



Building a Private Marketplace

Three Steps to Scaling Success

2025



Building a Bespoke Prospect Market Place

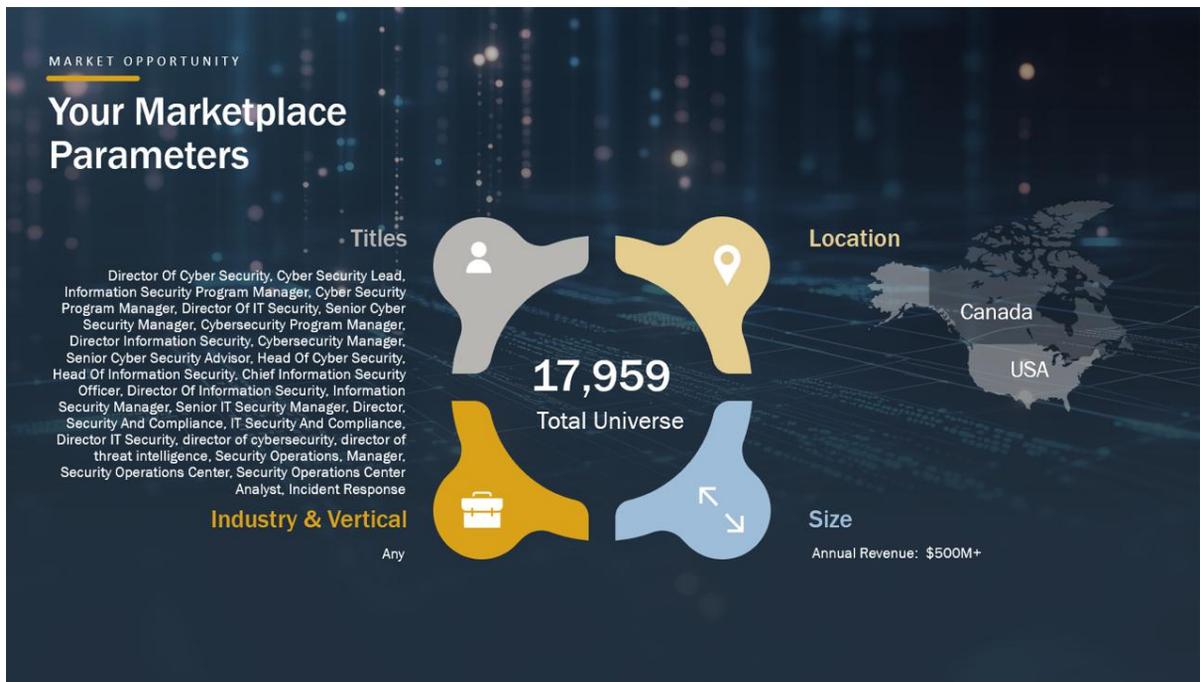
Introduction

ProspectIQ.ai uses AI to help companies establish bespoke marketplaces where companies can identify, interact and book appointments with their best prospects at scale. It is not usual for our portfolio companies to book 100+ appointments a month when prospecting in one of our established marketplaces. Specifically, we follow a three step process to ensuring that you can book and perform the exact number of appointments you need to make your forecast.

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Step One: Generating a Data Universe.

First, we create a data universe filled with all of the prospects that might be interested in your solution. In some cases, like cybersecurity, marketing, sales and other verticals, a data universe already exists because we have already built them for our clients.





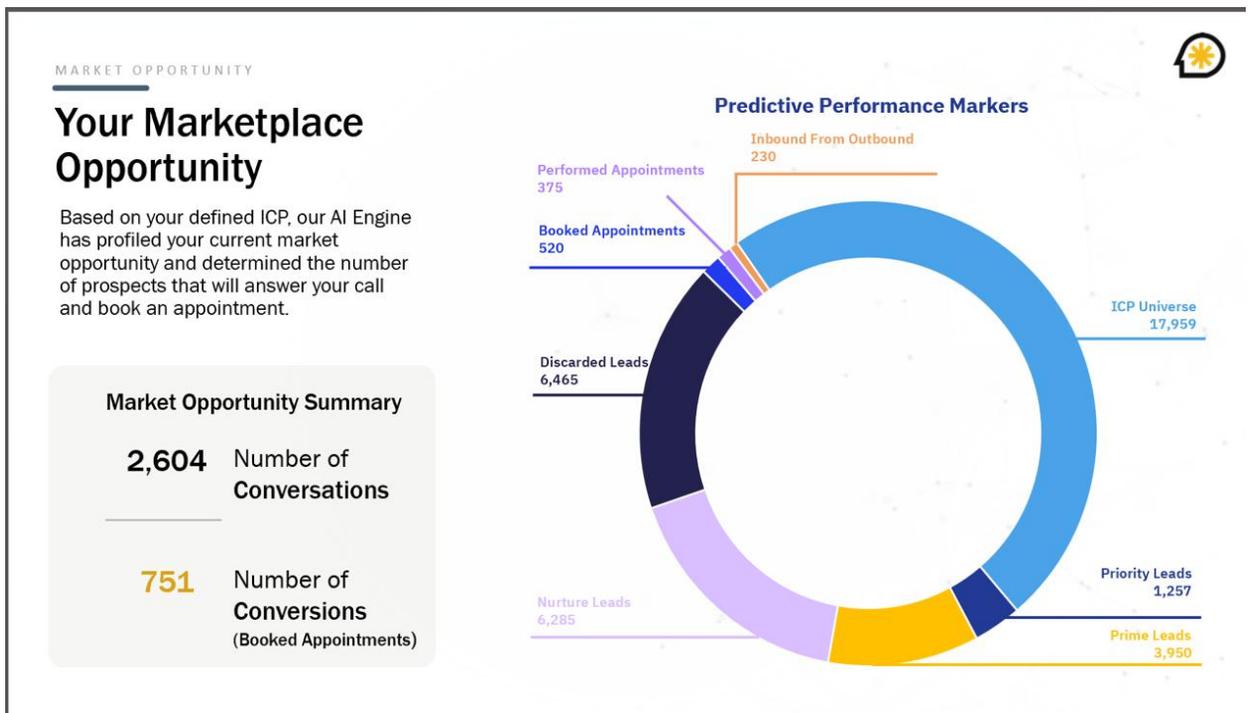
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Step Two: Building Your Private Prospect Market Place

Second, we use our AI engine to identify the companies in that universe that tightly match your ideal customer profile AND are most likely to pick up their phone, learn about your solution and then book an appointment.

Very often, if it is an established marketplace, we can also provide strong buying signals so the leads become sales qualified opportunities. This becomes your bespoke marketplace for you to prospect with.





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Step Three: Activating Your Private Prospect Marketplace

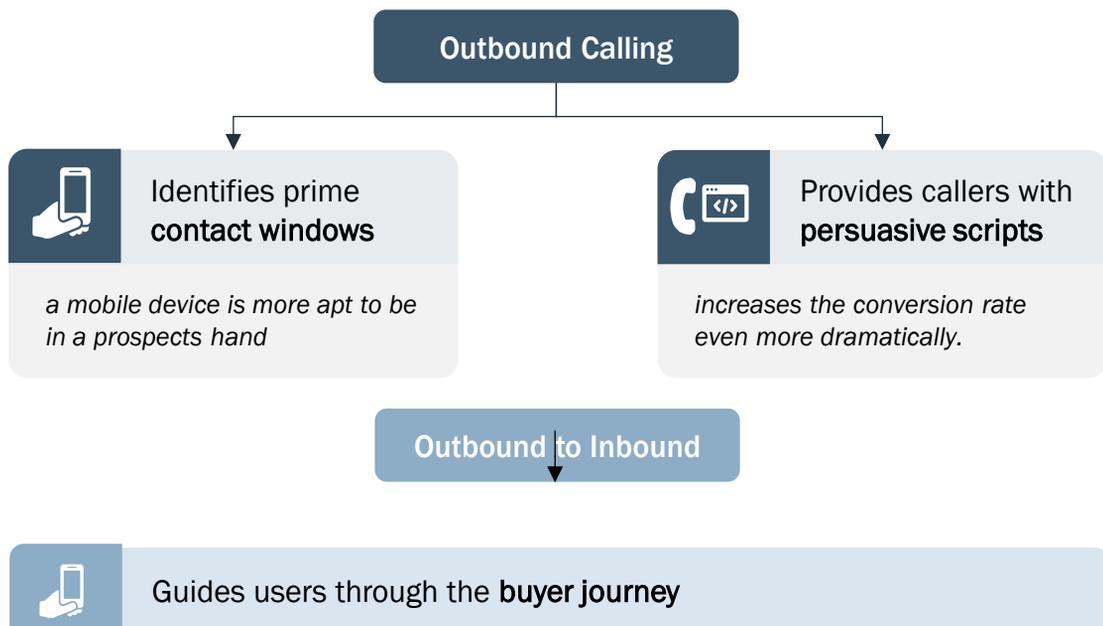
The third step is to activate your private marketplace. We do this in two ways:

1. Outbound Calling:

- Our AI Engine knows who to call and when to call your best prospects so they answer the phone at a 25-50% rate rather than the traditional 1% rate.
- Our AI Engine tells the caller exactly what to say so that they are incredibly persuasive.

2. Outbound to Inbound:

- When prospects say no to an appointment, our callers pivot and get the prospect to opt in to more information.
- Then we can or you can nurture them through their own self guided sales journey so they book an inbound appointment when ready.
- It's a verbal, one to one ad that has a super high conversion rate and creates true sales qualified leads.





Building a Bespoke Private Prospect Market Place

Performance Pricing

The best part about our solution is that we offer almost 100% performance based pricing. Not only do we only charge for performed appointments rather than booked, we are significantly less expensive than competing solutions simply because we use AI to book appointments at scale within your marketplace.