

meetmagic Q&A

What is meetmagic?

A B2B online platform combining business and philanthropy - It is a way that businesses seeking contact with key decision makers can connect and engage through a B2B platform that enables a philanthropic outcome for causes that matter. It puts unconditional giving back into crucial business conversations.

How did it get started?

Our founder, Carl Gough, found his purpose and mission in life by combining his 20 years in business development with his passion of helping charities raise money to continue their great work.

What is meetmagic's purpose?

To drive \$250m in charitable donations by 2026 To change the game in how sellers and buyers get connected and to make sure there is good being done every time people meet.

What are meetmagic's objectives in 2017

To heighten the conversation around The Future of Shared Value Leadership and how everyday business leaders can shape and transform the world we live in by creating positive social impact by giving an hour of their time regularly.

Why does meetmagic exist?

To change the way funds are raised for charities by turning business meetings into funds for charities - creating a sustainable revenue model for charities. It is about re purposing business development investment to helping great causes.

Why now?

With uncertain economic times, the fund raising taps from corporates could easily be switched off, yet there is a big focus on Impact investing, Sustainable Development Goals, CSR, and businesses beginning to combine marketing and CSR towards cause marketing efforts.

How does it work?

Companies utilise their existing marketing and sales budgets that are set aside and used for Corporate Events, Lunches, Lead Generation, Demand Generation, Inside Sales - They pay a subscription fee and a fee for a connection which gets directed towards a giving/charitable outcome as a result.

SO, exactly how does it work?

Executives and decision makers Opt in and agree to take a meeting with a vendor/supplier to allow them to share their story. In return for an hour of their time, a significant donation is made to a charity of their choice.

IT Vendors/Suppliers/consultants and clients of meetmagic subscribe to our platform by paying a monthly subscription fee of US\$35.

Once a paid member, they can search executives, book a meeting with Opted in executives or request a meeting with executives who have yet to "opt in". They can also search 6 countries and request a meeting with thousands of other executives through our data base - meetmagic then uses its digital team to reach out and connect with the executive to see if they are open to taking a meeting that will have a positive impact and a meeting is arranged.

How much does a meeting cost?

\$1000 for now - We have a business model that will see this change over time

Is this expensive?

No, its 1.5x cheaper - the average cost of a standard lead created by old lead generation methods ranges between \$2000 and \$2500 with a 1 in 13 rate of being any good.

Does the executive taking the meeting have to do business with the vendor?

No, its purely a conversation and no expectations are made. There is no obligation and in fact the only thing the executive has to do is identify a charity, they actually get nothing in return apart from the meeting opportunity. They decide the giving target; MM makes it happen.

Why would a company pay for a conversation and not do business?

Because times have changed and a trust based approach to selling is now common - this means less aggressive style selling and more connecting on a human level. It's all about accessing the RIGHT people for the right reason.

What have the results been for paying customers?

We have had quite a few meetings turn into hundreds of thousands of dollars' worth of business and millions of dollars worth of real opportunities for their sales pipeline as a result of this altruistic approach to connecting. Vendors are now dealing with the real decision makers not lower level staff who are trying to fill their calendars.

What is Altruistic selling?

When the executive taking the meeting feels good about the impact of his/hers one hour of time, his/hers heart and mind are open, as opposed to closed when he/she feels they are being sold too. The conversations are open and this is where connection is made - From there, it's a conversation that counts

Why would a company use meetmagic?

The ultimate aim of lead and demand generation and most of the marketing & Sales budgets are to build awareness with their target markets and get in front of decision makers. We just get straight to the point. Rather than spending \$50- \$100,000 on a conference presence, take a 100 meeting with decision makers and see the difference in ROI.

How much does a company spend on marketing and sales budgets?
On average between 8.6% and 10% of their annual revenues.

What are the risks for an executive taking a meeting?

None, meetmagic purposefully directs a donation to the charity of their choice on their behalf. They don't touch the money; they just identify where it needs to go. If they don't have a charity in mind, we help them with that.

What other benefits are there for an executive to join the Meetmagic platform?

Reduce excessive voicemails and emails. Ask any executive and they will confirm that vendors are filling their voicemail and inboxes with "spam" every day just trying to get to have a conversation or meeting with them. meetmagic provides a far more efficient and effective tool for both sides of the equation – Executive and Vendor.

How do we plan to grow meetmagic?

By building a network of informed change makers who will join our platform and move through to taking meetings.

Do executives say no?

Yes, absolutely, all the time - until they understand that its a win win win

Is it a bribe to take a meeting?

Really good question, is it bribe to go to an event with a vendor and be in a corporate box or is that just relationship building - with MM the engagement occurs, but not just the executive benefits, other worthier causes get benefit. So absolutely not. The meetmagic platform is completely transparent to all parties involved.

Today Vendors are spending 2 – 3 times the cost of a meetmagic meeting to achieve the same end result. The differentiating benefit being that meetmagic supports a third party charity of the executive's choice.

How much goes to the charity

We started off donating \$500 of each \$1000 fee

Are you keeping half of a donation?

No, this is revenue, we are giving away half of our revenue. 100% of the donation goes to charity, which is 50% of the meeting fee. The rest goes into running the platform, curating the engagement and ensuring everything operates to support the giving.

What types of charities have you supported so far?

Charities like Batyr, Feel The Magic, OASIS, Youth off the Streets, Salvation Army, Himalayan foundation etc.

What is the plan with the donations?

Once we are funded or have built up subscriptions to 1000 users, whichever comes first, we will donate 100% of the \$1000 dollars. So each meeting for 1 hour raises \$1000

Have Charities ever refused a donation?

No, but we have had one charity say no to us helping them raise \$1.3m because they felt it was not fair and against their MoU to ask their corporate partners to contribute more than they are already giving. There is some education to be done on both sides of the argument. Givers need to understand how MM is making giving easy, and charities need to understand that this is a real source of funding that they would otherwise to see.

How can a Charity get involved?

By asking their board members who are often in corporate jobs, to encourage them to join meetmagic and raise money by taking a meeting.

How can executives get involved?

By clicking "book me a meeting"

<https://www.meetmagic.org/executiveprofessionals>

Or Booking a FREE UBER Black <https://www.meetmagic.org/uber>

What is the downside?

There is no downside - Company gets its connection, exec gets to use title for good, charity gets funds, impact gets made. Only those executives that have their snouts in the trough would think that.

What's the 5-year plan for meetmagic

Break even by October 2017

1.9m monthly run rate by Dec 2020 with 698k of that going to charity, with an annual revenue projection of 18.5m and a 3rd of that, 6.7m going to charities in that year.

making meetmagic's percentage of revenues to charities amongst the worlds largest.

To have changed the game in giving and to have made a real impact on so many lives that need help!

QUOTES

Sean O Donoghue - CFO Cuscal

"As executives we arrange and take meetings everyday, how great is it that I can not only continue to be discerning about who I meet with but know that worthy causes are now also benefiting from it - from something i do everyday anyway!"

Andrew Hopkins, Head of IT Strategy & Architecture QBE

"I get dozens of direct contact and meeting requests each week from vendors and integrators but the USP of "meetmagic" in acting as an introductory agent and offering a charitable donation to a cause of your choice when you do meet, is just such a simple, effective and unique way to persuade me to find that hour in my busy schedule"

Ceinwen Evans, Group E-Commerce & Digital Manager, Just Group Limited

"An excellent concept and business model that harnesses modern society's philanthropic ideals. meetmagic enabled me to be connected to an organisations that will prove to be incredibly useful to our strategic efforts, whilst providing a generous donation to a charity that is in need of funding. Fantastic concept and exceptionally well executed.

Paul Keen CTO Airtasker

The concept is easy, be introduced to interesting vendors and see if there's any alignment. No pressure, no expectations, just conversation. We do this practice everyday, but this time, the charity of your choice reaps the benefit. It's a no-brainer, have a meeting, help another.

Stuart Macintyre CTO SingTel/Optus

"meetmagic allowed me to raise funds for Good Return just by having a regular business meeting with a new technology start up. Magic Indeed"

Carlos Gómez Gallego, Office of the CTO, HPE Aruba USA

'Walking into a business meeting knowing it has immediate and direct benefit for a given charity, it just doesn't get any better than that. I love this business model, wish it could apply to internal staff meetings!

LT - Executive Director at LL

Thanks Carl - Would love too, unfortunately we are not allowed to be quoted. (Quietly a strategy to ensure we don't get a profile and become attractive to another investor/employer)

Well Done

Tim Dodd COO/CFO Terrace Tower Group

"The most powerful and impactful change comes from the simplest of ideas. In meetmagic, generating philanthropic dollars from everyday business meetings is pure genius – a win for the participating executives, and a win for the charitable cause. Change the world, one meeting at a time."