

SMART CITY ENTERPRISE, part of the group LANAST CO. s.r.o., the company registered by a registration number IC: 02403366, licensed by a Prague city court by case C 219139, by an office address on Pomoranska 487/5, Prague 8, 181 00, Czech Republic, e-mail address: info@lanast.com; phone number +420 724 347 274; www.lanast.com.

Business Performance Services

1. About the Company

The Smart City Enterprise, a prosperous Czech republic based company running the worldwide network of business acceleration studios for industrial business innovation and Smart Cities.

Since 2013 we are professionals in business management, including finance, operations, marketing, pre-sales, sales, automation, and business acceleration.

Smart City Enterprise uses artificial intelligence (AI) powered solutions to find business leads (contacts) for B2B and B2G business sectors. Further, use work performance procedures to turn these contacts into business opportunities and business deals.

Our success powers enthusiasm in an innovative online environment, well-set operations procedures, and a friendly atmosphere where we naturally find the best solutions for our clients.

Smart City Enterprise focuses on lead generation and business acquisition research for the worldwide market. Our analytics solution currently covers 139 business countries with comprehensive results of the business conversion rate.

2. About this Document

This document describes Smart City Enterprise's products and services. The document briefs you about the specifics of services, their value proposition, and their commercial pricing.

3. Terminology

AI ROBOT is an Artificial intelligence-powered software solution for the automation of a particular process.

RESEARCH is data information about any specified search about products, services, markets, companies, and competition.

LEAD is a potential customer, supplier, or partner, also known as a “prospect.”

PRODUCT is your item offered for sale. A product can be a service or an item. It can be physical or in a virtual or cyber form. Every product is made at a cost, and each is sold at a price.

MARKETING is a set of instruments, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society.

PRE-SALES is a process or a set of activities/sales normally carried out before a customer is acquired. Sometimes extends into the whole period the product or service is delivered.

OPPORTUNITY is a Lead that shows an interest in the services or products of your business during the pre-sale process.

SALES is a transaction between two or more parties in which goods or services are exchanged for money. It is an agreement between a buyer and seller regarding the price of a security.

DEAL is a Business Opportunity that shows deep interest in the services or product of your company, and it is converted to collaboration by contract during the sales process.

PROCUREMENT is the act of obtaining goods or services, typically for business purposes that need to solicit services or purchase goods, usually on a relatively large scale.

TENDER is a formal offer to invite bids for a project or accept a formal offer to do a particular job.

These components are the main parts of our marketing automation and systematic sales approach. With the usage of sales-psychology communication principles, the Smart City Enterprise network is a **Powerful Business Performance Solution**.

4. Scope of Services

Smart City Enterprise network provides mediation, sales, and professional service and consulting in these types of business performance areas:

4.1 Market Research

The service for research, analysis, or comparison of any business data on the global internet from public and paid sources. Market research covers industrial, product, or competition analysis.

The value proposition is in the knowledge of the market based on exact data, numbers, and statistics. Results can be used for sales acquisition strategy, extending your marketing data analytics, or for product development direction, or getting an advantage against competitors.

4.2 B2B Leads Generation

The service for researching new business opportunities (contacts) across global countries, industries, and companies. Our artificial intelligence-driven online robots to find your customers.

The value proposition is in getting business contacts in a short time, with significant time/cost savings of internal work. Usually, it takes months to get new contacts - our service does it in a few days. Moreover, our reverse data parsing method is a unique approach to data collection.

4.3 Offer Development

The service for the development of high-convertible product offers, communication content including headlines, headings, description, and snippets that cover all communication channels.

The value proposition is in making your product visible across all channels. Get the product description based on sales-psychology wording applicable to all types of sales and marketing communications. This includes webs, landing pages, catalogs, e-mails, calls, and advertisements.

4.4 Business Development

The service for execution pre-sales and sales and marketing procedures. Marketing automation increases your brand and product awareness. Pre-sales sequences increase your conversion of leads into business opportunities. Sales patterns drive opportunities into the business deals.

The value proposition is getting professional guidance, know-how, and market-proven procedures into your internal business processes, or getting our service as an additional sales channel. Through any of the options, you will win more business deals for your company.

4.5 Online Marketing Management

The service for the organization, configuration, and monitoring of the online activities of the company across all online channels, including search networks, affiliate networks, and social networks. Plan and synchronize public communication, brand, and product promotion.

The value proposition is in guidance, ready to use templates and processes for planning, execution, and control of acquisition, branding, and marketing communication. The service helps you configure, and track campaigns with transparent conversion link with business results.

4.6 Innovation Tenders (Smart Cities)

Personalized tracking of government (B2G) and business (B2B) global public tenders based on the selection of industry and business segments in your interest. Our automated service daily researches public sources across 139 countries and releases a collection where fits your product.

The value proposition that we care only about tenders that relate to innovation and smart cities. We are not a standard catalog as many. Every tender pass over systematic selection by our software robots, and our procurement analytics review every tender that it complies with the innovation and smart city-related needs.

5. Market Research

Market research is the service for research, analysis, or comparison of any business data on the global internet from public and paid sources. Service covers the following research types:

5.1 Product Research

Product research is the service that companies use for comparison of the product with the competitive solution, or compare product quality and pricing during the procurement.

The product research report shows the national or global market status and product position. It is widely used for segmenting features, pricing, and quality, including firmographics details and segmentation. Analyze the Strengths, Weaknesses, Opportunities, and Threats.

Price starts at **€4.650**

5.2 Competition Research

Competition research is the service that companies use to understand their direct and indirect competitors and for a better understanding of how to develop product mixes and marketing.

The research method helps to determine strategies and analyze the business process, offers a position, quality, and market share. The research includes Brand tracking that measures brand health, awareness, equity, usage, and loyalty. Competition research results help your company better understand and manage advertisement research, audience, and choice modeling.

Price starts at **€6.950**

5.3 Industry Research

Industry research is the service that companies use to forecast their business development. It is an analysis of the global market in a specific business industry.

It is widely used for segmenting geographic and demographic differences (age, gender, ethnicity, etc.), technographic differences, psychographic differences, and differences in product use. It includes a complete examination of a firm's Political, Economic, Social, and Technological external factors, which may impact the company's objectives or profitability. Determines the market size and to derive the figures of potential customers segments and business volume.

Price starts at **€9.250**

6. Lead Generation

Lead generation by Smart City Enterprise is the service for researching new business opportunities across global countries, industries, and companies. Available lead types:

6.1 Cold B2B Leads

Cold leads are contacts crawled by online robots on public data sources. Usually, it is the name of the Company, website link, and all emails and phone numbers published on the company's website.

Price starts from **€1,5** per lead

6.2 Hot B2B Leads

Hot leads often called “opportunities” are contacts received by Smart City Enterprise from a custom offer campaign/pre-sale process. We contact your potential clients, offer them your product/service or solution, and based on their engagement, we mark the lead as “hot”. The hot lead is ready to listen more about your product. Over the call/video/physical meeting.

Price starts from **€85** per lead

6.3 Leads Segmentation

Leads are segmented into the geographical regions and business sectors (industries) based on the difficulty and marketing costs for lead generation, acquisition, and conversion results.

6.3.1 Geographic Sectors

Asia, Central America, Eastern Africa, Middle Africa, the European Union (EU), the non-EU Europe, North America, Northern Africa, South America, Southern Africa, The Caribbean, Western Africa.

6.3.2 Business Sectors

Agriculture and Mining, Business Services, Computers and Electronics, Consumer Services, Education, Energy and Utilities, Financial Services, Government, Health, Pharmaceuticals, and Biotech, Media and Entertainment, Real Estate and Constructions, Retail, Software and Internet, Telecommunications, Transportation and Storages, Travel Recreation and Leisure, Wholesale and Distribution, Machinery and Engineering.

6.3.3 Lead Cost Groups

We use the internal performance indicators that allow the basic success prediction of the communication campaign. Countries are segmented into 4 Cost Groups that figure lead price:

Cost Group 1 - Very High difficulty to get business engagement.

Cost Group 2 - High difficulty to get business engagement.

Cost Group 3 - Normal difficulty to get business engagement.

Cost Group 4 - Low difficulty to get business engagement.

6.3.3.1 Cost Group 1

Bermuda, Canada, Greenland, Saint Pierre and Miquelon, The United States, China, Caribbean, Hong Kong, Japan, South Korea, Macao, Singapore, Taiwan, Iceland, Switzerland, United Kingdom, Vatican City, Austria, Belgium, Bulgaria, Croatia, Cyprus, The Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, The United Arab Emirates, Australia, New Zealand, Fiji, French Polynesia, Guam, Kiribati, The Marshall Islands, Micronesia, New Caledonia, Papua New Guinea, Samoa, American Samoa, The Solomon Islands, Vanuatu, Monaco, India, Vietnam.

6.3.3.2 Cost Group 2

Albania, Andorra, Belarus, Bosnia, Faroe Islands, Gibraltar, Guernsey and Alderney, Jersey, Kosovo, Liechtenstein, Macedonia, The Isle of Man, Moldova, Montenegro, Norway, Russia, San Marino, Serbia, Svalbard and Jan Mayen Islands, Turkey, Ukraine, Bahrain, Israel, Qatar, Saudi Arabia.

6.3.3.3 Cost Group 3

Uganda, Congo (Brazzaville), Algeria, Egypt, Belize, Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Falkland Islands, French Guiana, Guyana, Paraguay, Peru, Suriname, Uruguay, Venezuela, Iraq, Iran, Jordan, Kuwait, Lebanon, Oman, Palestine, Syria, Yemen.

6.3.3.4 Cost Group 4

Burundi, Comoros, Djibouti, Eritrea, Ethiopia, Kenya, Malawi, Mayotte, Mozambique, Reunion, Rwanda, Somalia, Tanzania, Zambia, Zimbabwe, Angola, Cameroon, Central African Republic, Chad, The Democratic Republic of Congo, Equatorial Guinea, Gabon, Sao Tome and Principe, The Canary Islands, Libya, Morocco, South Sudan, Tunisia, Western Sahara, Botswana, Lesotho, Namibia, South Africa, Swaziland, Benin, Burkina Faso, Cape Verde, Cote D'Ivoire, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Saint Helena, Senegal, Sierra Leone, Togo, Afghanistan, Armenia, Azerbaijan, Bangladesh, Bhutan, Brunei Darussalam, Cambodia, Georgia, Kazakhstan, Kyrgyzstan, Laos, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Philippines, Sri Lanka, Tajikistan, Timor Leste, Turkmenistan, Uzbekistan.

6.3.4 Typical leads conversion rate

The following table represents the average conversion rate of the pre-sales communication handled in the English language, split by the business industry and cost group.

INDUSTRY	Average Conversion Rate	Group 1	Group 2	Group 3	Group 4
Aerospace & Defense	4.0%	3.2%	3.4%	3.6%	4.0%
Agriculture and Mining	4.0%	3.2%	3.4%	3.6%	4.0%
Business Services	12.0%	9.6%	10.2%	10.8%	12.0%
Computers and Electronics	5.0%	4.0%	4.3%	4.5%	5.0%
Consumer Services	3.0%	2.4%	2.6%	2.7%	3.0%
Education	8.0%	6.4%	6.8%	7.2%	8.0%
Energy and Utilities	4.0%	3.2%	3.4%	3.6%	4.0%
Environmental	4.0%	3.2%	3.4%	3.6%	4.0%
Financial Services	10.0%	8.0%	8.5%	9.0%	10.0%
Government	4.0%	3.2%	3.4%	3.6%	4.0%
Health, Pharmaceuticals, and Biotech	8.0%	6.4%	6.8%	7.2%	8.0%
Machinery & Engineering	4.0%	3.2%	3.4%	3.6%	4.0%
Manufacturing	4.0%	3.2%	3.4%	3.6%	4.0%
Media and Entertainment	10.0%	8.0%	8.5%	9.0%	10.0%
Non-Profit	2.0%	1.6%	1.7%	1.8%	2.0%
Other	4.0%	3.2%	3.4%	3.6%	4.0%
Real Estate and Constructions	4.0%	3.2%	3.4%	3.6%	4.0%
Retail	3.0%	2.4%	2.6%	2.7%	3.0%
Software and Internet	7.0%	5.6%	6.0%	6.3%	7.0%
Telecommunications	4.0%	3.2%	3.4%	3.6%	4.0%
Transportation and Storages	4.0%	3.2%	3.4%	3.6%	4.0%
Travel Recreation and Leisure	4.0%	3.2%	3.4%	3.6%	4.0%
Wholesale and Distribution	4.0%	3.2%	3.4%	3.6%	4.0%

6.4 Average Cold Lead Pricing

GROUP	PRICE
Cost Group 1	€ 2.45
Cost Group 2	€ 2.15
Cost Group 3	€ 1.85
Cost Group 4	€ 1.5

6.5 Average Hot Lead Pricing

BUSINESS SECTOR	GROUP 1	GROUP 2	GROUP 3	GROUP 4
Agriculture and Mining	€ 117	€ 97	€ 79	€ 58
Business Services	€ 29	€ 27	€ 26	€ 23
Computers and Electronics	€ 69	€ 65	€ 61	€ 55
Consumer Services	€ 115	€ 108	€ 102	€ 92
Education	€ 43	€ 41	€ 38	€ 35
Energy and Utilities	€ 86	€ 81	€ 77	€ 69
Financial Services	€ 35	€ 33	€ 31	€ 28
Government	€ 86	€ 81	€ 77	€ 69
Health, Pharmaceuticals, and Biotech	€ 43	€ 41	€ 38	€ 35
Media and Entertainment	€ 35	€ 33	€ 31	€ 28
Real Estate and Constructions	€ 86	€ 81	€ 77	€ 69
Retail	€ 115	€ 108	€ 102	€ 92
Software and Internet	€ 49	€ 46	€ 44	€ 40
Telecommunications	€ 86	€ 81	€ 77	€ 69
Transportation and Storages	€ 86	€ 81	€ 77	€ 69
Travel Recreation and Leisure	€ 86	€ 81	€ 77	€ 69
Wholesale and Distribution	€ 86	€ 81	€ 77	€ 69

Lead list prices are valid for Customer research. Lead prices for Partner and Suppliers research may be different based on region and business sector. Usually, the Partner research price is higher, and the Supplier research price is lower than the basic Customer research prices in the table above.

7. Product Offer Development

Offer management by Smart City Enterprise is the service for optimization of your product description for better sales. We use a batch of tools that prove used word quality.

These days, sales-psychology leads the main role in selling your products. People get daily attacks between 4.000 - 10.000 advertisement attacks every day. Proper wording is the key.

The basic product visibility on the market needs at least a set of 6000 words for different types of product descriptive materials. Our offer management includes these sets of sales scripts:

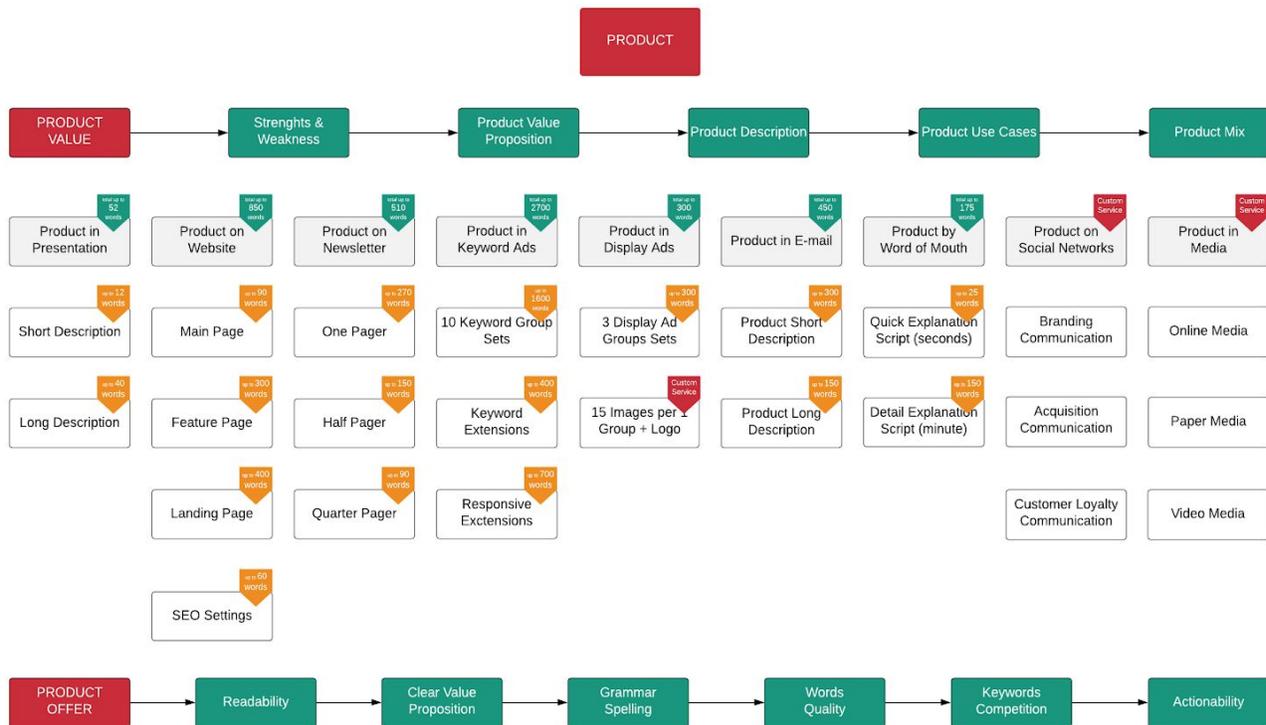
PRODUCT DESCRIPTION TYPE	SOURCE TEXT
1. Product in Presentation	- Short description - One-page description
2. Product on Website	- Home page description - Feature page description - Landing page description
3. Product in Email	- Short e-mail - Detailed explanation
5. Product in Newsletter	- One-pager - Half-pager - Quarter-pager
6. Product by Word of Mouth	- Few sentence script - Detail explanation script
4. Product in Keywords Ads	- Keyword groups description - Key phrases extensions

All the content for your high-convertible product offer depends on the quality of the text you serve to your audience, either it is online, personally, or during calling them by phone.

Every word matters. The description of your offer - the value proposition of your product must be clear to listeners. Our offer development service covers the quality management in areas of readability, grammar checks, spelling checks, words usage quality, words competitive characteristics, and message actionability.

7.1 Typical product offer description set

A typical product description is a set of 24 text groups that cover all communication channels. This model allows selling your product over any of the pre-sales or marketing channels.



7.2 Product offer development pricing

Typical product offer development handles three phases that cover all communication channels.

The first phase represents the analysis of strengths and weaknesses, defines the product value, and describes the main message of the product to the customer. Defines product headlines.

The second phase simulates use-cases on global industries and business sectors. Generates new options for product usage and advanced value to describe products to different (new) customers.

The third phase represents the product to offer content development. Our sales content writers use various mechanisms to build the high-convertible offer that will be released to the pre-sales.

Price starts at **€1.750**

8. Business Development

Business development is the creation of long-term value for an organization from the perspective of customers, markets, and relationships. Business development activities companies use to improve their pre-sales, sales, and marketing.

The business development process focuses on the performance of the sales to drive sales-process from lead to business opportunity, and from the opportunity to the business deal.

8.1 Pre-sales

The pre-sales process by Smart City Enterprise is the service of converting Lead into Opportunity by using a special sequence of communication to increase the probability of potential customer's reactions to the offer.

The presale sequence contains a set of communication channels that are either used physically by pre-sales experts or the execution of the communication is automated by various marketing and sales performance tools. The main pre-sale process actions are:

- 1) Pre-sales management
- 2) Online marketing management
- 3) Multi-channel campaign management

8.1.1 Pre-sales management

Pre-sales management and communication management covers the organization of the plan, execution, and control of the company's external business communication. This service includes sales letters and offers writing, pre-sale, sales, chat, and call center scripts writing and their on-time execution.

Planning service lets understand what communication should be released, to whom it should be sent, and in optimal timing. Writing service follows sociology rules, works with keywords, and motivates the recipient to make an action.

Price starts at **€2.250**

8.1.2 Online marketing management

Marketing tools are automation systems for the promotion of the product or company, including complex analytics for appropriate advertising, promotion, brand awareness, and communication plan execution strategies.

Marketing tools also cover social network management, as a part of brand awareness and advertising strategy execution. Our automation tools work with all the usual social media channels including Facebook, Twitter, LinkedIn, Instagram, Reddit, Youtube, VKontakte, etc.

Price starts at **€2.650**

8.1.3 Multi-channel campaign management

Campaign management by Smart City Enterprise is the planning, configuration, execution, and analysis of communication campaigns across all communication channels, like E-mail, Call, Chatbot, Social networks, and Messengers.

Price starts at **€6.650**

8.2 Sales

The sales process by Smart City Enterprise is the consulting service for leading conversion of business opportunity into the business deal. Direct interaction and proper communication of our sales managers increase the probability of positive customer reaction.

8.2.1 Sales workflow management

Sales workflow management is a service that coordinates sales activity in a way for faster conversion of business opportunities into business deals. The sales management process is executed by the complex monitoring of sales sequences and communication patterns in areas:



8.2.2 Sales workflow pricing

REVENUE PER SALE	MONTHLY FEE	PERCENT OF REVENUE
Below € 500.000	€ 1850	3.6%
Over € 500.000	€ 2475	2.4%
Over € 1.500.000	€ 3300	2.4%
Over € 2.000.000	€ 3700	2.4%

9. Popular product Packages

Product packages by Smart City Enterprise cover different stages of the sales process execution. The benefit of a package selection is a lower price for a service package and the advantage of an immediate collection of market research analysis and business contact without any action.

PLAY	PROFI	CHANGER	ADVENTURER
1500 Cold Leads	2500 Cold Leads	4000 Cold Leads	8.000 Cold Leads
1 Industry Research ^{*1}	3 Industries Research	4 Industries Research	5 Industries Research
1 Country ^{*2}	2 Countries	3 Countries	4 Countries
1 Offer development ^{*3}	Up to 3 offers dev.	Up to 4 offers dev.	Up to 5 offers dev.
Lead Sequence Guide	Lead Sequence Exec.	Lead Sequence Exec.	Lead Sequence Exec.
	Pre-Sale Guide	Pre-sale Execution	Pre-sale Execution
		Sales Sequence Guide	Sales Execution
80+ New Opportunities	2-3 Sales Deals	5-6 Sales Deals	9+ Sales Deals
€ 7,498	€ 18,744	€ 37,850	€ 56,232
2 months service	4 months service duration	7 months service duration	11 months service duration

*1 - The global market has 28 business industries, we will research a selected number of them based on your preference.

*2 - We cover 139 countries in the research portfolio, we will research a selected number of countries based on your preference.

*3 - You may have many products in your portfolio, we will select a number of them based on your preference.

10. Terms & Conditions

The prices are in EUR and excluded withholding and royalty taxes.

Smart City Enterprise works with the quantitative discount and custom service packages. The final price per lead and per service may be adjusted based on the volume and scope.

Last price update 1.1.2021.

Contact: info@lanast.com

COPYRIGHT NOTIFICATION

This document has been elaborated by LANAST CO. Ltd., Czech Republic. No part of this document may be distributed, reproduced, or used in any way except as authorized by explicit consent of LANAST CO. Ltd., Czech Republic. The copyright and the foregoing restrictions extend to reproduction in all media.

Copyright © 2020 LANAST CO. Ltd., Czech Republic, s.r.o. All rights reserved.