

## PRESS RELEASE

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### **New Business Exchange for UK Small Technology Companies**

“Many of the UK smaller technology companies could better achieve their business aspirations and realise their true potential if they presented to the market a more sustainable value proposition and were open to collaboration with one another.” says Gary Lowrey, Director of InitioStar.

With the UK software and services markets showing signs of stalling, at least temporarily, it is important for businesses to have a clear vision and establish more creative and entrepreneurial approaches to their chosen markets. The InitioStar ‘Business Exchange’ is a service to facilitate bi-directional company introductions and collaboration. The Exchange aims to create a business directory specifically for technology companies with less than £10m revenue, an enterprising community that is often overlooked.

Gary Lowrey comments “There is a significant amount of technical creativity and advancement in UK smaller technology companies, but it is often difficult for them to achieve the market visibility they desire. The Business Exchange is a simple and effective way of encouraging and facilitating communication between like-minded businesses and ultimately about helping companies to be more successful.” There are occasions when two or more smaller companies have the same clients and where collaboration between them would bring a higher-value sales proposition – just one example of where a communication channel such as the Exchange would help.

InitioStar has helped many smaller technology companies to fulfil their ambitions and in today’s challenging economic climate, it is especially important to project a business into the market with greater clarity and some level of differentiation.

The Business Exchange sets out to establish this for UK smaller technology companies’ and to create the opportunity for dialogue between them. InitioStar is initially targeting companies with less than £10m revenue to establish a business and social networking forum for this segment of the market.

Interested companies should contact InitioStar for further information.

### **About InitioStar Limited**

InitioStar provides sales and marketing services to technology companies. During the last 7 years the company has worked with public and private companies from start-up to global players. Our philosophy is that we can find value where others can not; improve sales, revenues and profitability. The company enjoys a broad range of industry contacts and can draw on key skills in general management, sales, marketing, software development, outsourcing and funding.

### **For More Information:**

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