

Inno Angels at a glance

The means to grow



Our offer in a nutshell

We invest **80%** of the human resources needed to generate new markets that pay us back on sales.

Investment method

We directly provide the human resources required for the creation and marketing of new offers, the search for new markets.

Any Business manager knows that only 2 out of 5 offers launched on the market are successful. Development costs are such that many companies do not have the means (HR and finance) to explore new markets.

Our goal is to quickly generate the turnover that pays us back and remunerate our investment.

When the project is PROFITABLE, we can present it to our financing partners to accelerate the development of sales.

Resources provided

We provide the expert skills necessary for the development and marketing of innovative offers: full-stack developers, dev-ops, designers, branding experts, UI-UX, growth hackers, marketers, business developers...

Counterpart

The resources invested are brought in debt in your company and are **reimbursed** by means of a percentage of 15% on sales.

Once the debt is repaid, our return on investment is remunerated by a percentage of 5% on sales.

Budget

From your current capacities, you determine the amount that you can contribute monthly to advance your company. This amount is the 20% part at your charge.

Comparison

You want to set up 5 new offers in 1 year and develop an application.

The estimated resources are

- 3 marketers/GH full time
- 2 Senior Coders full stack for 6 months

The average cost (charges included) per full-time equivalent is \$8,500/month/seat *.
5 full-time positions represent \$510,000/year.

**(see the average cost grid at the end of the document)*

In classic investment, you should raise \$510,000 to finance the project

If Inno Angels invests in your project:

We support 80% of this amount in investment. You only have to pay **20% of the monthly cost** to immediately put your strategy into action.

With Inno Angels, you will only need \$102,000 !

Benefits:

- You drastically **reduce costs** to become profitable quickly,
- You can **grow** your company, you have the budget,
- You **focus on customers**, sales, partners, not seeking finance,
- You **do not dilute** your capital.

Operation

Based on your business resources, your technical specificities and capacities, we create the offers and test them on the market.

The experts mobilized to this goal are set in place according to your needs, objectives and capacities. No disruption to your business, no friction. Your remote team works independently like a startup studio.

When we have identified a promising target, we invest in marketing to reach it and to obtain immediate sales.

We generate business thanks to the combination of **your expertise** and our **know-how in developing innovative offers**.

Prerequisites

Your project must be eligible (prior study by our analysts).

You must provide all the documents and information allowing us to make you an offer (confidentiality guaranteed).

A win-win deal

We do not have your talent, knowledge or skills in your area of expertise. Without you, we would have no chance of generating value in your line of business.

Your field is specialized, which forces you to focus on a **limited number of targets** and offers. However, developing dozens of offers and approaches for different targets would **open up new markets** to you.

Most companies cannot because **the cost of the necessary resources** is out of reach and funding is directed towards research (patents etc.), not business development.

This is why we propose to **create value** by bringing together your knowledge and our execution force in development and marketing offers.

You access new markets and we are remunerated on the generated sales.

Typical projects

Industrial SME

You have recognized know-how, an expandable production capacity, a low-evolution clientele: We identify and test new market segments thanks to our digital expertise to deploy you to new customers.

Startup

We co-build your services/offers and test the market to find the best approaches and quickly make sales.

Service companies

We create the offers that will propel your company to the next level

To start up

Not all projects are compatible with our investment.

Contact us to submit yours. We will evaluate it and offer you a solution if it meets our criteria.

Useful data

Sources: [employee](#) - [freelancers](#)

Monthly cost in \$	employee	freelancer	Average
Full stack engineer	12 000	8 800	10500
UX/UI	10 300	8 100	9400
Scrum master	11 800	9 200	10800
Digital project manager	10 400	9 000	10600
Operational marketer	7 100	5 700	6400
Business developer	8 200	7 000	7700