

Launch of European Go To Market Digital Platform for Tech Startups

INDUSTRY GENIUSES

London, Dec 6, 2020 ([IssueWire.com](https://www.issuewire.com)) - IndustryGeniuses today announced the launch of European Go To Market Digital Platform for Software-as-a-Service start-ups. The platform brings together knowledge and know-how of working with 300+ tech start-ups, VCs and brands over the last decade. The platform will specifically support [Salesforce AppExchange](#) ISVs, who extend the power of Salesforce with innovative use cases.

The primary purpose of [IndustryGeniuses](#) GTM platform is to help ISVs and Tech Start-ups scale and grow in the EMEA region. More geographies are already in the works. Through a combination of proven tools, templates and business processes, it is one-of-a-kind digital platform suited to the needs of start-ups who have a clear mandate to grow and offer real business value. Food & Grocery Retail, Consumer Goods and Healthcare are the top 3 industries that are part of this launch.

Commenting on the launch, [Zeeshan Idrees](#), CEO of IndustryGeniuses, and ex-Salesforce executive, said "We are witnessing an unprecedented level of disruption across every industry and every market. The next decade is an era of AI and Digital-first transformation that will surpass industrial revolution. Innovation needs to be part of every company's DNA. We are offering a platform that helps Salesforce ISVs build industry tailored offerings and then work closely with an ecosystem of C-level decision-makers, system integrators, other start-ups and Salesforce teams to deliver innovative use cases for this new era".

IndustryGeniuses covers the entire GTM lifecycle including industry tailored offerings, sales assets, account plans, stakeholder outreach campaigns, country-level strategies, deal support, and multi-shore product development. For more information, please visit <https://www.industrygeniuses.com/platform>

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