

From Innovation to Market Scale - Through Partnership Execution

We help technology companies, telecom ISVs & OEMs accelerate growth through strategic partnerships, market positioning, and scalable go-to-market strategies.

ENGAGEMENT MODELS

FLAGSHIP

GTM Partnership-as-a-Service

Full embedded engagement. We become your Partner Alliance function — recruiting, enabling, and co-selling with your ecosystem end-to-end. Full accountability for pipeline outcomes.

EXPANSION

Market Entry Acceleration

Purpose-built for new geographies. We identify, engage, and activate in-market partners to compress your time-to-revenue — from zero to first qualified pipeline in 90 days.

ADVISORY

Alliance Strategy Sprint

Intensive 90-day engagement. Ecosystem audit, GTM blueprint, and an executable partner roadmap with embedded quick wins — ideal before committing to a full build.

THE EXPANSION FRAMEWORK



THE RESULTS

30-40%

Reduction in avg. sales cycle via co-sell motions

90 days

Time to first qualified pipeline, new markets

3x-5x

Pipeline multiplier with ecosystem architecture

Zero

Headcount burden — we operate as your team

WHO WE SERVE

- ▶ B2B technology companies, \$5M-\$100M ARR
- ▶ Product-market fit achieved; now scaling GTM motion
- ▶ Telecom, SaaS, or adjacent enterprise vertical
- ▶ Entering new geographies — EMEA, APAC, or Americas
- ▶ GSI, ISV, or channel partner ecosystem to build or activate
- ▶ Partner function nascent, underpowered, or absent

WHY EXPANSION CATALYST?

- ◆ Deep expertise in technology and telecom sectors
- ◆ Proven track record of scaling startups to market leaders
- ◆ Global network of industry partners and decision-makers

We don't just hand off a slide deck — we hand off pipeline. Our team comprises former Alliances Heads, Sales Leaders, and ISV executives from Nokia, Ericsson, HP & Wipro who have run these motions themselves and now execute them for you.

Ready to Scale?
Start with a No Obligation 'Partner GTM Review'