



Next-Gen Mobile Engagement Platform

# Our belief

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We believe there is a bigger opportunity to engage with customers by harnessing combinations of new media available, giving customers more compelling reasons to Engage. We call this **Engagement Marketing**

## Engagement through tapping into common interests

Common interest amongst consumers give brands

**Conviction,**

an opportunity to

**Collaborate**

& **Creativity** to influence



Not long ago, People who created products & services created advertising for them and established their brand. Today, the same brand has to bring consumers together around a common passion point that is aligned with the brand's essence and leverage this engagement to make consumer brand loyalists

# Our platform

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## Enabling Next-Generation Mobile User Engagement

### Location-aware engagement

Drive location-aware engagement at multiple geo-levels on a single platform with geo-fencing



### Targeted, segment-wise engagement

Contextually engage multiple audiences (customer segments, partners, local communities etc.) in a targeted manner



### Engagement via branded Mobile App

Engage customer everywhere via branded mobile app, supplement by web



### Go beyond Chatter

Deliver multiple modes of engagement with conversations, content & services



# Structured, contextual engagement

## Enabling Next-Generation Mobile User Engagement



**Corporate / Product Updates-** Post regular co. or product news, announcements and updates to keep your channel community instantly informed

**Local Updates-** Deliver timely updates for channel members in a specific location (state, city or branch). Allow channel members to respond to these updates, ask questions & discuss

**Expose Existing Tools & Systems-** Deliver / Publish any any existing system (such as *Sales Illustrator*, *Advisor Portal* etc.) via a channel with the attributes of location-awareness and context built-in

**Knowledge Centre-** Deliver / Publish any content including Knowledge base, documents, news feeds, resources etc. in a targeted manner

**Event Engagement -** Update advisors regarding upcoming events incl. roadshows, seminars etc. and drive event-focused interactions (incl. within event venues)

**Deliver location-aware —** & localised concierge services in a scalable manner

**Host conversation channels** & allow community members to share thoughts

# Captivate your audience with innovative features

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## **Publish**

news & feed from  
any source



## **Geo-fenced**

engage at city,  
state or even pin-  
code level



## **Conversations**

enable across  
channels



## **Calendar**

Publish important  
dates as well as  
reminders



## **Curate**

content from  
sources including  
web



## **Contests**

Reward & engage  
via quiz, slogan  
contests etc



## **Transact**

inside the app  
(virtual or physical  
products)



## **Survey**

Get valuable  
feedback from  
customers, instantly

# Loyakk at work

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## **Consumer engagement**

Enabling brands to engage locally & nationally in a targeted & scalable manner



## **Channel engagement** (franchisee & resellers)

Assisting enterprises in engaging channel members & drive channel activations in contextual manner



## **Financial advisor & client engagement**

Client engagement by financial planners in a contextual, compliant and location aware manner



## **Hotels & Hospitality**

Helping Hotels deliver Mobile Concierge services, and reimagine guest engagement



## **Sports Community**

Sharing news, updates, scores, commentary between sports enthusiasts

# Loyakk at work

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## **Voter engagement**

- Top Political Parties in India
- Political Parties in Eastern Europe



## **Health & Wellness engagement**

- Cancer
- Autism
- Spirituality



## **Audience engagement for TV shows & Networks**

- Klan Kosova, Germany

and plenty more...

# Our clientele, from all corners

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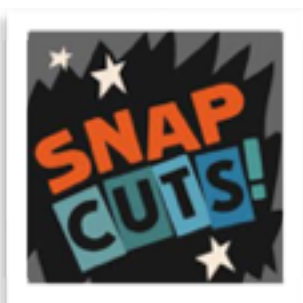
- Social Democrats, Slovenia

- Red Cross, Kosovo

- City of Peja, Kosovo



- Political Party, India



- Retail, USA





# The company

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LoYakk offers a next-generation mobile engagement platform that enables organizations to instantly engage their *users, consumers, partners* or *other audiences* in a contextual and location-aware manner.

Current social platforms primarily serve as 'broadcast media' tools that enable mass engagement or fragmented 'hashtag-based' engagement.

Targeted, meaningful and location-aware engagement with multiple audience segments can now be a reality with LoYakk

## Global presence

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# The team

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## Salim Ali

### CEO & Co-Founder

Led global social marketing efforts at SAP. Created & led SAP Enterprise App Store marketing



## Jitu Telang

### CTO & Co-Founder

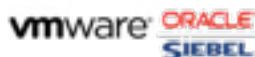
Led creation of multiple enterprise data mining application



## Rakesh Sreekumar

### VP - Marketing

Launched & marketed multiple offerings for VmaWare & Siebel



## Harry Brady

### VP - Partnerships

Founder - Global Logic Solutions, Co-Founder - E - Systems



## Alex Harris

### Director - Business Dev

Co-Founder - Amendment M, Vice President - PunchKeeper



## Jajiv Prabhakaran

### Chief Architect

Built E-trade's award winning trading platform over past 12+ years



## Sadiq Quasim

### Director - Business Dev (UK)

IT strategist role at EDS, HP, CSC, Cabinet office. Co-Founder - Askvisory

