



Tool Presentation February 2015



TABLE OF CONTENTS

- 1. Presentation of product/service
- 2. Target (need/problem/benefit)
- 3. Idea (simple, clear and justified)
- 4. How does B2CONN work?
- 5. B2CONN team
- 6. Sample of «Company» profile
- 7. Sample of «Consultant» profile

1. PRESENTATION OF PRODUCT/SERVICE

- B2CONN is a Business Opportunity Tool dedicated to B2B for matching the demand and supply of products and services between companies and/or between companies and professionals/consultants.
- The business idea on the basis of B2CONN is
 - Promote the internationalization mainly of the medium and small size companies and
 - Create new business opportunities between companies and between companies and professionals/consultants.
- Through an innovative system called «Publish a Business Opportunity», B2CONN allows to match the demand and supply of products and services so giving the kick off of a potential deal between two companies/users in order to find a new partner for their own business or become a partner for someone's business.
- B2CONN allows to the registered companies to keep directly in touch supporting the relationships between themselves, but the business relationship and deal is managed outside the B2CONN platform by both parties.
- Registration to B2CONN is free and allows to each user to create and managing his own Business Community in order to share topics, contents, news and items of common interest.

2. TARGET (NEED / PROBLEM / BENEFIT)

- The business Idea on the basis of B2CONN born by a real need perceived through many contacts and relationships with entrepreneurs and professionals:
 - ❑ Help and support the internationalization of small and medium size companies
 - ❑ Create business opportunities between companies and between companies and consultants with the aim to find a new partner (commercial, industrial or financial partners) or to become a partner for other companies.

- The company directories available on web doesn't include any information about companies classified for products category or business sectors. These directories are often not updated, not easy to use and sometimes very expensive too. Moreover these directories don't allow to manage contacts and relationships with other companies but each kind of communication is regulated by website administrators. As a consequence they don't allow to manage the business relationship as well.

- Compared to competitors B2CONN is focused on the possibility to personally managing contacts and relationships with companies and consultants and, by the way, dealing with the business opportunities created through B2CONN tool.

- B2CONN strength points:
 - It works through an innovative system of notice («Publish a Business Opportunity») which allows the matching between demand and supply
 - It allows to create a business community and interact with it without any kind of filter
 - It is integrated with LinkedIn and Twitter profile of users allowing to display posts published by users also as B2CONN social stream
 - B2CONN has no geographical limitation since it works all over the world through worldwide web.

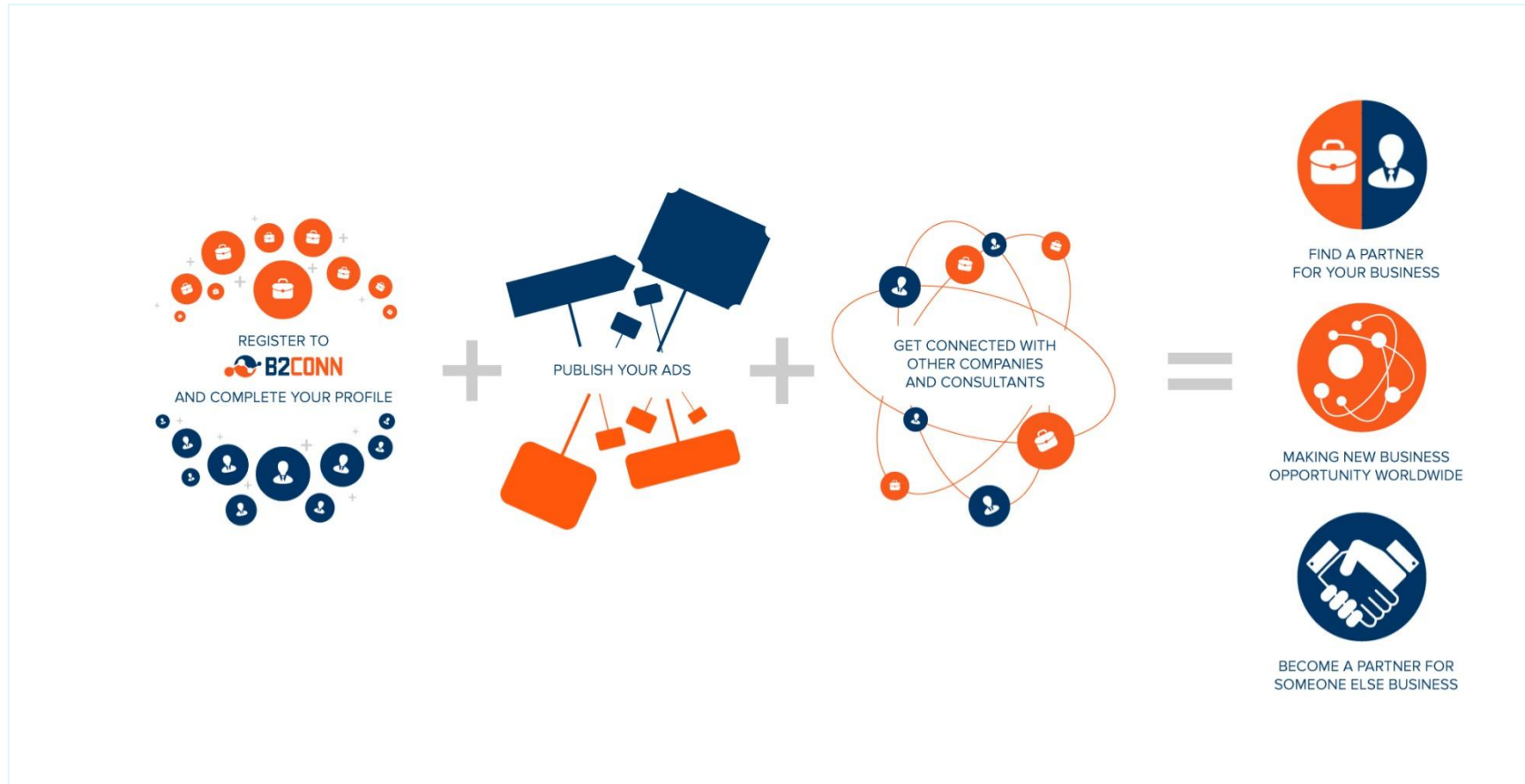
3. IDEA (SIMPLE, CLEAR AND JUSTIFIED)

- B2CONN works through an innovative system of notice to be posted on the profile page called «Publish a Business Opportunity». It allows to users which fit with the notice features (by a geographical point of view and by a products category point of view), to be notified by mail and so starting a potential business opportunity.
- After starting a connection between two users (companies or professionals) through B2CONN with the aim to develop a potential business opportunity, the relationship is managed and continues outside the tool without any kind of filter.
- B2CONN **can be integrated with LinkedIn and Twitter** profile of users allowing to display posts published by users also on B2CONN social stream page. Moreover such integration allows that the Business Opportunity published on B2CONN will be shown also on LinkedIn and Twitter profile page.

4. HOW DOES B2CONN WORK? (1 / 2)

- The first step for creating a B2CONN profile is the registration into the website, in which each company or professional can select its product category or business sector.
- B2CONN works with the Business Opportunity published by users: these notices are very detailed with the aim to identify potential business partner (industrial, commercial or financial partner as well). Such Business Opportunities are automatically send by B2CONN software to appropriate profiles via mail.
- B2CONN is integrated with most common social network for business such as LinkedIn and Twitter.
- Through the integration described above, B2CONN allows to users to make interaction with his own business community and share topics, themes, discussions or items of common interest with them.

4. HOW DOES B2CONN WORK? (2 / 2)



5. B2CONN TEAM

- **GIANLUCA FERRANTE:** Founder and CEO

- **PIERPAOLO ANGELETTI:** CTO

- **ELICOS s.n.c.:** programmers, developers and maintainers tool

6. SAMPLE OF «COMPANY» PROFILE

KRAFT FOODS INC. pub
www.kraft.com | info@kraftfood.com
Our mission is to be North America's best food and beverage company. Sound like an exciting challenge? Then, we want you to join us. In return, we'll help you have a satisfying career filled with great opportunities.
[Request a Quote](#)

Map: United States (Montreal, Chicago, Minneapolis, etc.)

Key Information:
Group: Kraft Foods Group
Address: Northfield, Illinois (IL) USA
Revenue: between 10 and 50 mln
Employees: between 10,000 and 50,000
Business Sector: Food Processing
Business Segment: not specified

Key personnel & contacts: not specified

Product & Services: beverage, cheese, dairy foods, snack foods, convenience foods

Brands: Kraft, Kraft Dinner, Kraft Singles, Kraft Mayo, Capri Sun, Jell - O, Planters, Miracle Whip, Oscar Mayer, Maxwell House, Kool - Aid, Philadelphia, Velveeta

Product Images: Kraft MilkBite, Velveeta, Oscar Mayer, Philadelphia, Fresh Take

SUCCESS EXPERIENCES: no experience specified
AUDIT & CERTIFICATIONS: no certification specified

Right Sidebar: 12 connections, 9 followers, 3 likes, 5.8 rating, Upgrade button, and user profiles for Nicholas Riley, Ginevra Burleson, Shaktar Dikshit, and Armstrong Ogston.

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7. SAMPLE OF «CONSULTANT» PROFILE

B2CONN

JONATHAN SMITH
 www.jhonatanasmith.com | office@smith.com
 Our mission is to be North America's best food and beverage company. Sound like an exciting challenge? Then, we want you to join us. In return, we'll help you have a satisfying career filled with great opportunities.
[REQUEST A QUOTE](#)

Map: Zürich, Switzerland

Network: Zurich Insurance Group
Address: Zurich, Switzerland
Revenue: between 50 and 100 mln
Employees: between 50,000 and 100,000
Business Sector: Financial Services
Business Segment: not specified

Key personnel & contacts: not specified

Kind of Services: life insurance, insurance small and medium-sized enterprises, car insurance, home insurance, general liability insurance, life insurance and critical illness, savings and investments, retirement, pension plans

SUCCESS EXPERIENCES: no experience specified
EXPERTISE, SKILLS & CERTIFICATES: no skill specified

Right Sidebar: 8 connections, 7.5 rating, Insurance Consulting (Bern, Zurich), Insurance Policy Quote (Zurich), and a list of other users.

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