

WHITE LABEL PRODUCT OVERVIEW

What is it?

The Business Opportunity Marketplace (BOM) “White Label” offers a technology-enabled solution for your business community to connect with each other in an instantly relevant way that leads to business growth respectively for all participants.

Trade tech is the new and smart way to provide global access to new business partners and suppliers, enabling market share growth in an easily deployable, scalable and exceptionally cost effective way, increasing the effectiveness of your service delivery efforts and overall business growth.

The platform runs on the highly secure and reputable ISO27001 Microsoft certified Azure platform.

Who is it for?

BOM White Label is a tech-enabled platform that is servicable across industries – offering an excellent solution for corporate organisations, incubators & business accelerators, NGOs, public private partnerships, government and supra-national organisations to offer added value prospecting for their clients and members.

Value to your organisation

Reduce

- Costs and efforts to generate qualified leads for your organisation to increase the number of potential business transactions.
- Business development costs.
- Lead generation costs for your customers and members.
- Costs and efforts to support your clients and members to identify qualified leads for them.

Increase

- Number of business transactions with and in between your clients and members.
- Business insights and activity tracking of your clients and members.
- Customer lifetime value by engaging and retaining customers close to your brand.
- Additional service offering to your clients and members beyond the standard product portfolio that has the potential to add value to your clients’ and members’ bottom line.

Available

- Easily deployable without requiring minimum internal capacity and infrastructure from your side thus bypassing the complexities associated with changing your internal systems.
- A way to offer prospective clients a useful tool to help them grow their business and have your brand in front of them 24/7, 365 days a year
- An easy to use tool that allows your clients and members to find new clients, partners, solutions and expand into new markets.

Visible

- Increased transparency and traceability of clients and members service requests.
- Increased end to end transparency about transactions of your clients and members which enables your organisation to offer premium services at the point of transaction.
- Increased brand awareness and positive brand association to your organisation.
- Ability to showcase innovative solutions, products and services in a non-intrusive way because of the virtual environment.

Examples of BOM White Label for various industries

Banks, Financial Service Providers and Investment Funds

BOM allows you to help the companies you provide financial services for, to do business with each other seamlessly, something that usually only happens when the relationship manager or portfolio manager makes a proactive introduction. BOM allows companies to find opportunities to collaborate on, or find solutions to their business problems, all the time without being limited to the aforementioned traditions, but still being assisted by your brand.

BOM offers you an easily deployable, scalable and exceptionally cost effective way to be in front of your customers and prospective clients at the right time offering business solutions that add value to your customers' and prospects' revenue line – with the tech enabled solution doesn't require the intensive type of customer acquisition costs that such an effort would normally require. This is in line with a global trend of customer acquisition costs reducing exponentially.

BOM will help your organisations' customers grow their businesses and thus the need for your services as well as give you exceptional association to a true value add platform at the time of business development.

BOM gives your organisation an exceptional offering to your customers by offering a value-added service that promotes the wellness of their business and nurtures continued growth prospects, a clear differentiator to your competitors, which keeps them loyal to your brand.

Trade Organisations, governmental and private

BOM offers a cost-effective way to promote a country's businesses internationally and stimulate partnerships between companies and opportunities, both internally and across borders.

Showcase the solutions and innovations of your country, increase trade and make it easier for international companies to find opportunities to do business with the companies in your country. BOM offers you an easily deployable, quickly scalable and exceptionally cost effective way to promote your country's private sector activity in order to accelerate and sustain economic growth – both domestic and foreign.

Business Schools

At any one point there are a thousand students and alumni working on different business opportunities. The problem is that unless the students or alumni actually know each other it is difficult to find out who is working on what and thus to collaborate. The marketplace allows for a non-intrusive, virtual solution to find opportunities to collaborate with each other, be it on business ideas, solving business problems or fostering collaboration.

Incubators

BOM offers a way to support incubated businesses and solution providers by providing them with a platform to plug their services into a bigger marketplace without the marketing efforts normally required to achieve this. BOM assists your incubatees to find opportunities and partners to grow their business faster by increasing the likelihood of them being matched to someone seeking their solutions/services/products. BOM offers your organisation to support your incubatees beyond the traditional incubation services.

Larger corporates

BOM offers large organisations a new way to manage their local sourcing and distribution chains as well as helping their greater network of suppliers and distributors to grow by finding additional opportunities to work on.

Research Organisations

The Business Opportunity Market Place allows you to offer a centralised portal for sharing of non-confidential research, projects and white papers that your various divisions are working on and thus promote cross-divisional collaboration as well as increase the likelihood of finding a corporate/investor match for the next step go-to-market.

Endorsing organisations (e.g. UN, World Bank, etc)

BOM offers large organizations a platform to institutionally support thousands, if not hundreds of thousands of businesses across multiple jurisdictions and sectors, from micro enterprises to large organisations, find each other and promote collaboration, trade and investment without requiring the human capital resources associated with such an impact initiative.

Value to individual companies / businesses

There are endless amounts of opportunities to do business out there. The problem is finding these opportunities often requires substantial investment in marketing and business development, from attending trade fairs, networking events, searching news to cold call scouting. BOM adds a simple yet powerful tool to their business development toolkit at a far more affordable cost.

Frequently asked questions:

- *How secure is your platform?* Our platform is run on the ISO27001 Microsoft certified Azure platform allowing the full might of Microsoft security, reliability and scalability to be deployed to your advantage. We leverage Microsoft Azure's PaaS (Platform as a Service) offerings to ensure scalability on demand as well as best in class protection.
- *What privacy laws and jurisdiction do you operate in?* We operate a German company, offering a global solution, offering the confidence of operating under German law, renowned for the strictest jurisdictions in terms of privacy laws in the world. For all legal information please go to <http://www.jointheequation.com/disclaimer/>
- *I am happy with the prices but worried about sudden price escalations.* Our infrastructure is based on Microsoft technology and servers and as such sudden pricing increases are unlikely. Our technology costs are fixed for the year ahead. If you wish for long term fixed prices (i.e. multi-year), please get in contact with us and we can customize a budget for you that does not involve surprises.
- *How easy is the deployment?* Once the contract is signed and you have your logo and background image ready we can have you set up and running within 2 weeks (usually even less, but we like to personally do a test run of each setup to ensure everything is perfect).
- *What resources will I need internally?* No full-time resources. Just one person who is the point of contact of your organisation.
- *Will you spam my contacts?* No. Your organisation will have full control of all communication sent to its members. This includes (1) Welcome message, (2) Password reminder/reset, (3) Opportunity, Alert email, (4) systems email and (5) replying to support queries.

Interested?

Contact us at
The Business Opportunity Marketplace

Anke Schaffranek - anke@JoinTheEquation.com
York Zucchi - york@JoinTheEquation.com
24Hours Manned email- hello@JoinTheEquation.com

Company Information:
0712 UG
Magnolienstrasse 49, DE-64653, Lorsch
Germany
Company Registration Number/HRB: 94256
Directors: Anke Schaffranek
Web www.JoinTheEquation.com