



**DISTRAN**  
SWITZERLAND

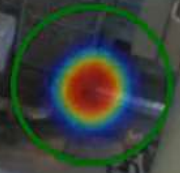


Scaling and internationalizing  
our start-up



02/08/2019 11:05:35  
Frequency: 27.2 kHz  
Maximum: 39 dB  
Sound: ultrasound 30kHz  
Pressure: 6 bar

Auto Focus  
>10.00 m



>140 L/h

65 L/h

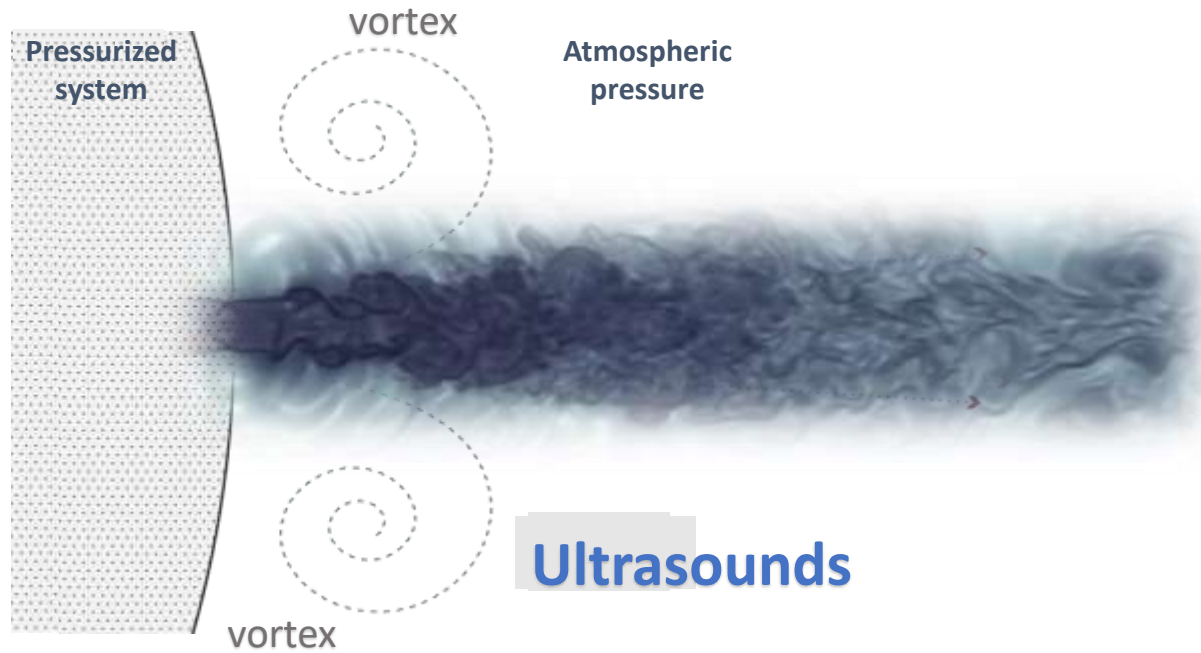
Fast, safe,  
reliable  
Our ultrasonic  
camera  
pinpoints leaks  
from a safe  
distance.

# How to see the sounds?

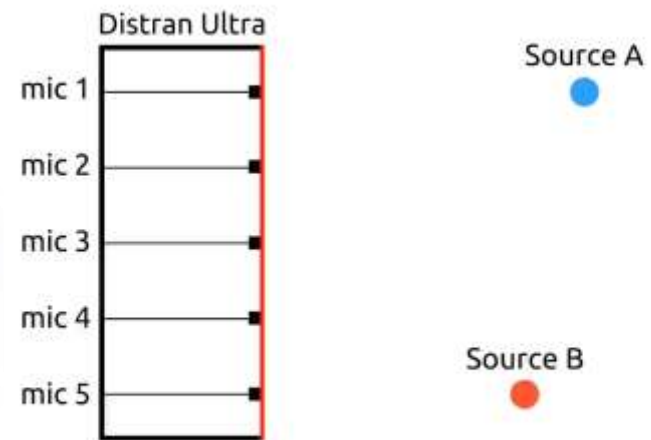


# How does it work?

Gas leaks emit ultrasounds, picked up by ultrasound cameras' microphones.



Ultrasound waves reach each individual microphone at a different time.

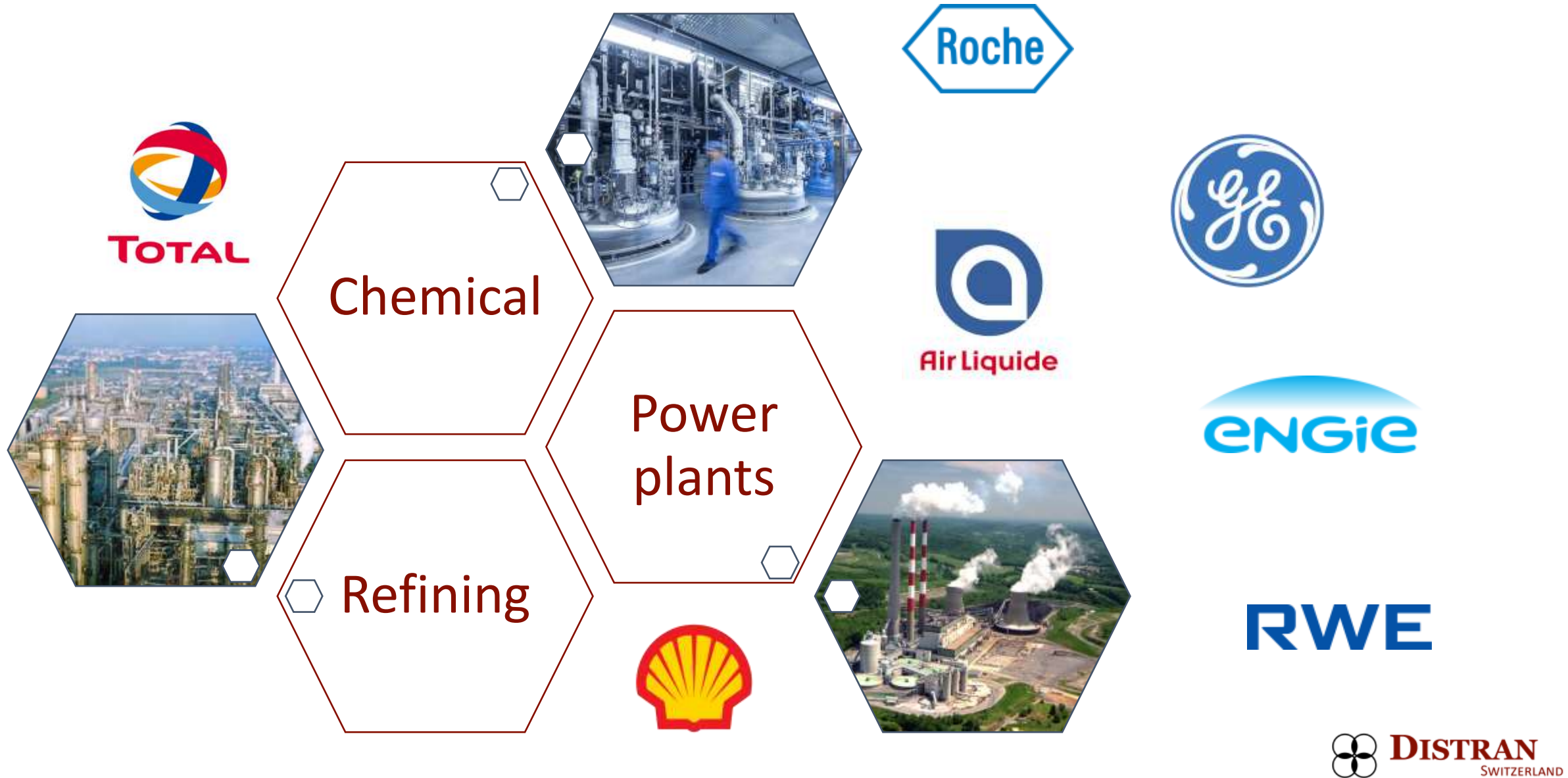






The farthest camera so far

# Among our key customers



# How we are internationalizing

- Some customers are multinationals. Convincing HQ and dedicated teams helps to export
  - Innovation competitions, scouts
- We needed trusted high-level local people (Country Manager...)
- Support organizations are helpful
  - S-GE
  - Embassies, local support organization (e.g France: French Tech, Business France)
- Legal work not to be underestimated (even externalized)
  - Foundation, work laws, tax
  - Consolidating your numbers

# Internationalizing strategy

- Start easy...
  - Freelancer instead of employee
  - Do not fund a subsidiary if possible (use payroll companies)
  - Open your first subsidiary in an “easy/known” country
- ... But careful if you are generating revenues
  - Some countries wants you to have a local entity
  - Scrutiny of tax authorities (employment from abroad)
  - VAT issues
  - Transfer prices (Hardware companies)



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