

FluxGen Industries Ltd.
Forging Tomorrow's Welds
Airdrie, Alberta, Canada
<http://www.fluxgenindustries.ca>

Meeting Prep Document

FOR: Abhishek Patel — Sales & Marketing Lead
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Your Role in FluxGen

Official Title: Sales & Marketing Lead

Why This Role Matters:

Abhishek is the voice of FluxGen. He will lead customer acquisition, manage key accounts, represent FluxGen at trade shows, and build the brand's presence in the Canadian and North American welding markets. His communication skills make him the ideal spokesperson for investor meetings, partnerships, and media engagement.

What Investors Need to See:

Investors want to see that each team member brings unique, essential skills. Your job in the meeting is to demonstrate deep expertise in your domain and show that you're not just competent — you're the right person for this specific role in this specific industry.

Your Positioning:

You are not "helping out" or "learning the business" — you are a co-founder with specialized expertise that FluxGen cannot succeed without. Own your area of responsibility with confidence.

Why You're on This Team

Your Background (What Investors Will Hear):

Young, dynamic professional with strong command of English and natural presentation skills. Brings energy, clarity, and confidence to client-facing roles.

Your Core Competencies:

- Sales and business development
- Marketing strategy and brand positioning
- Client relationship management
- Public speaking and corporate communications

Current Professional Role:

Sales and Marketing Professional

Key Message for Investors:

You bring proven, real-world experience that directly translates to FluxGen's success. You're not learning on the job — you're applying mastery from previous successes to build something new.

What Investors Will Ask You

As the **Sales & Marketing Lead**, investors will evaluate your ability to acquire customers, build the brand, and communicate FluxGen's value. They want to see energy, confidence, and a clear go-to-market plan.

Q: Who are your target customers, and why will they buy from FluxGen?

A: Our primary targets are fabrication shops, pipeline contractors, and heavy manufacturing companies in Alberta and Saskatchewan. They'll buy from us because we offer local supply, faster delivery, technical support, and competitive pricing compared to imported alternatives.

Q: What's your sales strategy for the first year?

A: Direct B2B outreach to 20-30 key accounts, attending industry trade shows like FABTECH and CWB events, and leveraging our team's existing industry contacts. We'll start with pilot orders and sample testing to build credibility, then scale to recurring orders once customers validate quality.

Q: How do you compete with established suppliers?

A: We don't compete on brand recognition — we compete on proximity, service, and flexibility. Established suppliers are overseas or Eastern Canada. We offer same-week delivery, custom formulations, and technical support. For price-sensitive customers, we match or beat import pricing because we eliminate long shipping costs.

Q: What if customers are hesitant to switch suppliers?

A: That's expected. We overcome it by offering free sample testing, trial orders at discounted rates, and technical consultations to demonstrate our product quality meets or exceeds their current supplier. Once they see the performance and service, switching becomes a no-brainer.

Q: How will you build the FluxGen brand?

A: Through a combination of digital presence (website, LinkedIn), trade show participation, and word-of-mouth referrals from satisfied customers. We're positioning FluxGen as "Canada's Local Flux Solution" — emphasizing quality, reliability, and local supply chain advantages.

Your Key Talking Points

When discussing FluxGen, always emphasize:

General (All Team Members):

- FluxGen is Canada's first SAW flux manufacturing company
- We're not importing — we're localizing production to reduce supply chain risk
- Our team has direct, hands-on experience running similar operations at scale
- We're starting pilot, scaling smart, and targeting profitability early

Specific to Your Role:

- I'm the face of FluxGen — my job is to build relationships and win customers
- We're targeting 20-30 key accounts in Year 1 through direct outreach and trade shows

- Our value proposition is simple: local supply, fast delivery, and great service
- I speak the customer's language — I can communicate technical benefits clearly
- We're not selling commodity products — we're selling partnership and reliability

Do's and Don'ts

■ DO:

- Be confident but not arrogant — you know your stuff, but stay humble
- Use specific examples from your experience when answering questions
- If you don't know something, defer to the team member who does
- Show enthusiasm for FluxGen — investors want to see you're all-in
- Listen carefully to questions before answering — don't rush
- Show energy and confidence — you're the public face of FluxGen
- Name specific target customers or industries
- Talk about your communication skills as a core strength

■ DON'T:

- Never say "I'm still learning" or "I'm figuring it out" — investors want experts, not learners
- Don't over-promise or exaggerate — be realistic about challenges
- Don't contradict other team members — maintain a united front
- Don't badmouth competitors — focus on FluxGen's strengths
- Don't use jargon without explanation — keep language clear
- Don't promise unrealistic sales numbers — be conservative in estimates
- Don't rely only on charisma — back up claims with strategy

General Meeting Etiquette:

- Dress professionally (business casual minimum, business formal for major investors)
- Arrive 10-15 minutes early to review notes
- Turn off phone notifications completely
- Listen actively — don't interrupt other team members
- If you don't know an answer, say "That's not my area, but [Team Member] can address that"
- Never contradict another team member in front of investors — discuss internally later
- Take notes if investors ask follow-up questions — shows you're listening

Remember:

Investors are looking for three things: **Competence**, **Cohesion**, and **Commitment**. Show you know your stuff, that you work well together, and that you're all-in on FluxGen's success.