

About Fortumo

Leading provider of user acquisition, retention and carrier billing solutions

Global coverage in 100+ countries with over 350 carriers

Over 150,000 merchants signed up

Investment from Intel Capital in February 2013

Core focus: mobile operators & merchants

Products:

DCB platform & analytics Messaging & 2FA Bundling





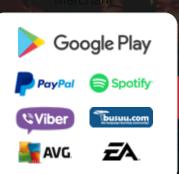






Scalable solutions without additional overhead

Payments platform





- 100+ markets, one integration
- Acquisition, payments and retention solutions
- Expert advice from dedicated specialists team
- Constant platform development
- Risk, fraud and refund management
- Integration and end-user support
- Real-time reporting and analytics

Sales flow & lead generation Inbound **Events** Research and prospection (outbound leads)

Inbound leads

Sources and flows:

- Self-service, Account creation
- Organic (e-mails, forms on website, SEO, etc.)
- Word of mouth and intros
- Content marketing

Outbound sales

Stages:

- 1. Selection of markets and segments and related validation
- 2. Prospection stage
- 3. Defining the top targets (that WE want), companies, by priority level
- 4. Finding the right contacts within the target companies
- 5. Contacting the targets
- 6. Building trust and relationship
- 7. Commercial discussion
- 8. Agreement negotiation
- 9. Project management & delivery phase
- 10. Integration
- 11. Launch & after-sale phases
- 12. Account Management

Focus of sales: "short tail" merchants

of transactions

Sales Focus

of customers

Types of leads

Evaluate & focus on the customers WE want

- Small merchants:
 - Mostly inbound
 - Short sales cycle
 - Uncertain revenue
- Big merchants:
 - Mostly outbound
 - Long sales cycles
 - Sustainable revenue and brand value

B2B sales

Classic B2B sales process:

Shelf product, ready made sold by one salesperson

Financial and technology B2B sales process:

- Very educated and knowleadgeable leads
- Sales stages managed by different, specialized roles
- Project drive approach, non-BD functions heavily involved as well
- Market competition
- Incremental value for leads to be constantly proven
- Fast changes and evolution in the market, constantly new trends appearing and to be catched (and anticipated)
- Technical and consultative sales process

Lead generation challenges

- Find an healthy balance between
 - Quality of leads & quantity of leads
- Constant flow of new leads in pipeline
- Leads progressing fast between stages

Lead generation challenges

- To offer and to show in a few minutes call or in a short email the value we can provide to the lead or the pain we can solve
- To find the right stakeholder in the organization
- To find contacts in general

Goal: the message and the proposed value need to reach the target

What if targets ignore you?

- Remain visible (i.e. automated and smart nurturing processes)
- Leverage your existing partners
- Provide value to them
 - Data
 - Market insights
 - Suggestions for improvements

Building trust and partnership

Prove your knowledge and targets:

- Creating a partnership
- Building trust and not just a relation
- Proving our expertise in our field
- Help the partner (lead)





Tools and how technology can help – more results with less efforts

- CRM, Pipedrive
- Analytics and data tools, SimilarWeb, Alexa, AppAnnie
- E-mail hunting tools
- E-mail tools for automated processes, Mailchimp
- Media monitoring, Mention

Delivery phase

Project Management & Managing complexity

Relation and management of the customers

But also

- Required to manage internal relations and deliveries
 - Internal preparation
 - Suppliers and other partners
 - Respect ETAs and timelines for planned deliveries

PROJECT MANAGEMENT!

Dilemma

Especially for smaller companies / start-ups in IT

- Should you start selling when you have a fully ready, tested and bullet-proof product? Or...
- When you have an MVP and you plan to iterate improvements based on your pilot customers? Or...
- When you don't have yet a product and you will create if you see interest from the market?



