



Divestment Overview

DIGITAL IMPACT
AWARDS²⁰¹⁶
WINNER

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Impertion Background

- ▶ Founded by Michael Kelly in 2015
- ▶ Goal: To build specialist vertical social networks for senior business technology decision makers worldwide.
 - ▶ Build a large set of *proprietary contact and behavioural data* on business technology buyers globally.
- ▶ The communities provide a platform where members can go beyond the simple sharing on LinkedIn:
 - ▶ Share tools, templates, apps, research and insights.
- ▶ A place where technology vendors can engage senior business buyers at a deeper level for branding, awareness, content marketing and demand generation.
- ▶ “Impertion” comes from the latin word “Impertio” meaning: “To share”.
- ▶ “Best Community Development” award winner in Europe’s leading digital awards competition, “The Digital Impact Awards”, 2016 for IBM APAC campaign.

Impertion Communities

- ▶ More than 37,000 members in total worldwide.
- ▶ CIOshared.com (www.cioshared.com)
 - ▶ The flagship community
 - ▶ Currently sponsored by IBM & Oracle
 - ▶ Previous marketing campaigns include: Cisco, BT, SAP, Infor
 - ▶ Members are mainly CIO's, CTO's, IT Directors etc
 - ▶ LinkedIn Group is top ten on LinkedIn for terms like "CIO" and "IoT"
- ▶ MarTechShared.com
 - ▶ Members are mainly CMO's, Head of Marketing, etc
- ▶ EngineeringShared.com
 - ▶ Members are mainly Head of Engineering, CAD/CAM, etc



Member Data

- ▶ Impertion owns in-depth, highly targetable marketing data on some of the most valuable decision-maker types in the world.
- ▶ These are the people who are involved at a senior level in buying multi-million dollar enterprise & SMB technology solutions:
 - ▶ ERP, Data Center, Security, Communications, Cloud, CRM, Marketing Automation, CAD
- ▶ Members are already engaged with the brand and have downloaded research and tools.
 - ▶ This behavioural & interest data is available to enable further segmentation.
- ▶ The majority of members are based in North America with the balance spread evenly across EMEA and Asia Pacific. Less than 10% are in LATAM.
- ▶ Full data exports (without contact details) can be provided for your own internal analysis.

The Communities in Detail

Member numbers and type

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CIOshared.com

- ▶ Registered Members: 4,006
- ▶ LinkedIn Group: 14,050
- ▶ Email Subscribers: 9,739

- ▶ Total Cumulative: 27,795
- ▶ Expected Unique: 23,000



CIOShared

MarTechShared.com

- ▶ Registered Members: 1,598
- ▶ LinkedIn Group: 2,925
- ▶ Email Subscribers: 8,056

- ▶ Total Cumulative: 12,579
- ▶ Expected Unique: 10,000



EngineeringShared.com

- ▶ Registered Members: 2,126
- ▶ LinkedIn Group: 1,298
- ▶ Email Subscribers: 4,000

- ▶ Total Cumulative: 7,424
- ▶ Expected Unique: 4,300



Overall Summary

- ▶ Registered Members: 7,730
- ▶ LinkedIn Group: 18,273
- ▶ Email Subscribers: 21,795

- ▶ Total Cumulative: 47,798
- ▶ Expected Unique: 37,300



“The average B2B company has a database of 50,000 individuals and spends an average of \$150 to acquire a single email address.”

This suggests the replacement cost of an average audience database of a B2B company is \$7.5 million.

- [Salesforce/LinkedIn research](#)

How We Built Our Communities

▶ Registered Members

- ▶ Significant time and resources was spent promoting our standalone communities through relevant LinkedIn Groups over a two year period.
- ▶ **LinkedIn changed their rules in 2015 and the door has now closed on this as an option for other companies to replicate our success.**
- ▶ Members go through a comprehensive sign up process, add personal data and confirm registration via email.

▶ LinkedIn Group Members

- ▶ Our community-specific Groups were promoted through other relevant LinkedIn Groups

▶ Mailing List

- ▶ Registered Members are automatically added
- ▶ Significant networks of relevant people were also built across on LinkedIn
 - ▶ Exported their data and imported into mailing list with explanation of how we have their email address.

- ▶ *Note: Our communities are now self-perpetuating as the LinkedIn Groups constantly receive new members, a proportion of which immediately join the communities.*

Platform & Technology

Functionality & Features

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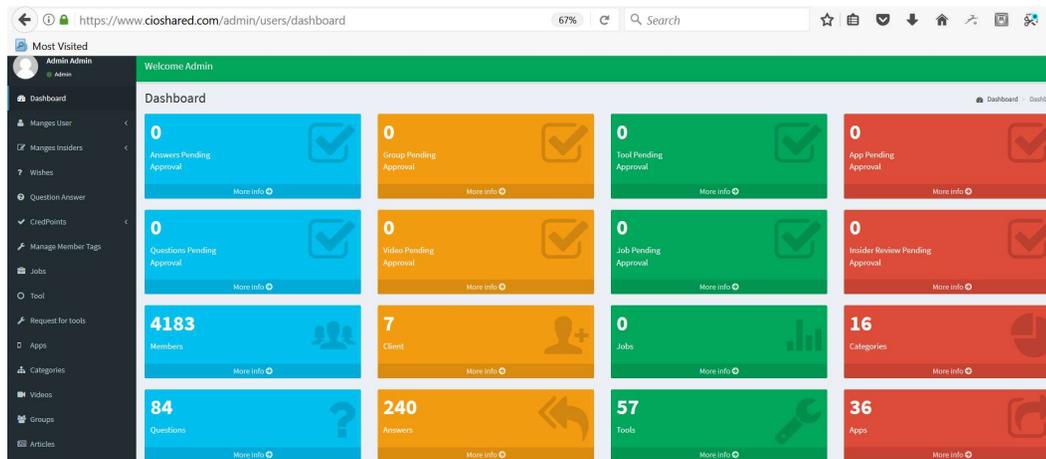
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A Content Marketers Dream!

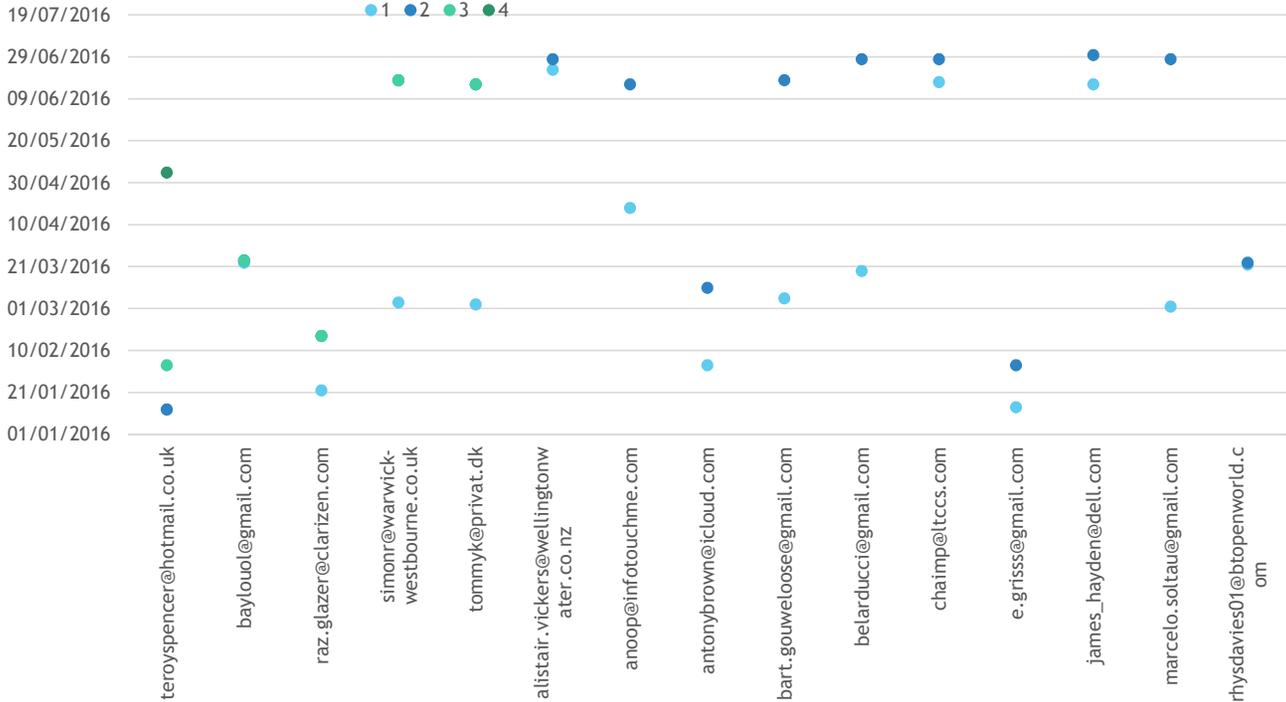
- ▶ Entire community is built around promoting content and tracking behaviour.
- ▶ Not just technology - the membership is already built and ready to expand.
- ▶ Ultimate goals are segmenting the member base for:
 - ▶ Behavioural data, and
 - ▶ Interest areas, and
 - ▶ Purchase intent
- ▶ Designed to support the entire Buyers Journey throughout a marketing campaign.
 - ▶ *Including 360° view for signals to identify customer context.*
- ▶ Maximizes digital and automation technologies.
- ▶ Built on an open platform to allow new technologies to simply “plug-in”.
 - ▶ AI, VR, etc

Community Platform & Technology

- ▶ Custom built using CakePHP
- ▶ Deep functionality, highly customizable and secure
- ▶ A link to a demonstration video highlighting the various functionality and technology is included at the end of this presentation.
- ▶ Custom walk-through demonstrations are available on request.



Behavioural & Intent Data (Basic)



Adding Value

Product Roadmap - Potential New Features

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Career Opportunities

- ▶ Functionality is already 100% in place
 - ▶ Content (i.e. career opportunities) is all that needs to be added
- ▶ Data: Experience has already proven that...
 - ▶ Senior Execs will provide basic information to join the community.
 - ▶ They will provide additional information to access relevant research.
 - ▶ *They will provide maximum data when applying for jobs.*
 - ▶ Recommendation software can uncover their interests and intent.
 - ▶ “CredPoints” encourage members to add more content, as the more CredPoints earned the higher a member is listed when applying for a role.

Recommendation Software - Behavioural

- ▶ Tools like Traqli or Personyze can be immediately embedded into the platform.
- ▶ This gives “Amazon-like” functionality.
 - ▶ E.g. “People who applied for this job role also liked:
 - ▶ “X” Research Document, “Y” tool, “Z” app.
- ▶ By tracking clickthroughs a picture of interest, behaviour and purchase intent can be built.

360° View - Deeper Individual Tracking

- ▶ Track logged in members at a micro-level.
- ▶ Build a 360° picture of behaviour and interests of senior technology decision makers worldwide.
 - ▶ What career opportunities are they interested in? What research are they downloading? What apps and tools? What questions are they posing or answering? What Groups have they joined or created?
- ▶ Segment the member base
 - ▶ For different product-focused or persona-focused campaigns
 - ▶ Focused not just on behavioural and intent data, but also
 - ▶ Customer context - built on 360° view.

Divestment Details

Why? Value?

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Divestment Reasons

- ▶ Michael Kelly is the founder and sole owner
 - ▶ The business has been built with a team of part-time, contract specialists.
- ▶ Michael also owns Ridge Strategy Consulting Ltd., an international channel strategy consulting firm.
 - ▶ Ridge Consulting has recently won major global contracts with Fortune 500 technology companies that require Michael's full time focus.
- ▶ A decision had to be made - one of the companies has to be side-lined.
- ▶ Impertion (and it's communities) are still in start-up mode and require significant time and investment to achieve their full potential.
- ▶ Impertion (and it's communities) have assets that can be easily blended into a suitable acquiring company.
 - ▶ E.g. "Welcome to CIOshared.com, brought to you by Company X."
- ▶ Although there is no urgency to sell, a review of strategic options is prudent.

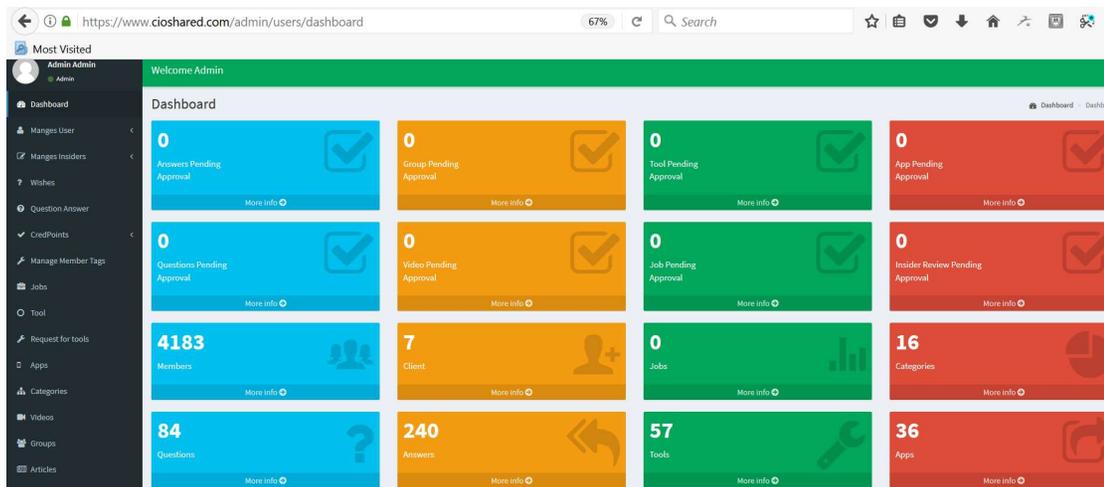
Value for an Acquirer

- ▶ The real value is in the membership, the data and the potential network effect.
 - ▶ This is less a revenue opportunity than an asset-based one.
- ▶ An excellent opportunity for a business to rapidly accelerate its trusted reach with a strategically important group of people.
 - ▶ Either for it's own sake or as a way to drive sales with new and existing clients.
 - ▶ Data network effect: use our data as a base to rapidly attract more users for scale.
- ▶ The brands are trusted by members, and can be successfully merged with your own brands over time.
- ▶ The community platform is technologically sound, well designed and highly flexible.
- ▶ Michael Kelly is happy to stay engaged on a part-time basis to support handover to your project team.
- ▶ The Buyer needs to have a vision for how this acquisition can be a catalyst for their future growth.
 - ▶ How can this acquisition help your company pivot?
 - ▶ What existing resources do you already have in place that can enable the communities to achieve their true potential, and deliver massive ROI for your business?

About the Founder

- ▶ Michael Kelly
 - ▶ Based in Dublin Ireland
 - ▶ Qualified Chartered Director (Institute of Directors)
 - ▶ B. Sc., MA (Dublin University, Trinity College)
 - ▶ Certificate in Disruptive Innovation (Massachusetts Institute of Technology)
- ▶ Previous & Current Companies
 - ▶ Founder: MKM Shopping.ie Ltd (Sold to UK company in 2001)
 - ▶ Co-Founder: TSL Marketing (Ltd., Inc., & Pte. Ltd) - Founded 1998
 - ▶ Founder: Ridge Strategy Consulting Ltd. - Founded 2016

Platform Demo



- ▶ A short demonstration video of the platform, technology and features is available at <https://youtu.be/etGB6W1agSA> .
- ▶ If you would like a custom demonstration please email mkelly@impertion.com



Thank You

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