

EyeClick

Resellers / Agents

Newsletter

August 2020



Sales In August

August was relatively low in sales due to the following factors:

- Kids – COVID-19 still creates defensive approach within procurement wings of old accounts and new customers
- Seniors
 - August vacations in Europe
 - Moving from traditional accounts in the kids' sector to brand new prospects in the seniors' sectors require attitude change
 - Strong investment in infrastructures on high priority (product modifications, marketing material)
 - Replacing old resellers and agents with new ones – a process that takes time
- Israel keeps growing into the new sector, with major investments and first success stories that provide proof-of-concept
 - Obie is installed in diverse locations of three customers
 - Rapidly growing effective pipeline
 - Good balance between public sector (i.e. Sehatufim) and private sector (i.e. Amal)
 - Great feedbacks, both positive and negative ones, that are leveraged for improvement

Seniors – Pipeline Israel / Team

1. Sheatufim, National Project, 30 units, 375 K ILS (110 K USD), 60%
2. Amal / Ronen, one of the biggest senior chains in Israel, 15 units, 252 K ILS (75 K USD), 50%
3. Palace Medical, luxury establishment with few branches, 4 units, 71 K ILS (21 K USD), 40%
4. Matav Ofra, one of the biggest foundations, 15 units, 267 K ILS (78 K USD), 40%
5. Matav Yona, 10 units, 178 K ILS (53 K USD), 30% + Tel Aviv Municipality
6. Protea, 15 units, 30%
7. Bait Bakfar, 5 units, 30%

Seniors – Pipeline Italy / Rossella

1. GruppoGheron, big senior chain in north Italy, 40%, POC + Research cooperation, 5-10 units
2. GruppoInsieMe, boutique chain, 40%, POC, 5-10 units

Seniors – Pipeline Spain / Alejandro

1. Grupo Casablanca, 30%, 5-10 units
2. Sanitas Mayorws, 30%, 5-10 units

Resellers Program

1. Our brand-new Resellers program is coming into effect.
2. Resellers with constant low sales results are replaced with new ones.
3. In significant markets where we have strong resellers, we prioritize them to provide better conditions to succeed.
4. We now target the UAE, in order to leverage the peace between Israel and the UAE.

Targets

1. As mentioned in the last Newsletter, the baseline storage quota is 10 units per quarter. Next milestone: 1 October
2. Seniors: From our experience in Israel, during COVID-19 the demand is growing rapidly and the target for Seniors sales should be 20-40 per country per month
3. In order to supply the growing demand, we accelerate the production in order to reduce time-for-shipment
4. Kids: Naturally, sales dropped during March-May 2020 and now we are progressively recovering. Target should be at 10-20 units per country per month
5. In the future, and according to sales in the diverse territories, the intention is to open regional supply centers, to reduce supply-cycle

Resellers Portal

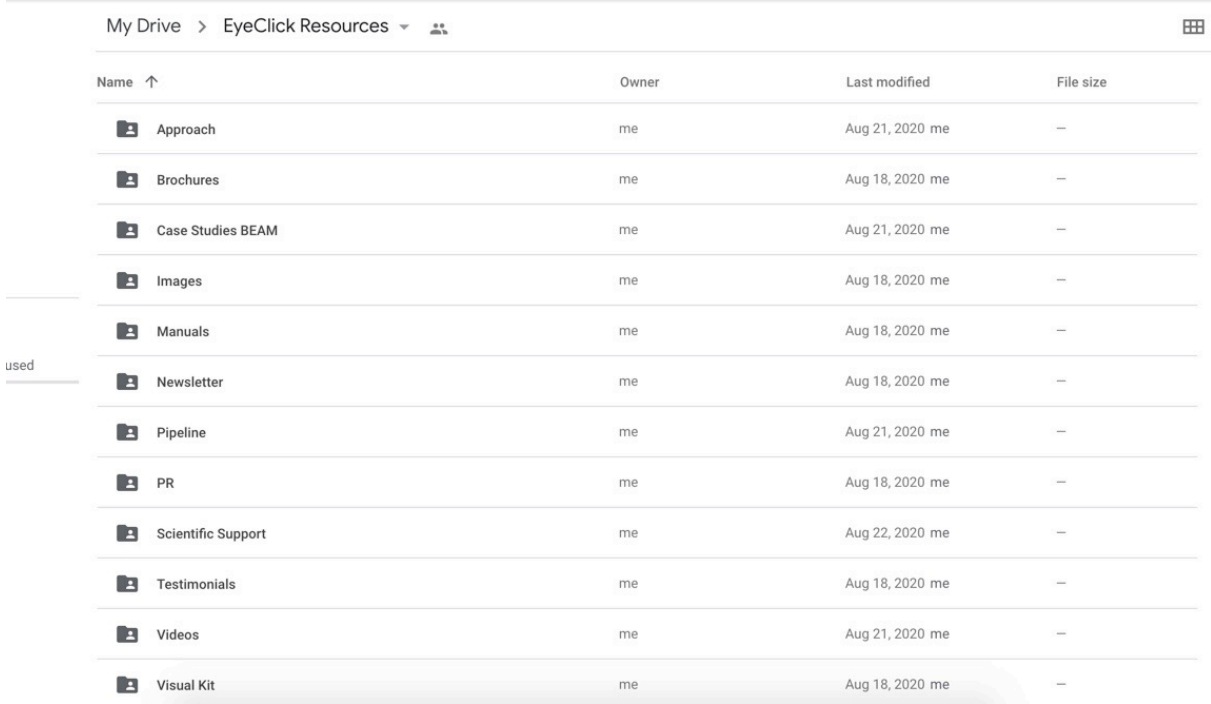
Challenge: on every sale, we receive diverse questions from resellers (sometimes the same questions) and invest much efforts in answering them

Concept: Aggregate all the documents, Q&A, in one place – with easy access to all Resellers

Temporary Solution: https://drive.google.com/drive/u/1/folders/1LpvVKijYDnkTeog88nBE6n02ZzGpL_Va

Permanent Solution: Ben is working on Resellers Portal, that will aggregate all the information and documents, will be constantly updated, and will have import/export capabilities.

Issues covered:



The screenshot shows a Google Drive interface for a folder named 'EyeClick Resources'. The folder contains a list of sub-folders with columns for Name, Owner, Last modified, and File size. The folders listed are: Approach, Brochures, Case Studies BEAM, Images, Manuals, Newsletter, Pipeline, PR, Scientific Support, Testimonials, Videos, and Visual Kit. All folders are owned by 'me' and have a file size of '-'. The last modified dates range from August 18, 2020 to August 22, 2020.

Name	Owner	Last modified	File size
Approach	me	Aug 21, 2020	-
Brochures	me	Aug 18, 2020	-
Case Studies BEAM	me	Aug 21, 2020	-
Images	me	Aug 18, 2020	-
Manuals	me	Aug 18, 2020	-
Newsletter	me	Aug 18, 2020	-
Pipeline	me	Aug 21, 2020	-
PR	me	Aug 18, 2020	-
Scientific Support	me	Aug 22, 2020	-
Testimonials	me	Aug 18, 2020	-
Videos	me	Aug 21, 2020	-
Visual Kit	me	Aug 18, 2020	-

Person in Charge: Ben Gilboa

Games Selection

Challenge: the lack of mechanism to select games in the current purchase flow creates friction for both resellers and the support team

- Reseller cannot tailor their bundle easily
- Reseller cannot select games to add
- Sales and support must cover this service gaps with extra resources and work
- Current solutions utilized (web form, excel sheets) do not provide an enjoyable, aesthetic user experience
- Missed opportunities to create a sense of ownership and value to our new Reseller

Concept: Create a games gallery, where Resellers can browse and select games

- The games gallery will include all the content available to the reseller, according to their purchased bundle
- Reseller will be able to view, sort, filter and select the games they wish to get with their device
- The users' selections will be submitted automatically to the support team (via Email/Salesforce integration)
- While this feature is built first to answer the needs of the senior market customers, our end goal is to create a flexible solution that can be tailored for multiple scenarios and solutions.

MVP: A quick solution that can address the senior market purchasing needs within the next few days. We will duplicate and tailor the games selection form used by the NA team

Permanent solution: A long-term solution that will encompass all the features and capabilities we need

Solution expansion: Adapt and expand the seniors' solution for multiple flows and scenarios - from reseller's game selection to promotional website browsing

Person in Charge: Ben Gilboa

Remote Demo Site

Concept: to improve speed and efficiency of sales process, and to save financial and human resources

The challenge:

- Not feasible to carry a demo unit across Europe/USA/APAC
- Sometimes not feasible to bring a customer to a certain location (i.e. NY Office, Paris. Tokyo etc.)
- COVID-19 cause less traveling
- Traveling cost a lot
- Customer seriousness need to be evaluated along the process

The objective:

- Accelerating sales process, by remote DEMO of Obie/Beam capabilities
- Move from 20% (questions) to 30% (deep inquiries) to 40% (an offer) in pipeline

The vehicle:

- Remote DEMO with 3 cameras - table, floor, wall
- Meeting's manager
- A presenter in remote demo site

The flow:

- Zoom call initiated by meeting's manager
- Presenter assist in remote demo site
- 3 cameras connected, possible to move frame from one to the other
- Script preliminary written (games flow, main messages etc.)

Also could be used to demo:

- Mew content - sell subscription-packages and games-packages
- Upgrades - to the new beam or the new Obie etc.

Soon we will also record a "set remote DEMO" for cases that a presenter is not available

Person in Charge: Dani Mandel

Prof. Elkhonon Goldberg

As you know, a few weeks ago Prof Elkhonon Goldberg joined us. <https://med.nyu.edu/faculty/elkhonon-goldberg>
The Prof is one of the world's top Neuroscientists, a book writer in the field etc.

The objectives of bringing the Prof in were:

- To provide us with an authentic scientific opinion regarding Obie PRO for seniors
- To help us filter the 300 games and activities for the ones most suitable for seniors
- To help us modify the games (along with our VP Creative) to the seniors' sector
- To support our cooperation with research institutes etc.

Please find below scientific opinion that the Prof wrote regarding Obie PRO for seniors:

- <https://drive.google.com/file/d/1JsQFe2eRemr3TVo6LAHymFpLy7MciSm/view?usp=sharing>

- <https://drive.google.com/file/d/1W40ozAeCoHPwutnA9BVJjKIkXLTCT9f1/view?usp=sharing>

This is a tool that we will use for promoting sales.

If you need to coordinate a conversation between an interested customer and the Prof, its possible.



Person in Charge: Nitzan Pardess

Marketing Material

1. Video – Hebrew Version is ready: <https://drive.google.com/file/d/1WV1Ci4SzMBDTR-m9TVnn6QHMSgFKEc-0/view>
2. Landing page is constantly update and soon will be replaced by a mini-site. <https://lp.playobie.com/seniors>
3. PPTX - <https://drive.google.com/file/d/1s58v2m8kSwCacDmJPRWx6PC3ZPuAdgmn/view?usp=sharing>
4. This week we start social media campaign in Israel. Next destination – Spain.

Competitive Analysis

1. Daniel Schwartzman collects information about competition, and provide VP Marketing insights with regards
2. Will present his findings in the next few days – you will be informed

Person in Charge: David Braha



You Miss 100% of the Shots You Don't Take

