# ELNOVO DACH

B2B Systems & Commercial Agency | Berlin, Germany

**Executive Overview:** DACH Market Validation
Governed by German Commercial Code (§ 84 HGB)

## 90-Day German Market-Entry & Commercial Pilot

Fast-track German enterprise revenue with dedicated boots-on-the-ground in Berlin, native technical discovery, and zero permanent employment overhead.

### The DACH Expansion Barrier

- **Local Regulatory Friction:** US/UK sales stall on German compliance mandates (DSGVO, EU NIS-2, DORA, VOB/B).
- **Prohibitive Hiring Risk:** A full-time German Enterprise AE costs **€120k–€150k base** plus social contributions, taking 4–6 months to recruit.
- **Procurement Distrust:** German mid-market & enterprise buyers require native German technical communication.

### The ELNOVO Solution

- **Immediate Boots on the Ground:** Native Berlin-based commercial agency executing pipeline validation from Day 1.
- **B2B Technical Credibility:** Led by MCSA-certified systems engineering leadership bridging product & compliance.
- **Guaranteed Output:** 50+ targeted enterprise decision-makers engaged with qualified joint demonstration calls.

**PHASE 1 (DAYS 1–30)**

**Localization & Mapping**

Aligning value propositions with German compliance standards (DSGVO/NIS-2/VOB). Building a verified target account list of 50+ German enterprises and mid-market decision-makers.

**PHASE 2 (DAYS 31–60)**

**Outbound & Discovery**

Multi-channel executive outreach directly engaging German CTOs, CISOs, and Heads of Ops. Handling technical objections and conducting discovery calls to qualify commercial requirements.

**PHASE 3 (DAYS 61–90)**

**Closing & Reference Pilots**

Co-hosting deep-dive technical demonstrations with your sales engineering team. Closing initial DACH reference pilot agreements and establishing a predictable regional sales playbook.

### Commercial Terms & Compensation Model

| Milestone / Component | Commercial Amount | Deliverables & Protection |
|---|---|---|
| **Setup Fee** | **€1,500** (one-time) | Market localization, compliance messaging alignment, CRM & account list curation. |
| **Monthly Retainer** | **€3,500** / month (90 days) | Dedicated outbound prospecting, native German qualification calls, pipeline generation. |
| **Success Commission** | **15% Net Contract Value** | Commission on all closed 1st-year customer contracts initiated during the Pilot term (§ 87 HGB). |

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**German Commercial Code (§ 84 HGB) Compliant**