

Part 1: "Elevator" Introduction

eSalesdash was born through frustration from managing large call center organizations with outdated, disparate, non-scalable sales management tools. eSalesDash is a digital sales-optimization platform, leveraging a three-pillar approach of sales management features, business intelligence analytics, and motivational mechanics - all in a single cloud-based application. Please see [video presentation](#) at this time.

Over the last 20 years, technologies in call centers have progressed significantly. Advanced systems are being used for workforce management, quality assurance monitoring, effective call distribution, among other processes. While many call center systems have evolved, technologies that aid in driving employee engagement and performance, have not. For example, the majority of call centers continue to use whiteboards, spreadsheets, paper certificates and other forms of outdated methods to motivate and manage the most important aspect of their business, the sales process. Updating technology in this regard is critical to call center performance and profitability.

Leadership staff are industry C-Level Executives. This is our industry, and our new technology; a solution to our problems.

Part 2: Market and Industry Analysis

The leading call center analytics firm, Ovum Global, notes there are 92,000 outsourced call center organizations serving the US Market. This represents approximately 8.4 million call center seats, creating a huge market opportunity for eSalesDash to serve. These 8.4 million employee's business functions range from sales, customer care, technical support, financial services, among others. eSalesDash's initial target audience is within sales, and related activities, including collections and retention; comprised of approximately 4.2 million call center agents. Through customer feedback, we know that targeting sales and related activities allows for a more clear return on investment for our customers, which is why we have chosen to initially focus on sales programs. As we continue to develop the application, subsequent phases will include growth into Customer Care as well as Technical Support, doubling the market opportunity.

MarketsandMarkets, a leading market research firm, identify that the compound annual growth rate of digital motivation platforms is **43.6%**; with gross revenues at 1.65B in 2015 and projected to exceed 11.1B by 2020. Further, of this 11.1B, 68% is estimated to be comprised of organizations operating within the Enterprise space, such as eSalesDash. Additionally, the call center market as a whole continues to grow, furthering eSalesDash's market opportunity.

eSalesDash solves for numerous challenges within the call center, with varying forms of indirect competition. In performance dashboards there are companies such as Hoopla, as well as Klipfolio. Operating within the digital motivation space are companies such as Badgeville and Bunchball. We fully understand the competition and have created a product/service that they do not have, which is sought after by our customer base. We are the first sales optimization platform, built specifically for call centers, that provides a unique suite of tools that when operating collectively drive tremendous improvement to results.

Part 3: Go-to-Market Plan

The founding partners combine for more than 40 years experience in managing call center operations. As executives within the sector, we identified an opportunity to positively impact our industry through technology, providing a platform to combat inconsistent and/or lackluster performance.

Our customer acquisition strategy is multi-phased. At present, our customers are companies that operate or outsource call center sales functions. This consists of Business Process Outsourcing (BPO) call centers, those that are privately owned and operated, as well as organizations that outsource their call center needs. At present, our application is deployed within numerous centers, both domestic and international, with approximately 2000 users.

We have initiated and/or completed seven beta installations. Customer feedback is excellent, proving out our ability to improve sales performance:

Convergys (paying client) – Completed 6-month installation resulting 13.5% lift in sales conversion performance with Sprint.

IBEX Global – Installed, 30-day results reflect 32% increase to sales conversion performance with AT&T.

VinoPro – Installed, 30-day results reflect 58% improvement to sales and 32% increased revenue supporting Diageo and more.

Alorica – Installed, 30-day results pending with their DIRECTV/AT&T business.

Opsify – Installed, 30-day results pending with their Groupon portfolio.

In addition to the aforementioned engagements, we are also in negotiations with, or have deep relationships into, a number of outsourced or internally managed call centers. In total, our current sales pipeline represents an opportunity of ~500,000 call center seats of the estimated 4.2M currently performing sales programs for the US Market.

We are selling to CEO/ COO/SVP Operations within the Enterprise, Mid-Market and SMB BPO call center industry; using the success of the previous deployments to expand within the BPO(s), as well as spread to other BPOs supporting the same Brands. We have current deployments with two of the top three Enterprise BPOs, and a number of mid-market call centers supporting some of the largest US Brands like AT&T, Sprint, Frontier, US Cellular, Vonage & Groupon. Within the next 6 to 18-months, we will begin targeting the Brands directly in order to expand within their internal call centers.

Our strategy does not require displacement of competition. eSalesDash is an application designed as a layover to current technologies. To that end, it does not replace, as much as it does augment, our client's existing systems. As a fully functional, out-of-the-box layover application, we are able to quickly deploy, quickly gain adoption, and thus improve sales performance without necessity of Information Technology (IT) involvement or significant changes/commitments to our customer's current operation. The ease of use and deployment of our application serves as a major differentiator to call center technology solutions as a whole.

eSalesDash's channel partner strategy is to two-fold. Today, our services are being marketed by call center consulting organizations who offer eSalesDash during their engagements with customers. Our secondary strategy is to partner with existing technology companies, within the sector, who offer a suite of varied services to their customer base. These organizations, such as Avaya and Cisco Systems, provide technologies ranging from hardware, to Automatic Call Distribution (ACD), to Workforce Management solutions. Our application is a bolt-on solution to increase our partner's present offerings.

Part 4: Technical Product Description and Plan

eSalesDash is a software as a service (SaaS) application, designed for call centers, to optimize sales performance. The cloud-based application features sales management tools, business intelligence analytics and motivational mechanics, to create leadership efficiencies as well as encourage high performance behaviors.

To date, the application has had great success in optimizing sales performance for call centers. In order to build upon the successes, and expand into additional market segments, future feature sets will provide a framework that organizations operating Customer Care and Technical Support programs can leverage, in order to optimize performance results.

eSalesDash's primary advantage versus substitute solutions is in regards to efficiency; both in terms of ease to deploy and use, as well as the time savings associated with centralizing tools generally disparate and manual into a singular application. Additionally, another advantage is our pricing structure, creating ability to care for large, multi-thousand user operations.

eSalesDash's intellectual property includes a number of business intelligence and motivation-mechanic features. For example, our eSalesPredix® feature, which uses our proprietary analytics algorithm to predict future sales performance of an agent, leader and or an entire program.

Our intellectual property is carefully controlled; only known by the two principals of the organization. It represents the significant asset of our firm. It has been developed in an expert manner, over the course of 40 years, and specifically tailored to the target market. Our plans are to expand into related markets by continuing to deliver integrated digital solutions with the combination of management tools, business intelligence analytics and motivational mechanics, which drive improvements to performance and employee engagement.

There are numerous non-IP barriers for entry into the call center market. First are challenges and costs associated with deploying new technologies. Typically, a technology deployment requires significant commitment both in hard costs as well as from a process/procedure perspective. Due to the ease in which eSalesDash can be deployed, we are able to install our solution into organizations, allowing them to understand the value of the application, without overly committing to process changes or incurring significant costs. The ease of implementation is a significant advantage in that risk for our customers is mitigated, allowing them to see value before true commitment. For this reason, we are the first to market a solution of this nature to large call center organizations. Further, our engagements include a non-compete clause which is built into contracts with our customers.

Part 5: Risk vs. Talent Narrative

We have validated our Beta application to prove value, as well as transitioned a pilot phase organization into a paying account. Immediate risks include entry of substitute solutions to the market, either from competitors or call center operations themselves. Our plan to mitigate this risk is to continue development of proprietary business analytic feature sets and motivational elements.

Eric Owen, CEO – Eric is an experienced call center executive with more than 25-years leading large multi-site & multi-region sales/retention programs for some of the largest brands in the telecommunications, technology, financial services and travel industries.

Scott Hannum, COO – Scott is an entrepreneur and call center expert, specializing in telesales and financial service program operations. Over the past 15 years Scott has constructed, directed, as well as provided consulting services for contact center organizations both large and small.

Tom Schollmeyer, CTO - Tom is an innovative technology leader with more than 28 years leading large technology companies. As the Executive Vice President of Avaya's Call Center & Cloud Computing division, and CTO of Five9, Tom was responsible for creating and deploying new product and service offerings.

Tyler Lyman, CFO – Tyler is an experienced executive with two decades leading Fortune 500 companies' Global, NA and APAC Operations. He has held numerous leadership positions in finance, sales, account management, IT and operations.

Our leadership team, in the form of CEO, COO, CTO, and CFO are in place. In the next 18 months, we anticipate adding leadership levels to the operation that further support sales, client services, as well as technology development.