

DirectMail2.0



Direct-Mail Technology Company

Our Opportunity

Problems worth solving

1. SM Biz not able to fully utilize Digital
2. Online Mktg not a core competency
3. No easy way to track Direct Mail ROI
4. No simple solution to combine digital/DM
5. Print is harder to sell because Digital

Our solution

Simple to use efficient one-stop solution to marry direct mail with a variety of the latest online digital marketing enhancement & tracking technologies resulting in exponential ROI by combining the tactile with the digital.



Target market

- Small - Med Business 100% (\$30B)
- Printers & Mailers <1% (\$750M)
- Periodicals/Catalogs <1% (\$25M)

Market size: \$30.8B

Competitors	How our solution is better
MindFire Studios	Very complex, higher priced.
SnailWorks	Complicated platform and pricing model

Funding needed

\$ 0

Not currently looking for funding. We are seeking strategic partners for accelerated growth.

Sales and Marketing

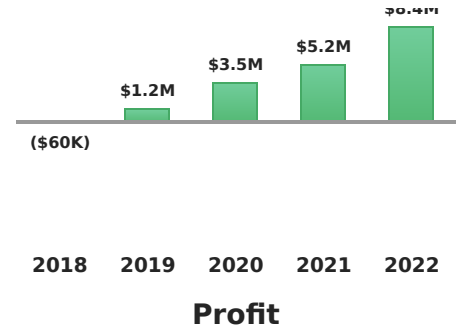
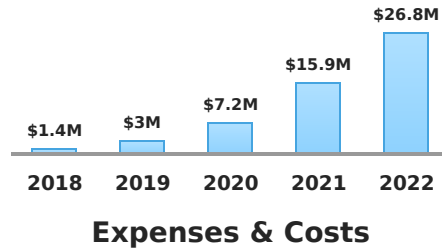
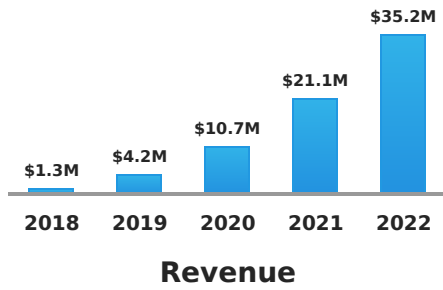
Sales channels

Channel Sales model sold as a white-label platform to printers/mailers. They custom brand the platform and resell the services to their multitude of new and existing clients as a profitable up-sell.

Marketing activities

1. Printing and Mailing Trade Shows
2. Online targeted B2B digital campaigns
3. Co-selling/Channel Marketing
4. Educational Webinars/Lunch & Learn
5. Our own user conference MarketEdge2019

Financial Projections



Milestones



Launch our re-built platform

Sep 2, 2019



Launch Integr8 suite of products

Oct 2, 2019

Team and Key Roles



Brad Kugler
CEO

Attended Miami University & San Diego State. 25 year career having grown his retail/distribution biz to \$25M with multiple Inc 5000 spots.



Joy Gendusa
Founder

Founder & CEO of Postcardmania in its 20th year with multiple appearances on the Inc. 500/5000 lists.



Erica Switzer
Vice President

Erica has spent over 14 years in the Print and Marketing industry and is a seasoned Sales Executive.



Karin Taylor
Chief Operating Officer

15-year experience in Wall Steet and financial industry. Coming from over a decade as an executive at CitiBank.

Partners and Resources



KONICA MINOLTA

Konica-Minolta

One of the largest print technologies companies on earth. Working on a marketing cooperative to help each expand our businesses.



Barometric/Claritas

This is our primary partner for our patent pending direct mail LeadMatch technology; Know who from a mailing went to the website.