
CORP RATE

share your experience



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Introduction

- Nowadays it's really difficult to find good and reliable working partners
- It is really difficult to know which company to ask when searching for a new partner
- Difficult to obtain information about how good somebody is at doing his job

We want to provide a solution for this issue:

- By offering companies a website where they can rate their working partners
- By helping companies finding the perfect partner for their specific aim

Vision - Mission

Change the way in which business partnerships are undertaken, encouraging companies to be more responsible if they want to keep a good name in the industry they are working in

We want to become the first place to check when looking for partners and ratings given by other companies.

State of Development

- Currently working on the first prototype
- Contacted several business owners to have a feedback
- Working on different designs and GUI

Next Steps

- Getting the service ready to be tested and used
- Find early adopters and get feedbacks
- Expand the user base and consolidate the product
- Develop new features and functionalities
- Bring the service on to new markets

Competitors

- No real competitors operating in this way
 - Some companies offer informations regarding other companies through a telephonic service. Often charging lots of money
 - Ratings are assigned through the analysis of financial assets not through partner's feedbacks

What makes us better?

- CorpRate offers a more transparent service, in which feedbacks are given according to the quality of the job and directly from the partner company

Market Strategy & Marketing

- January 2013, official presentation at the Entrepreneur's evening
- Local press release to create interest in local companies
- Personally invite selected companies to try out our service
- We want our customers to be our best advertisement they will be interested in building a bigger community

Market Strategy & Marketing

Advertise our website in different ways:

- Through social media: Facebook, Twitter, Google+
- Youtube: mini- funny commercials, to advertise

Business Model

- Offer the service as free, expand the community, have enthusiastic users about the website
- Once the user base will be large enough we'll offer a PRO service
 - Suggest best fit for a company's business
 - Provide advising service based on reliable data
 - Offer deeper analysis on required company
 - Periodically provide PRO users with market reports, informations about partners and partnerships suggestions

Team & Final Summary

- Riccardo Buttarelli -
Web Developer w/computer science background
- Domenico Catelli -
Web Designer & Graphics
- Filippo Campedelli - Business & Marketing

Our company seeks to become an established trademark for people trying to work and cooperate with other companies in a more reliable environment.