

Solution Overview

Building Private Market Places to Facilitate Scaling

2025



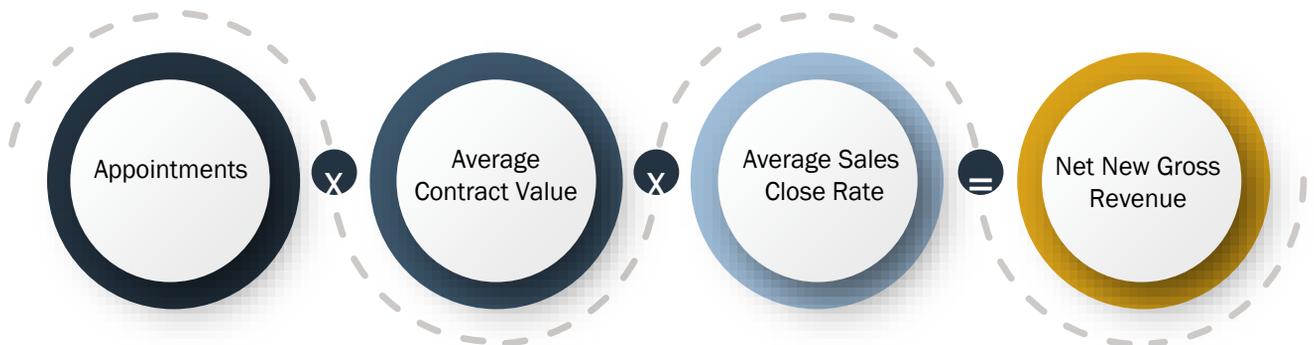
ProspectIQ,ai Solution Overview

Introduction

ProspectIQ has a long history of working with institutional backed and private companies and turning them into unicorns. In short, we help companies put into place sales assembly lines which manufacture sales at a high volume for a low cost. We are the company you call when you want to scale for a reasonable cost.

Its All About the Appointments

When generating revenue, your average contract value and sales close rate is relatively fixed by the market. You have much greater control over the number of appointments you perform. As such, growth is largely dependent on appointment performance. Its actually a simple concept, the more appointments you perform, the more your sales will grow!



The Problem

You have built a great product or solution.

But getting it into the hands of customers is fraught with problems and can be outrageously expensive with the average **PERFORMED APPOINTMENT COSTING OVER \$3000** no matter which demand generation approach is used.

Lack of demand generation is the reason most companies flirt with failure or limp along never returning the expected ROI.



ProspectIQ.ai Solution Overview

Our Solution

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.

Our Three Step Process to Build a Marketplace

1

First, using your ICP, we create a data universe filled with all of the prospects that might be interested in your solution.

2

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. 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.

3

Third, once your marketplace is established, we activate it to generate you appointments. Using outbound callers and advanced AI, we can deliver you as many appointments as you need, whether it is 20 a month or 200 a month. We are the only solution that can guarantee a specific number of performed, not booked, performed appointments per month.

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.