

Specializing in Developing Cross-Platform Applications that Leverage the Rapidly Changing, Feature-Rich Mobile Devices for Channels within B2B or Consumers, AccessMobility 24 Created PerfectPitch 24 to Streamline Mobile Communications

Business Services
Sales Content Management

AccessMobility 24
755 East Crosstown Pkwy
Kalamazoo MI 49001
312-296-3104
www.accessmobility24.com
www.perfectpitch24.com



Joe Wright
CEO

About AccessMobility 24:

AccessMobility 24, a startup founded in 2012, created the PerfectPitch 24 product in response to the trends and needs to streamline communications in mobile sales enablement. As a company we specialize in the development of cross-platform applications that allow you to leverage the rapidly changing and feature-rich mobile devices that businesses now use to communicate within the B2B channel or with consumers. Located in Chicago and Kalamazoo, AccessMobility

24 has clients across North America that use our solutions for their sales force enablement and training, new employee onboarding, and custom application development needs.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Wright, what is the concept for PerfectPitch 24?

Mr. Wright: Perfect Pitch is a tool that enables a corporation to upload and consolidate all of their sales and marketing content, so that they can deliver all of this content at their reps fingertips in real time. Therefore, the reps have to spend less time preparing for presentations and more time selling so the corporation gets to deliver one voice to the market, which is what every corporation wants..

CEOCFO: What is included in content?

Mr. Wright: Our users can upload video, Images and documents of all types such as PDF's, Power Point, Word etc. The integrated video really helps the companies deliver a consistent message across the sales team.

CEOCFO: Why can you not just have all of this in one file on your computer and pick what you want and send it out?

Mr. Wright: You can and that is what people have done for years. The reality of what happens is that there are file size limitations inside your emails. I do not know if you have ever received an email or tried to send an email where it said that the file was

too large and it takes forever to download. When you want to send multiple documents and you would have to send two, three or four different emails or you have to try to 'zip' them up into a file. Sometimes you have to use Yousendit.com or one of those types of services or ask someone to place it in a drop box. What this app allows us to do is to tap and send multiple documents quickly and efficiently. For example, we do this for Kraft right now. Kraft has fifty brands, fifty different products and one thousand documents in this app. If I want to send two or three sales sheets from this product and then two or three sales sheets from the next product all I do with this app is tap on the documents that I want to send you and they go in to a "holding cart." It is similar to a "shopping cart" concept, but there is no commerce. Now I could add three, four, five, six or twenty documents and then hit email where we dynamically generate a link "on demand" and the rep emails it to the customer. The customer taps the link and it presents a very nice, visually pleasing display page. It has all of your collateral, organized by brand or product for easy reference. All the recipient has to do is tap on it. From a sales efficiency standpoint the time to send multiple documents is seconds, verses minutes to do such an exercise. People kind of get the concept, but once they experience it they say "Oh my gosh!"

CEOCFO: What is the 'aha' moment? How do you reach people to get them to take a look? When do they understand it?

Mr. Wright: To take a look, there is a

thirty-day free trial on the PerfectPitch 24 website perfectpitch24.com. There is an opening video that they can watch; it is about a minute and a half long. With the free trial the user can upload their videos, image and documents. The user interface is very intuitive. We continue to strive to make it better every day, because you have to make it as easy for everyone to use or you spend more time with onboarding. It is a very, very short onboarding process for those that are not highly technical. For those that are computer literate all they have to do to upload content is, search a document and upload it, it is pretty simple; which is pretty much anybody, anymore. So, the 'aha' moment' is the ease and speed at which you can present and the ease at which you can then distribute the sales collateral. At the end of the day, that is what the sales team likes. The corporation has a few 'aha' moments; Version control over all the content the reps are presenting so they know the reps have the latest information at their fingertips all the time. The second 'aha moment' is analytics, knowing what their reps are presenting. From a corporation's standpoint, they use this information and compare it to their sales for the month or quarter. We have back end analytics that records what the sales team is presenting; not on an individual basis, but across the enterprise. From a sales management standpoint corporations have the opportunity to look and see how that compares to what they sold this month.

CEOCFO: What was the hardest part of the technology to put together?

Mr. Wright: That is a great question! There are two answers to that. Integrated video to be seamlessly uploaded, played online and offline as well as tracked. Many people in the online space like to pull in YouTube. You will see some apps out there that will say that their apps serve video. Typically, they are linking through the web to YouTube. We have integrated our video. We are hosting and managing, and streaming our own video within the app so it is seamless and integrated which provides more

control and security over the video asset. That is why you do not see it often because it is very, very difficult to integrate your own video system and do it well. The other part of the technology that was difficult was developing the flow of the communications strategy. flow; all of the nuances of every screen, the copy of all of screen successes, failures, auto responder e-mails, and drip marketing e-mails over the 30 day free trial. The amount of detail was excruciating. We built this platform in four and a half months, which is pretty much at record speed.

CEOCFO: How did you come up with the concept?

Mr. Wright: This concept was developed based on customer need. I already had developed various components but not structured like the Perfect Pitch 24 App. We build mobile apps, we do custom work, and we have other solutions. Kraft basically called me in and said, "We

"We have developed a simple tool for sales presentations that also provides significant value to the corporation." – Joe Wright

just bought a bunch of iPads and we are not sure not what to do with them." They said, "We need to leverage the iPads properly. Can you help us build a powerful sales tool?" Our team sat down and figured it out. Now their enterprise solution is very robust and custom. My go-to-market-strategy is very simple. It is "Build custom solutions that make sense for an industry and then if it is good enough let us try to scale it as a Software as a Service." That is exactly what we have done in this case. That is our business strategy. Strategically the mobile app demand will present multiple opportunities for this to be a successful model. This is a sales enablement tool that was broad enough that I felt that it could serve multiple industries. Sales people will be more successful using this tool. Most everyone has a sales team and they need tools to streamline their process to make them more efficient, to give the company some level of comfort and

control without feeling to "big brother-ish". This is empowering a sales person to be more efficient and do their job.

CEOCFO: You mentioned the website perfectpitch24.com. Do you do outreach to reach potential customers or is it strictly web driven at this point?

Mr. Wright: We absolutely do outreach. Yesterday we did a press release. We cold call. We network. We just "inked" a deal with a company called SaasMax. They are a marketplace for apps. There are many of these niche marketplace app companies starting to pop up. Their model is they have consultants that will go out and sell their sixty or seventy apps that are in their marketplace. The other thing that we have done which is actually quite fascinating is that we have integrated a company called Cleverbridge. Cleverbridge is managing our commerce. Cleverbridge provides us the opportunity to go global, local.

What I mean by that is that their engine is designed in the back end where we manage the commerce. I can literally go into the back end and change currency by country. So, if I want to start marketing PerfectPitch 24 in Europe I could run it in Euros. I could do it in Rupees. It does not matter; whatever I want. There are about forty different currencies they have currently set up, which is a great opportunity for us to scale this SaaS product globally.

CEOCFO: Are you ready for the big push?

Mr. Wright: I am ready for the big push! We just launched and we are slowly seeking some seed capital. So far, we have self funded all of this. We have not gone out and raised a penny, which I think is also a nice story. That is where we are at this point in time.

CEOCFO: Your website has your pricing laid out, front and center, nice and clear. That is somewhat of a growing trend. However, it is still definitely not advocated by all. Why do you feel that is the best way to present your offering?

Mr. Wright: You have brought up a really good question! There is a significant philosophical difference in the world of Software as a Service. Software as a Service, is a growing trend as a whole, you will see this continue to grow very rapidly. The reason anyone should consider using a SaaS product is that it is very inexpensive to test these tools without any heavy internal cost. Most SaaS models are priced based on a number of features that you are going to use. The more features you need the more you pay the provider. This decision making process can be frustrating because no one wants to overpay for features they will not use. If you look at our pricing page on the Software as a Service side you will notice that all of those features are checked across all of the products. Our programmers wanted to know if we had lost our minds. I said, "Yes I have, but here is why." If you look at the bottom, I have

made the decision making process very simple. It is based on the number of documents, videos and images that you need to upload and it is based on how many that you want to be able to potentially download for a given month. I have made that decision making process very simple for people. Our objective was to make the buying process very simple and I feel we have achieved that goal. I want the buyer to have all of the features. I just had to figure out where my risk was from a cost standpoint. Each price point takes that risk into account and is priced accordingly. If the buyer is successful, he will continue to use the application and tell others. Software as a Service solutions is pretty good value for everyone. It is great value for the customer and a great value for us as a corporation. It is a win all the way around.

CEOCFO: Why should investors and people in the business community pay attention today to AccessMobility 24 and PerfectPitch 24?

Mr. Wright: I really think that they should pay attention because we have made a product that is so easy to use and needed in the marketplace, that has absolutely true scalability domestically and internationally in a very rapid way. I am confident that when we raise significant capital we will have excellent opportunity to be the market leader globally. There are a couple of players out there and their products are nice, but they are not as easy to use. The last time I checked PowerPoint it has not changed in twenty years. That is because it is simple. I feel that we have developed a simple tool for sales presentations that also provides significant value to the corporation. That is why think our product is going to win.



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