

EyeClick

Resellers / Agents

Newsletter

July 2020



## Resellers and Agents Program

1. We launched our brand-new Resellers and Agents programs.
2. We renew contacts with old friends in the different territories and check their relevance to our new program.
3. Our intention is to work with a selected number of Resellers and Agents, but the best ones around.
4. We work on setting clear goals in each territory and fulfilling them.
5. We focus on creating a family atmosphere, the EyeClick family. Aggressive, Responsive, Precise.
6. Israel will provide all the support: updates and upgrades of the SW and content, marketing material translated to languages, and many other good surprises. From now on our resellers and agents could focus their efforts on increasing sales.

## Major Territories

1. Europe: Germany, Netherlands, UK, France, Belgium, Spain, Portugal, Sweden, Romania, Greece.
2. APAC: Japan, Korea, Thailand, Singapore, Vietnam, Australia, New-Zealand.
3. Other: South-Africa, Brazil, Israel.

## Senior Citizens Vertical - Ignition

1. Since the beginning of July the company focus on penetrating a new vertical – senior citizens.
2. This vertical is very relevant during COVID-19, and while sales for kids vertical is slowing down, in senior citizens vertical we experience fast growth rate.
3. We use Israel as a “pilot territory”, working with several beta partners. I.e. “Keshet foundation” and “Beit Tovei Hair”.
4. We create “senior citizens portfolio”, converting the most suitable games and activities from the kids’ world to the seniors’ world. We aim at having around 30 games in launch (Mid August), and then to progressively grow our portfolio with “tailor made” games for the seniors.
5. We adjust the games’ features to fit the seniors: sound, images, flow etc.

## Marketing Material

1. We now have "seniors" landing page (VERSION 1.0) in English. After we stabilize a solid version, it will be translated to ten languages.  
<https://lp.playobie.com/elderly>
2. Our focus for version 2.0 is on updating the games portfolio, and refining classification to categories and games practical benefits.
3. Our ten official languages are: English, Italian, French, Spanish, German, Portuguese, Japanese, Chinese, Russian, Hebrew.
4. On August 12<sup>th</sup> we shoot a 1-2 minutes promotional video. With senior citizens as actors, and interviews with therapists, social workers, senior house managers, and our CEO Ariel. This video will be ready around 20 Aug and will be translated to the above languages.
5. Testimonials brochure – soon to follow.

## Experts

1. We create a perception team of experts in the field. In the senior's vertical its "a must" and often required by potential customers.
2. All our experts are available to assist with professional opinion towards closure of deals. Including F2F meetings with customers.
3. Prof. Elkhonon Goldberg, [https://en.wikipedia.org/wiki/Elkhonon\\_Goldberg](https://en.wikipedia.org/wiki/Elkhonon_Goldberg), a world-renowned expert in the field. Lives in NY.
4. Ms. Rivka Black, "Beit Tovei Hair", the first senior house that used Beam in Israel, early adopter and a pioneer
5. Ms. Hanah Hertzman, "Keshet" foundation, strategic partner, early adopter and a pioneer

## Sales

1. 10 units were directly **sold** to Keshet foundation
2. Other 10 units were **sold** cooperating with Keshet foundation to raise funds from sponsors

## Pipeline

1. Separadic Senior house in Haifa. **Towards closure, 10 units.**
2. "Keshet". **20 more units, via sponsors.**
3. Shitufim national project, with the Government of Israel, "Veshamarta" foundation, and "Eshel Joint". **Possible scope: hundreds of units.**
4. "Matav" foundation. **Possible scope: 20-30 units.**
5. "Amal" senior houses chains. Via an agent. **Possible scope: 50-200 units.**
6. "Azriely Palace". Via an agent. **Possible scope: 10-20 units.**
7. "Reuth" senior houses chains. **Possible scope: 50-100 units.**
8. Chain of senior houses in North Italy. **Possible scope: 20 units.**

## Sales Targets

1. We will make a deeper evaluation, and set clear territorial expectations, within 4-8 weeks.
2. We aspire to sell in bundles. There are incentives in the programs to sell in high quantities under a given PO.
3. Studying to the pace in Israel, which is a small and tough market, I believe that during COVID-19 (estimated 2020-2021) we can sell at least 20-40 units on a monthly basis to senior houses in each territory.

## Go to Market

1. Senior houses chains and single establishments – disabled, mental health
2. Protected housing – “independent” seniors
3. Rehabilitation centers or rehabilitation departments in hospitals
4. Ambulatories
5. Seniors foundations, i.e. “Keshet” in Israel
6. Sponsors – pharmaceutical companies, medical equipment companies, senior support foundations etc.
7. Main functions to approach: Professional cadre – Chief Social Worker, Chief Occupational Therapist, Chief Physiotherapist, responsible for Health Program; Technological cadre – Head of Innovation; Marketing cadre – VP Marketing, VP Business Development; Small chains or single establishment – CEO.

## **PR and MARCOM**

1. Highly advice to have a local website, based on our translated landing page
2. Use bloggers and PR to spread the message - germ-free games and activities to the seniors during COVID-19
3. Use a reference physical site – were an Obie will be installed – to physically introduce the games

## **Relevant Team Members**

1. Mayan Ariel – VP Creative
2. David Braha – VP Marketing
3. Dani Mandel – Supply-Chain Manager
4. Nitzan Pardess – VP Sales and Strategic Alliances
5. David Hasenfeld – CFO
6. Ariel Almos - CEO



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

 **eyeclick**  
*Magic Sells.*