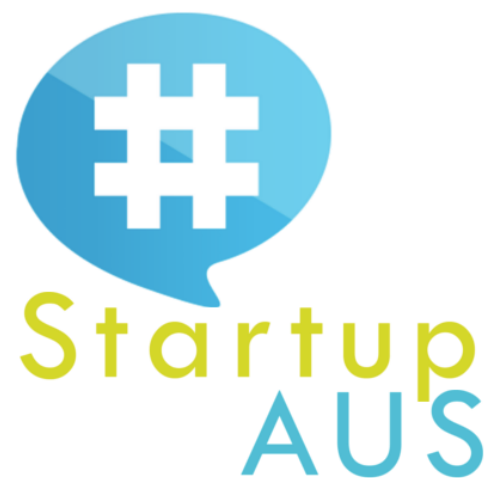




@marcrecomazing

Recomazing

Grow faster together



FinTech Australia



Background



Advising market leaders

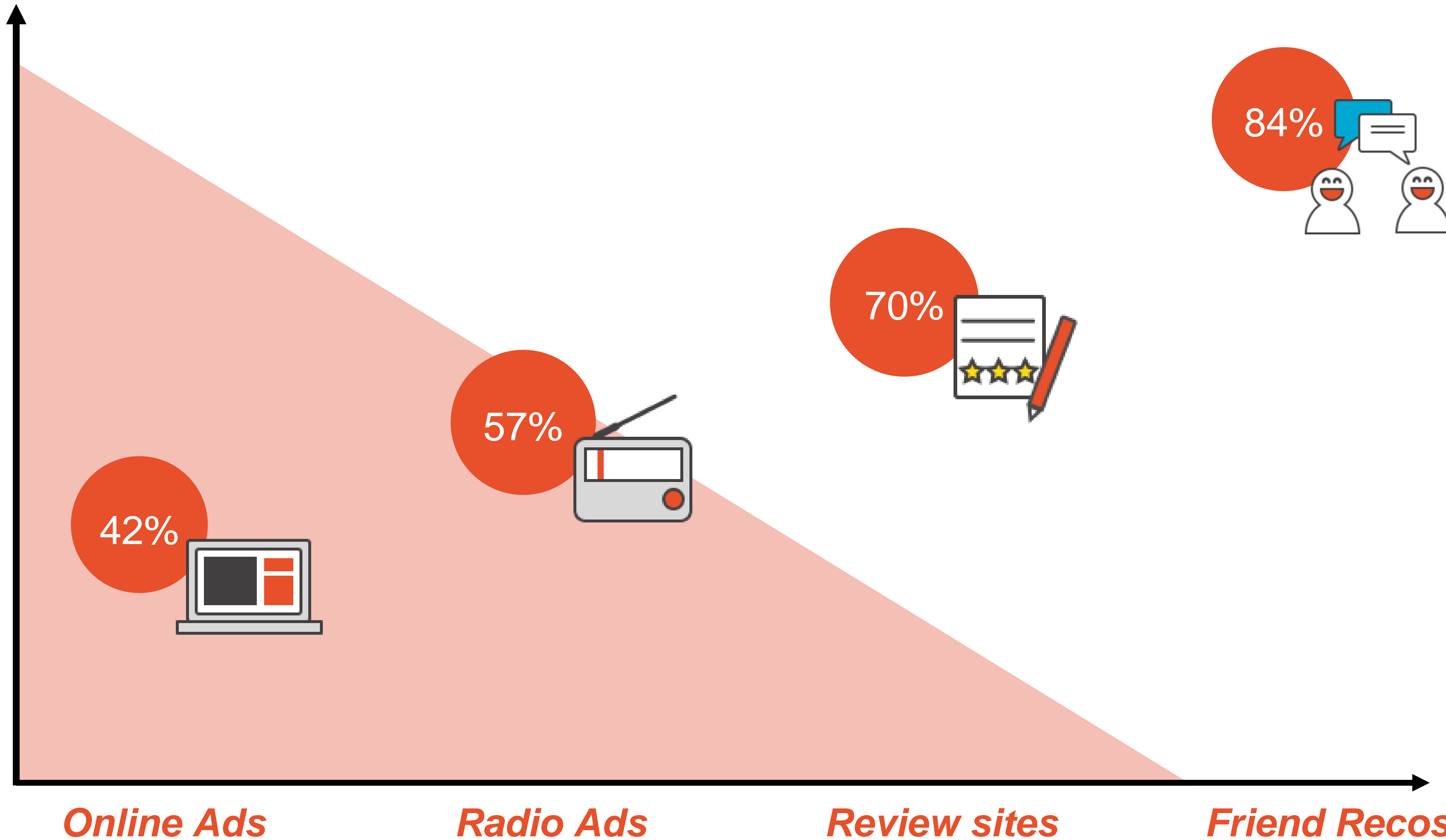


Internal Investment in tracking likelihood to recommend



How likely are your customers to recommend you?

Nielson Report: What converts vs Media Activity



*2013 Nielson Global Survey of Trust In Advertising. 29,000 People Over 58 Countries.
**Venture Consulting Australian Advertising Market Forecast 2013

Disrupting the Advocacy Space...



The image shows a screenshot of the Sunrise TV website. At the top left is the Sunrise logo, featuring a stylized sun and the word "sunrise" in orange. Below the logo is a navigation bar with orange buttons for "VIDEO", "SEGMENT INFO", "LIVE", "DREAM MACHINE", and "BEHIND THE SCENES". The main content area features a video player showing two men in a meeting. The man on the right is wearing a white t-shirt with "Recomazing" written on it. A large orange play button is overlaid on the video. Below the video is a blue and white banner with the text "MARC COWPER" and "Recomazing Founder/CEO". At the bottom of the page is a news ticker with the text "USA: OBAMA EXPECTED TO ENDORSE CLINTON FOR PRESIDENT", "SYD 22°", and "8.21".

Fake online business wins award

*Vision: The most trusted way to find **B2B** recommendations*

The problem: Entrepreneurs need TRUSTED WOM recos to help them grow



"I've been trying to solve the problem of connecting members with each other's recos via Facebook pages and email groups but none of those work. This is the solution I've been waiting for..."

Community Manager, Fishburners

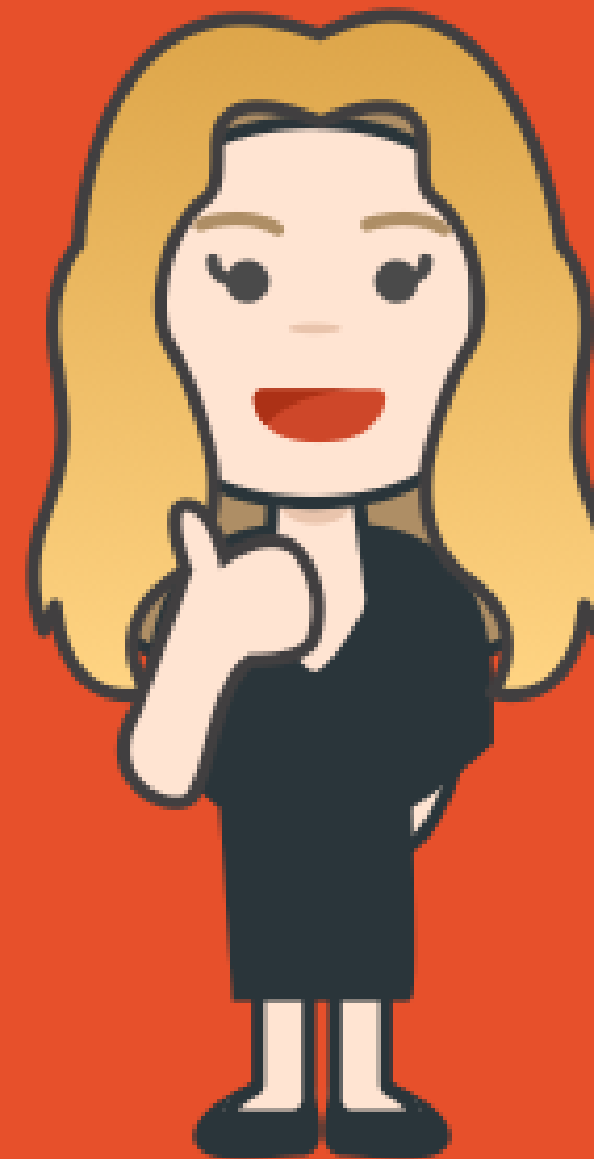
Painpoint: The entire ecosystem loses...

*Early-stage
entrepreneurs*



*Waste time researching & making
mistakes they don't have to*

*Experienced founders
and business leaders*



*Crave a more efficient solution to
providing recos than repetitive
'coffee meetings'.*

Community managers



*Can't easily keep track of verified
member recos to maximise
community*

Solution: Recomazing for Communities (pinterest of B2B recos)

The screenshot shows the Fishburners community homepage. At the top, there's a navigation bar with 'Home', 'Requests', and 'Members (600)'. Below that, a 'Live Feed' section shows a post by Niklas Olsson. The main content is divided into several sections:

- Popular Categories:** A grid of 8 categories including Marketing & Advertising, Design & Creative, Customer service, Office management, Funding, Web, Mobile and Software Development, Legal, and Accounting & Finance.
- Categories:** A vertical list on the left with a 'View all' button, listing categories like Office Management, Admin Support, Funding, Legal, Marketing & Advertising, Design & Creative, Accounting & Finance, Staffing & Partners, Web, Mobile & Software Dev, Data & Optimisation, Customer Service, Logistics & Travel, Strategy & Consulting, and Training & Learning.
- Most recommended Businesses at Fishburners:** Three featured business cards for Trello, Campaign Monitor, and inVISION, each with an 'AMAZING' rating and 'ADD RECO' button.
- Recent recos at Fishburners:** Three featured recommendation cards for HARVEST, Abacus Visa Immigration Lawyers, and LEVELUP, each with a rating (OK, GOOD, AMAZING) and 'ADD RECO' button.
- Experts at Fishburners:** Three expert profiles for Will Davies, Alexis Soulopoulos, and William Crook, each with a 'FOLLOW' button.

A platform helping entrepreneurs find the best online tools and local suppliers, as recommended by their community.

This is a detailed view of a recommendation card for Freshdesk. It features the Freshdesk logo, a description: 'Freshdesk is the customer support software that gives you everything you need to delight your customers.', an 'AMAZING' rating badge, and a row of user avatars with '+40 others'. At the bottom, there are 'ADD RECO' and 'SAVE TO LIST' buttons.

User benefits - Detailed Business Reco Profiles

Product info

Recomazing

All



Add reco

Ask for reco

Help out



Steve

Home > Customer Service > Freshdesk



Freshdesk

AMAZING

24
Reco

Everything you need to deliver exceptional customer support

[Visit Freshdesk website](#)

5% discount for Recomazing's members [click here](#)

TAGS online support live chat ticketing

ADD RECO

SAVE TO LIST

WHY FISHBURNERS LOVE FRESHDESK

20 Amazing support

14 Discount for startups

12 Many intergrations

10 Awesome customer service

8 Full of features

6 Centralizes our customer support

3 Easy to set up

1 Flexibility

more...

Add a one-liner on why you love Freshdesk

ADD

RECOS

RECOS BY

PRODUCT PROFILE

Recent recos from Fishburners Community

Sort by Most recent



William Crock

Kayla Technologies

Strategy & Consulting Expert



Current customer - been using for 3 months

AMAZING

I LOVE FRESHDESK BECAUSE

- Amazing support
- Many intergrations
- Easy to set up

OUR RESULT

Call center management and Email management - it is much more organised and productive.

WATCH OUT



Chris Nheu

Head of Product at Mad Paws

AMAZING

WHAT I LIKE

- Web customisation team for knowledge centre
- Powerful support team
- integration into Jira for tickets
- feedback and live chat widgets

WATCH OUT

Some UIs are still a little rusty, but not massive functional issues



Jane Lu

Chief Executive Pony at Showpo

AMAZING

WHY I LIKE

Really easy to use. Their support is pretty helpful. Cheaper than most services out there.

WATCH OUT

There's a few issues where it doesn't sync to Facebook properly and omits some messages, so we have unsynced FB and still manually login to Facebook to reply to msgs. And would be good if they could sync to Instagram DMs.

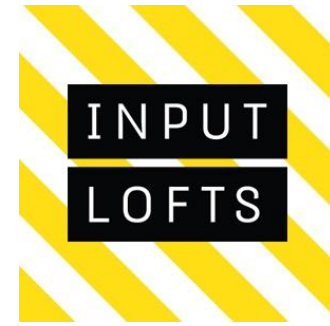
Who reco'd.
What they liked,
& watch outs

Why the community
recommends

Traction: 1 community every 2 business days



*Fishburners
Australia / China*



*Input Lofts
U.S.A. / U.K.*



*Coder Factory
Australia*



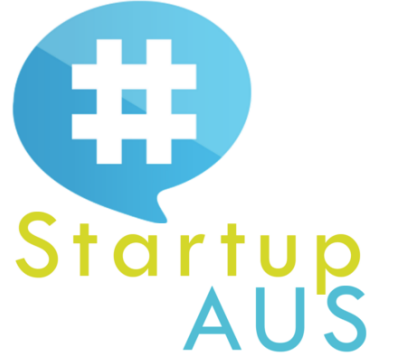
*Growth Hackers
Australia*



*FinTech Australia
Australia*



*Australiance
Australia*



*StartupAUS
Australia*



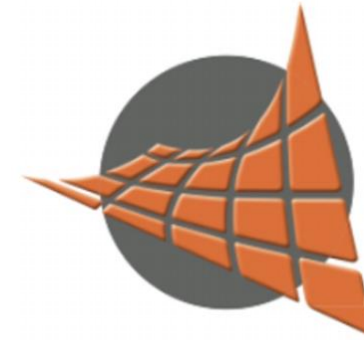
*Alepreneur
Sydney*



*Women's Entrepreneur
Sydney*



*Heads over Heels
Sydney*



*Newport Net
Sydney*



*Tank Stream Labs
Sydney*



*Investible
Sydney*



*The Farm SOHO
U.S.A.*



*Melbourne Bitcoin TC
Melbourne*



*Depo8
Melbourne*



*Creative Exchange
Melbourne*



*Dimension5
Melbourne*



*The CoWork Co.
Melbourne*



*Electron Workshop
Melbourne*



*LaunchPad
Melbourne*



*Spark Bureau
Sunshine Coast*



*Dantia Smart Hub
Newcastle*



*Salt Space
Brisbane*



*Bridge Street
New Zealand*



*The Collect
New Zealand*



*Start Up Mum
Australia wide*



*One Roof
Aus/US*

World's biggest innovators providing expert recos



Mel Perkins, Founder
20m designs created per month



Jane Lu, Founder
1m Instagram followers



Michael Dunworth,
Co-Founder
\$6.5m Bitcoin payments
monthly



Will Davies, Founder
Raised millions (inc.
Sharktank)



Hubspots recos for marketing
growth & plug-ins



Slack's recos for Slack
integrations

Are users engaged?



70+% of users
submitting content



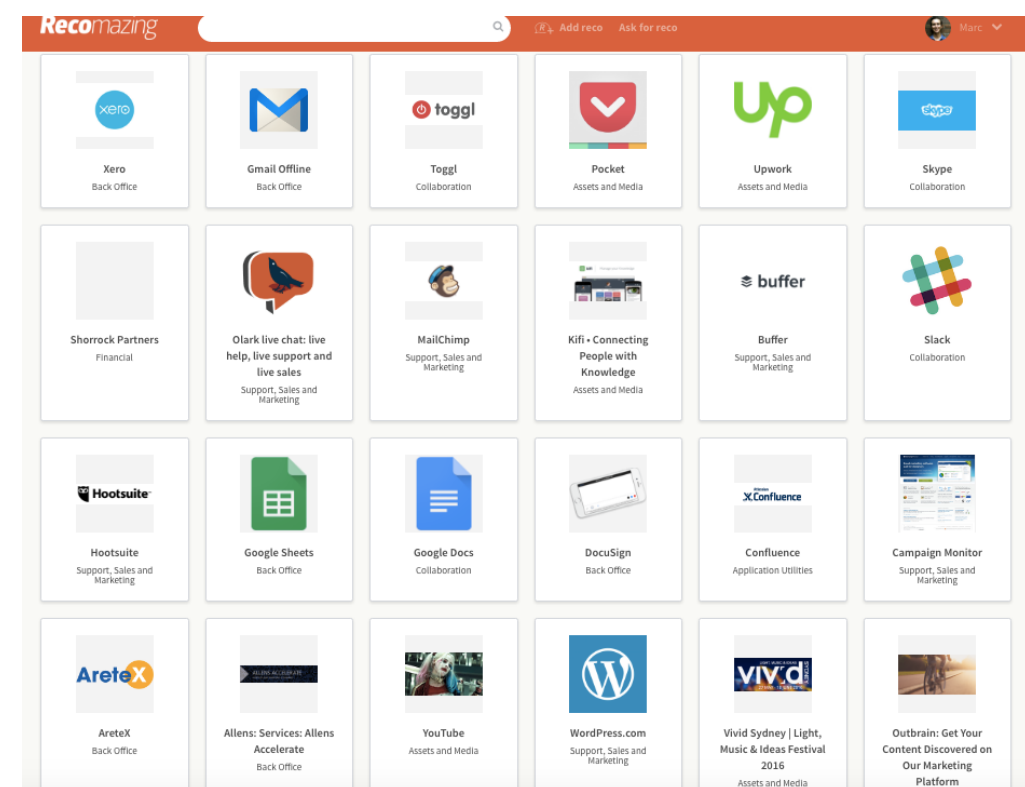
Average # Recos
Per User



50%+
Active Monthly



45% Users
Visiting business page



2,300+ recos
100% positive



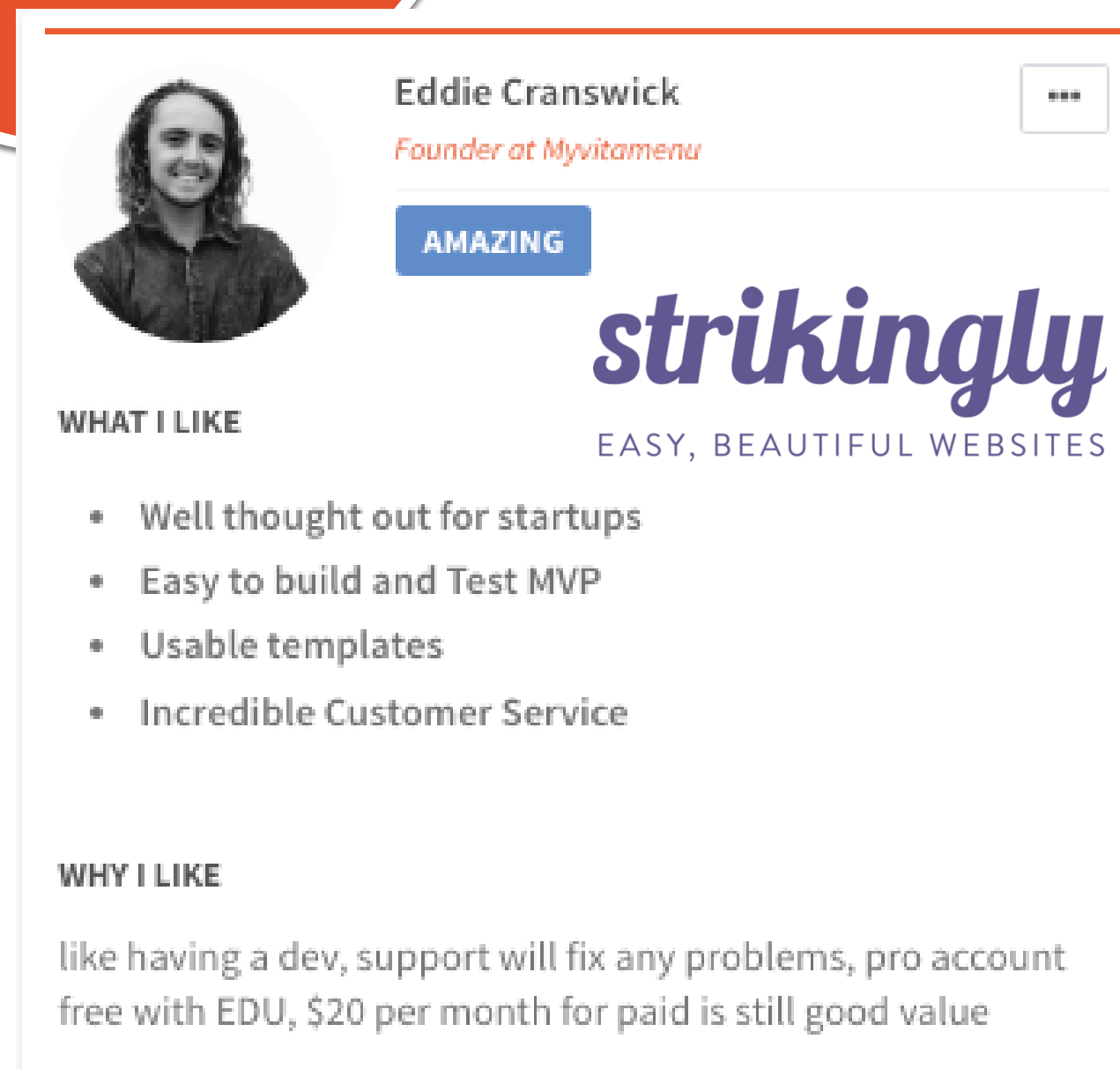
1,000+ Businesses
Valuable customer advocacy data

How we scale globally

Tech entrepreneurs/Early adopters make valuable recos

Any SME looking to grow their business can find early adopter content

 *Most reco'd Website Builder*



Eddie Cranswick
Founder at Myvitamenu

AMAZING

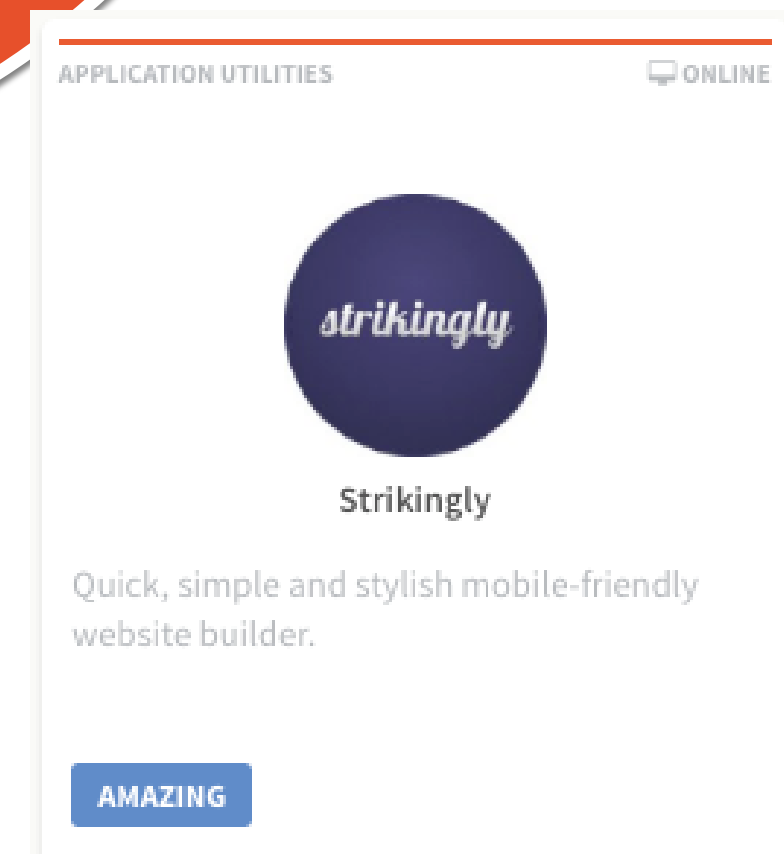
strikingly
EASY, BEAUTIFUL WEBSITES

WHAT I LIKE

- Well thought out for startups
- Easy to build and Test MVP
- Usable templates
- Incredible Customer Service

WHY I LIKE

like having a dev, support will fix any problems, pro account free with EDU, \$20 per month for paid is still good value



APPLICATION UTILITIES ONLINE

strikingly

Strikingly

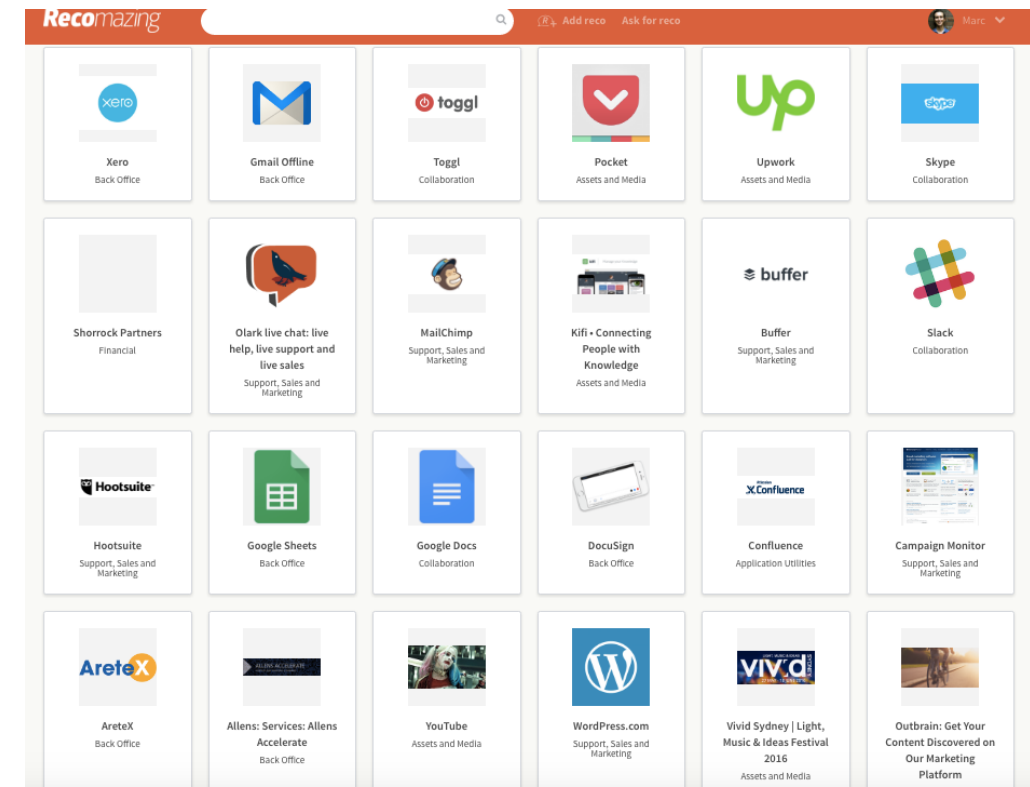
Quick, simple and stylish mobile-friendly website builder.

AMAZING

How we make money (like Facebook Groups e.g. user data is the asset)



Communities receive a free service & send their members to our site to leave recommendations

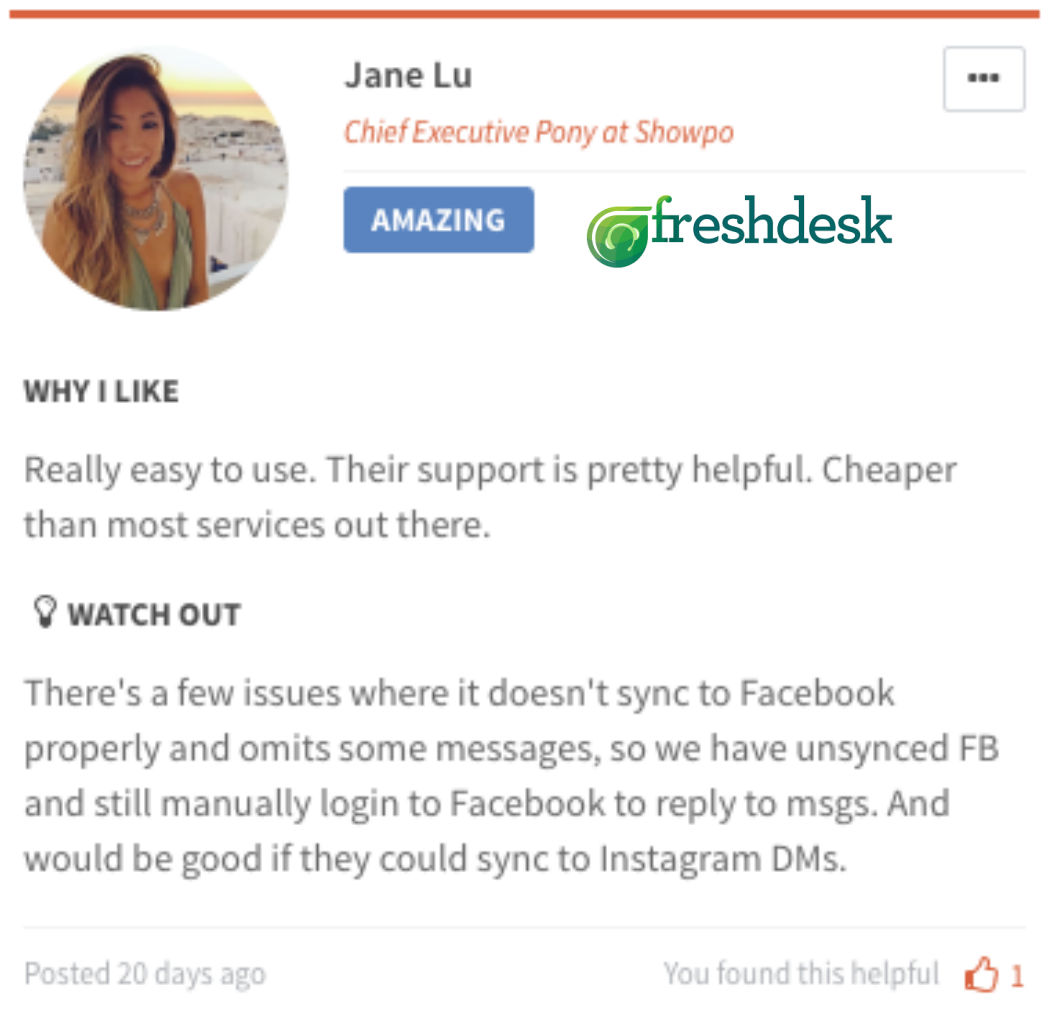


We receive recommendation data on businesses

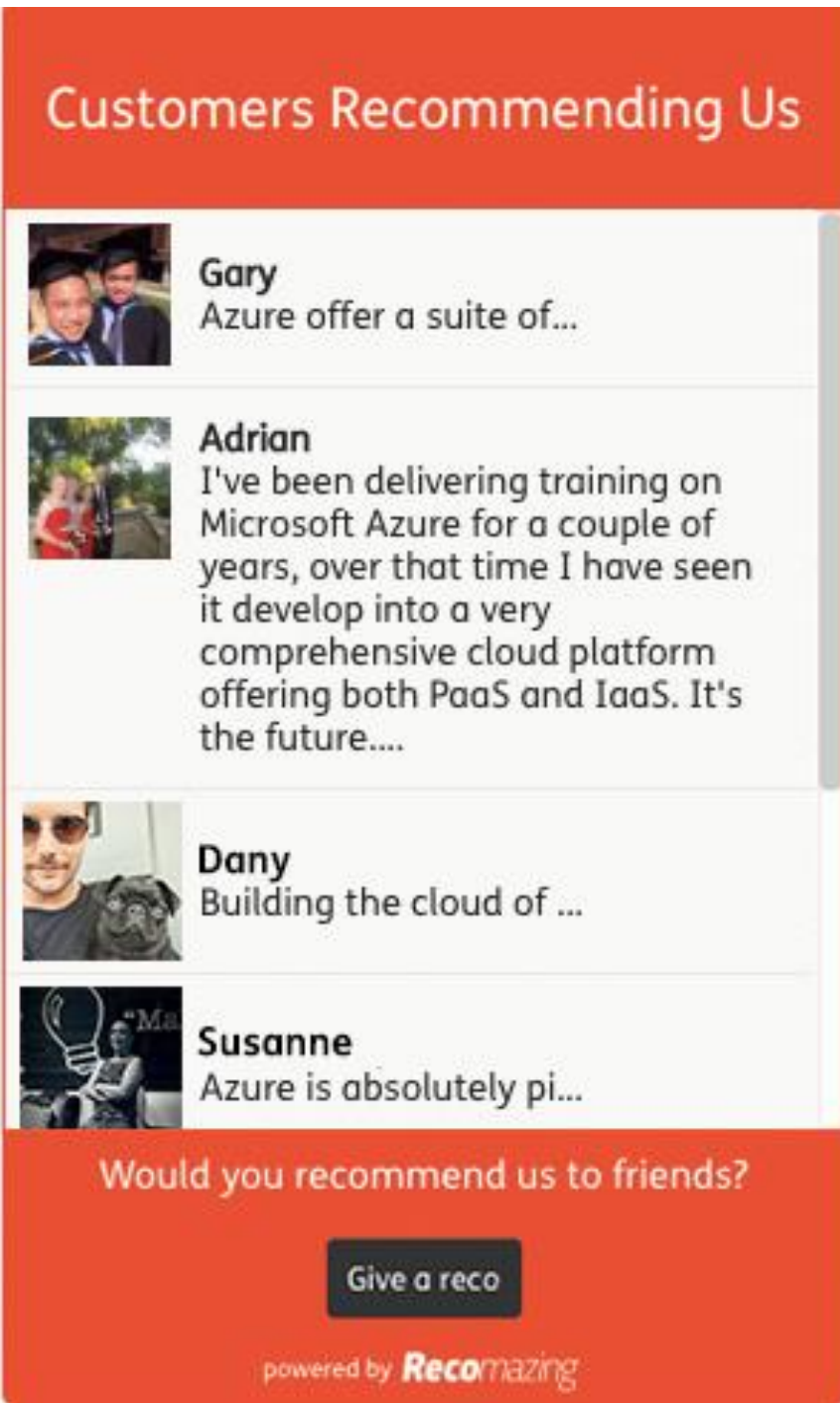


Businesses claim their profile, send customers to reco & pay to access globally unique advocacy/NPS data

Revenue Models



Model 1
Boost & track WOM



Model 2
Reco feed widget for your site



Model 3
Create branded Community

Model 4
Offers/Custom

Board & Advisory panel

Gavin Levohnson



CEO, Marcel (Publicis Mojo)

Senior executive and board member of award winning global agencies

Greg Savage



Communications specialist

Owner of 'top 20' business blog in Aus. 4x CEO.

Chris Savage



Communications specialist

Founding employee of Ogilvy PR Australia.

David Shein



Startup Mentor

Founder of 1bn company (Dimension Data), Non-Exec Chairman of Month Holdings

Geoff Levy



Startup Mentor

Chairman of Monash Private Capital. Ex CEO of Investec.

Steve Johns



Legal Advisor

Partner at Norton Rose Fulbright

Paul Cowper - CA



Finance Advisor

CFO Competitive Foods. Previously director of M&A @ KPMG.

“Recommendations have become the new advertising”

Antonio Lucio

Global chief marketing, strategy and corporate development officer, Visa Inc.

