



# **INITECH SOFTWARE SERVICES**

Customer Acquisition Project – Fall '16

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## WHO IS INITECH?

“A tech savvy and agile Israeli software development company”

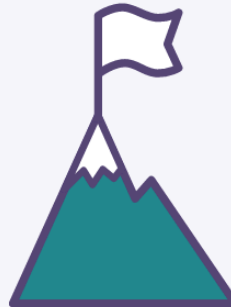


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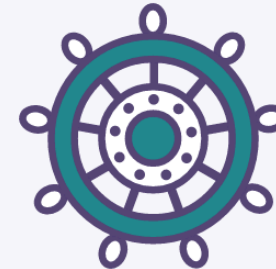
- Develops innovative web and mobile applications for startups and businesses
- Utilizes their knowledge of how to integrate business and technology in order to aid Israeli, American, and European enterprises in running more efficiently



We like to develop new products, but also know how to maintain and support existing products



Our aspiration for excellence impairs not bring results on time and within budget



We have access to innovative start-ups and passion for new technologies





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## CUSTOMER ACQUISITION

Finding potential enterprise locations for Initech's chatbots



## INDUSTRIES TO TARGET

1

**E-Commerce**

2

**Car  
Dealerships**

3

**Local Bank  
Branches**

4

**Customer  
Service**

5

**Insurance**



## WHAT WE DID



### LOCATION

We located 5-10 companies in each of the chosen industries.

### CONTACT

We reached out to company reps and employees through mediums like email and LinkedIn.

### CONVERSION

We maintained conversations, pitched the company, and worked on handing off relationships to Initech.

## CONFERENCE / EXPO



We also represented Initech at the Howard University Startup Expo / Tech Job Fair. There were some cool startups there that we connected with to help Initech.



## EXPO FEEDBACK

**Companies at the Expo were very interested in what Initech is doing.** They were also clear that they think Chatbots are an important part of the future and will help both consumers and businesses.

The important takeaway was that **early stage startups are not ideal customers for Initech.** Initech's technology is more relevant to customers once they have a more established user base. Early stage companies largely just aren't there yet.

“What Initech is doing is cool, and we'd definitely be interested in working together in the future.”







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