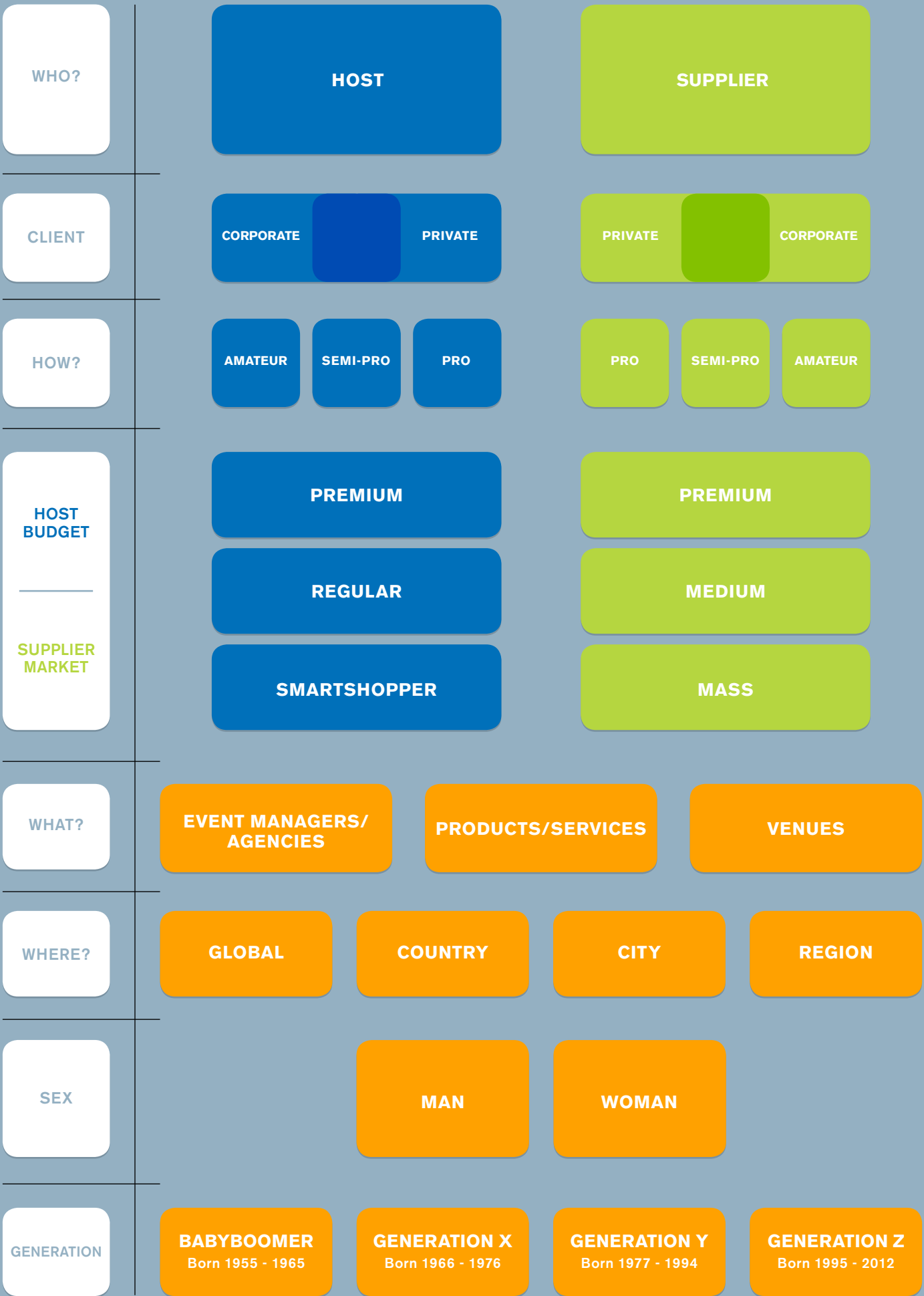


WHO DO WE SERVE IN OUR UNIVERSE?

OUR MARKET SEGMENTATION



DESCRIPTION

AMATEUR	SEMI-PRO	PRO
<div>HOST</div> <div>Basic understanding of tech and social media. Average age 35-65.</div>	<div>HOST</div> <div>Medium understanding of tech and social media. Average age 35-65.</div>	<div>HOST</div> <div>Expert understanding of tech and social media. Average age 25-40.</div>
<div>SUPPLIER</div> <div>Basic understanding of tech and social media. Average age 35-65.</div> <div>BUSINESS: Small NEEDS: Pain relief without details ENGAGE: Emotionally</div> <div>"I need more than a FAX broadcast for leads."</div>	<div>SUPPLIER</div> <div>Medium understanding of tech and social media. Average age 35-65.</div> <div>BUSINESS: Established NEEDS: Pain relief with details ENGAGE: Emotionally with tech</div> <div>"Get me out there and online, get me leads and find me new business."</div>	<div>SUPPLIER</div> <div>Expert understanding of tech and social media. Average age 25-40.</div> <div>BUSINESS: Established NEEDS: Pain relief tech/Social/ROI ENGAGE: Technically</div> <div>"Show me facts, traction, measurable results and ROI."</div>

