



Kiana Analytics Secures Strategic Sales Support from MOIC Partners, Backed by Venture Builder VC

Partnership to Empower Kiana with Advanced Enterprise Sales Tools and Expertise for Upmarket Success

Houston, TX, September 18, 2024 — Kiana Analytics has been selected by Venture Builder VC to receive for a full year support for upmarket enterprise selling from MOIC Partners. Dave Levitt, MOIC Partner explained, “The purpose of this support is to equip Kiana with the knowledge and tools required to transition into selling to highly complex enterprises, selling similarly to those used competitively by the world’s largest, most sophisticated enterprise software sales organizations.” Nader Fathi, CEO of Kiana Analytics, responded to receiving this award by stating, “I’m looking forward to our next steps and to our mutual success.”

MOIC specializes in helping emerging companies establish visibility and influence within complex, high-level organizations typically found in upmarket environments. Billy Grandy, General Partner of Venture Builder VC stated, “MOIC is integral to our mission of equipping early-stage tech companies with the enterprise sales readiness they need, accelerating their development far beyond what they could achieve on their own.” Venture Builder VC is a consulting firm, investor, and accelerator program operator that empowers corporations to achieve measurable outcomes and unlock growth opportunities by connecting them with early-stage startups and emerging tech companies, offering tailored solutions and minimizing innovation risks through a structured venture client model.

MOIC will help Kiana develop a high degree of predictability in their sales forecasting by leveraging the MOIC Pipeline Grader system, which is designed

specifically for predicting sales into upmarket enterprise companies. Kiana will also leverage MOIC's Virtual Dave application, which provides AI-based sales support intended to help successfully guide salespeople through complex sales cycles, creating higher win rates and faster sales successes.

About Kiana Analytics

Kiana protects your high-value assets: people, physical assets, and locations. Global enterprises use Kiana's patented IoT, privacy-centered cloud-based platform to strengthen presence analytics, physical safety, and security, to optimize and protect their operations. Kiana leverages existing Wi-Fi, Bluetooth, Cameras and no new sensors need to be installed. Kiana is venture-backed, a US Department of Homeland Security SVIP portfolio company, and was highlighted by many industry-leading publications and accelerators.

About Venture Builder VC

Venture Builder VC is a consulting firm, investor and accelerator program operator that offers a structured approach to corporate innovation. By identifying strategic challenges, matching corporations with the right startups, and ensuring seamless integration of solutions, Venture Builder VC empowers corporations to unlock new growth opportunities and achieve measurable outcomes faster while minimizing innovation risks. This venture client model provides immediate access to a network of early-stage startups and emerging tech companies, delivers tailored solutions aligned with corporate objectives and offers flexible, agile engagements. Additionally, it mitigates financial risk by emphasizing procurement over direct investment and enables rapid scalability for faster market entry.

About MOIC Partners

Founded in early 2024, MOIC Partners specializes in guiding SaaS companies transition from early-adopter success to upmarket success by implementing Go To Market products and services designed specifically for this market. With a combined 100+ years of successful enterprise software investing, selling and executive expertise in enterprise sales processes, MOIC Partners fosters a proven 21-step sales methodology to accelerate ARR growth and provide a very high degree of sales forecast predictability at the same time. Their product suite includes MOIC Sales Engine, MOIC Pipeline Grader, MOIC Pricing Engine, Virtual Dave and MOIC Exit Engine.

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