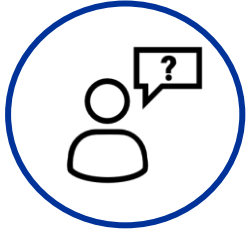




10Thoughts LLC

Why does 10Thoughts exist?



The way clients and prospects want to engage with companies has changed



10Thoughts will position you to deepen client relationships, win prospects and develop the right new products and services



10Thoughts is a platform where your organization authentically engages clients and prospects by providing them with helpful content recommended by your top influencers

The expansion of readily available information is shifting the way clients and prospects want to engage with companies

Past

Present + Future

Access to information:

Low

High



How people prefer to engage:

People needed companies to go to them

People do their own research and go to companies



How Companies Win:

Repeatedly catch a person's attention with aggressive sales and marketing techniques

Effectively engage a person who is actively looking for their products and services

Clients and prospects are now increasingly blocking out traditional marketing, sales and communication tactics



Old-school sales techniques are less effective



Corporate marketing material is losing trust



Phone calls are not picked up or returned



Email is often ignored



Surveys are not filled out



Company produced content is not read

How do you reach clients and prospects that are blocking out traditional methods of engagement?



People want...

- ✓ Help staying informed
- ✓ Help learning how to solve their problems
- ✓ Help succeeding

People don't want...

- ✗ An obvious sales and marketing agenda
- ✗ To be interrupted
- ✗ To engage on someone else's time

How can you be helpful? Empower your influencers to share insightful content with your clients and prospects

Recommending external content, blogs, white papers, podcasts, videos...



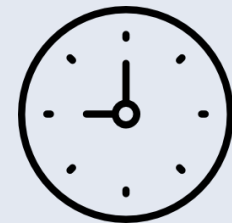
Helps clients and prospects stay informed

Organized and relevant content



Helps clients and prospects learn how to succeed

From a trusted source



Allows clients and prospects to engage on their time

When they need it

Positioning you as the market influencer will deepen your existing client relationships and help you win new prospects

**Deepen Existing
Client Relationships**

Help your client base stay informed - build strong, trusting relationships to position your organization to sell additional products and services

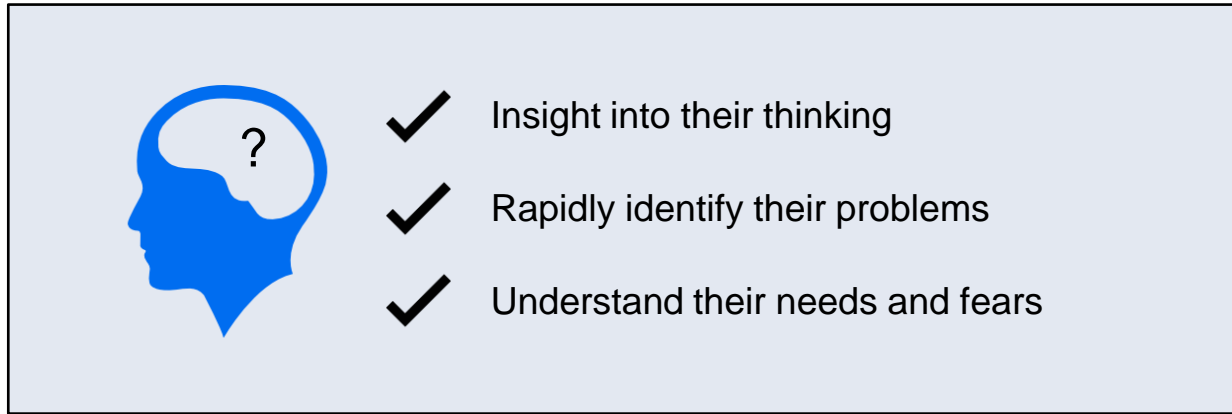
**Win New
Prospects**

Utilize platform to educate and influence prospects that are looking to buy products and services in your markets



The data insight will improve your ability to effectively engage clients and prospects and help you develop the right products and services

Imagine if you can see what your clients and prospects are reading...



Individual client and prospect data

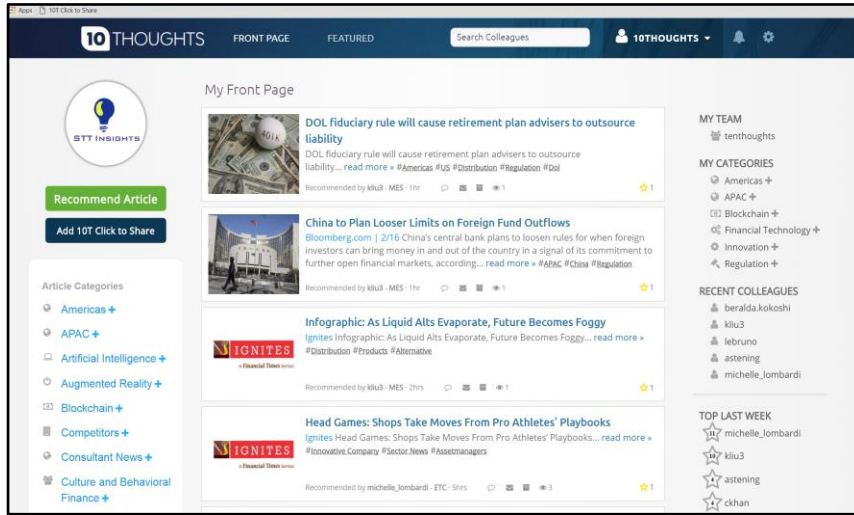
Tailor discussions and sales pitches to the needs of specific clients and prospects

Aggregated client and prospect data

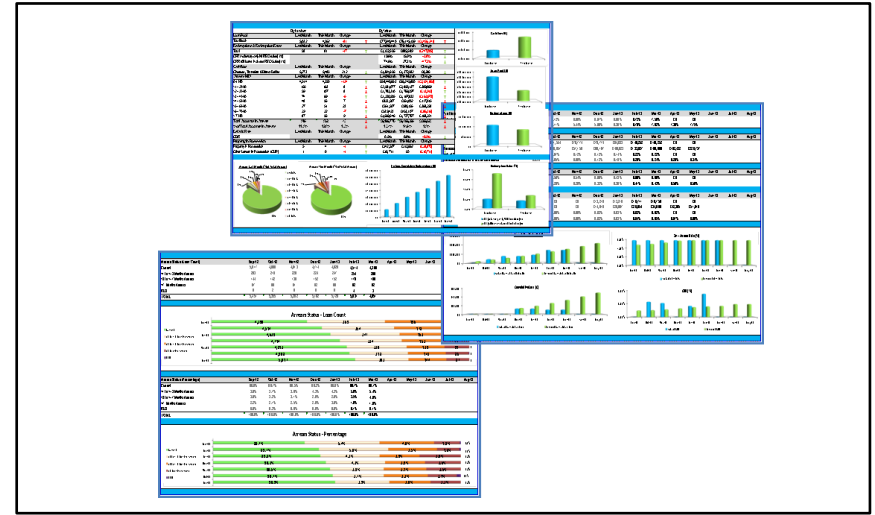
Identify what the market needs and develop the right products and services

10Thoughts is a platform where your clients and prospects engage with content recommended by your top influencers

10Thoughts Platform



Data Insight



- ✓ Influencers recommend content with “one-click” right from their reading page
- ✓ Clients and prospects find recommended content algorithmically sorted and organized for their needs

- ✓ Intellectual engagements are transformed into insight data
- ✓ Your organization has access to data reports on individual clients/prospects and reports aggregated by companies, roles and industries

10Thoughts evolution – effectively engaging different audiences through the sharing of content

10Thoughts History:



Built “proof of concept” platform where MBAs engage with content recommended by other MBAs – grew platform to 10k+ MBAs across top 20 business schools



Transitioned to an enterprise SaaS platform where professionals engage with content recommended by their colleagues – adopted by 3 Fortune 500 financial services firms

10Thoughts Today:



Expanded platform to enable companies to engage their clients and prospects – deepen relationships, win business, insight to develop new products and services