an extensive network of collaborators and partners.

We can scale our services to mirror your current situation as well as your pre-disposition to use channel partners, your penchant for international sales, your required degree of involvement and control you want to retain.

A brief outline follows, describing a simple form of cooperation, designed to prepare the ground for your entry into new markets.

Localizer Package It is a **retainer remunerated service**.

The service fee will be waived entirely if your company selects, within 6 weeks of service completion, to engage Exotake in any one of the retainer-based services we offer.

This form of cooperation cannot be extended in duration nor in scope as it is designed to be the entry point to other services.

## Services Offered



- Market assessment for your solution
- Direct prospect contacts are established to produce a report on the boundary conditions you must know when making your decision on entering a new market. Technical and commercial compliance are evaluated and clearly reported.

## Scope and Responsibilities



- We will assess your solution through the lens of the new market
- We consider compatibility, technical and regulatory compliance, price point, partner appeal factor, demand fulfilling potential.
- Exotake produces a complete S.W.O.T. analysis, an estimate of sales cycle duration and time to revenue, support costs, competitors' analysis.

## Territory



- Latin America : Choose country from the following List: Chile, Argentina, Brazil, Paraguay, Uruguay, Bolivia, Peru, Colombia, Ecuador Mexico
- Target customer segments: please indicate explicitly in your request, withing our addressed market segments.

## Remuneration



- Based on a professional services fee, charged once , depending on the number of required markets and on the extent of the preparation
- No additional cost
- The fee is ZERO if further to our preparation you select a retainer remunerated service to start business development and sales

## Duration - Termination -Service evolution



- 5 Weeks per market (country) required, from agreement signature date date of result delivery to your company
- We can structure our result presentation to suit your internal audience, and/or to target potential investors in your company ,according to your requestm,with storytelling support and full data visualization in support.