



www.trianagroup.com

May, 2013

We hope this letter finds you healthy and prosperous. We are sending this to stay in touch and update you on our company's progress. We encourage you to do the same. Keep us posted!

Celebrating 5 Years!

Founded in the Spring of 2008, we chose a name that reflected our spirit: Rodriguo de Triana, the spotter who first saw America aboard one of Columbus' ships. Like him, **we are scouts who jump on board to help navigate new market horizons.**

Five years later, The Triana Group has proven itself as a resilient and reliable company. Closing the books on 2012, we measured another high-double-digit growth year in our business development services; our assets, the success-based part of our business development contracts, continue to build value.

Most importantly, we continue to connect the dots between innovative technologies and those who need them.

From software to lasers, from mobile to robots, from medicine to greener industries, we strive to make a difference.

[Learn more about what we do](#)

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When Should You Think About Us?

You need independent assessment of sales potential

You need a realistic go-to-market plan and budget. We even do market tests.

You need to get marketing things done. We bring you a team-as-a-service, on-demand.

You need B-to-B leads. We build your pipe-line.

You need a channel manager. It's a big world out there. Get all your bases covered.

You need strategic partners. Someone somewhere needs what you have, and has what



An Exclusive Executive Training Opportunity

Summer is the perfect time to develop new skills and prepare new strategic projects.

From June to October, 2013, join us in Paris and in New York for a hands-on, small-group Executive Training program in International Business Development.

The program was built with RETIS **to serve technology companies and the innovation community's need for constant learning and professionalization of their executives on global markets.** It was designed with 38 European Business and Innovation Centers, 35 incubators, 49 science and technology parks, and 8 competitive clusters in mind and open to all companies that qualify.

[Read more](#)

Making a Difference in Hospital Sterile Units

Approximately 1 out of every 20 hospitalized patients contracts Healthcare-Associated Infections, sometimes referred to as nosocomial diseases. In the US alone, these contribute to nearly 100,000 deaths every year. Their overall annual direct medical cost to U.S. hospitals ranges from \$28.4 to \$45 billion.

To help address this we have started to work in the US with an overseas market leader, Advance Medical, an enterprise software for sterile units. After months of work, **we secured our first North American reference-site and look forward to presenting it to 5,800 more around the Nation.** With an average of 250-300 surgical tools per procedure and 51,000,000 annual procedures in the US, we will busy.

[Click here to learn more about our work in the US](#)

you need...

...and more business development.

[Wonder if this applies to your top priorities? Let's talk.](#)

What is Your Mobile Strategy?

If you don't go to mobile...
Mobile will come to you.

We work with Enterprise-grade mobile companies that power dozens of millions of transactions, from airlines to insurance, from direct marketing to healthcare.

Are you in a "mature" industry and wondering how mobile can serve you?

[Call us to speak to our technology and product experts](#) about your strategy.

Other Technologies We Should Speak About

We look for Technology-Enabled Innovations as well as **Hardcore Hardware - Software Technologies.**

These days we're working on bringing to the world more useful lasers, robots, brain biomarkers, 600-million targeted direct mail, student engagement systems, semiconductors, wall & ceiling technology, solar applications, sterilization, business intelligence, ERP in healthcare... to name a few. And always looking for more ways to make a difference.

to make a difference.

A Sample of Our Past Week News

- This morning, **Capital Finance**, the exclusive M&A and private equity newsletter of **Groupe Les Echos**, reported from Paris about Triana Group's partnership with Build Up. Good news if you are interested in M&A and private equity financing in Europe, Canada, or Brazil.

- Back from a European Commission-sponsored trip, advising some of the best biotech, diagnostics, and medical technology companies in France, Germany, Italy, and Spain. Excellent innovations coming up.

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Want to talk about any of these? Or another technology? Call us!

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