



## Concursive Corporation

Concursive Corporation is a ten year old software development company located in Norfolk, Virginia. It is an Intel Corporation backed company having received an investment from the Intel Capital Group. It has developed and has been marketing a highly efficient, scalable, web-based software application suite, commonly referred to as CRM, that provides businesses of any size the core front office capabilities they need including lead and contact management, marketing tools, customer service and support tools and more.

Concursive has married these traditional CRM tools to the new Web 2.0 capabilities that are becoming increasingly important in today's wired world. These additions include the ability to create online communities with social networking tools like Blogs, Wikis, Discussion Forums, Ratings, Tagging and RSS feeds.

## Social Networks

A social network focuses on building online communities of people who share interests and activities, or who are interested in exploring the interests and activities of others. Concourse Connect is a web based software application that provides a variety of ways for users to interact, such as e-mail private messaging. Social networking has created powerful new ways to communicate and share information. Social networking communities are being used regularly by millions of people, and it is evident that social networking will be an enduring part of everyday life.

## Concourse Connect

Concourse Connect is a full featured community building application that gives member-based organizations a variety of tools that enable their members to expand their networks, share knowledge and contribute content in a variety of ways. It can be a free standing environment with a unique web address or can be set up to link off a current website.

The center of the Community is the profile page. Because the community is set up in the style of a directory, there are a number of ways that profile pages are represented in the system.

### Sponsor Profile Page

The Community is fully branded to the Sponsor, or owner, of the Community and can capture the look and feel of the existing website, or have a completely unique design. The Sponsor has a profile page within the Community that displays basic contact information, with full content management capabilities, as well as a full suite of social networking tools that include blogs, wikis, discussion forums, a document library, calendars, reviews and associations. Sponsors can create a rich community environment by actively adding content.

### Personal Profile Page

Individuals in the Community receive a personal profile page when they register that gives them a similar set of 2.0 tools to establish themselves in the community. These can be sponsor or member employees or member customers. In addition to photo and video uploads and slideshow capabilities, each profile comes with blog, wiki, classified tools, friends listing and messaging tools.

### Member Profile Pages

Each member registers in the system and receives a full profile page and tools to edit their contact information. They also, automatically, receive a number of Web 2.0 collaboration tools to create their own social marketing Community for their customers within the Sponsor Community. These tools include reviews, blogs, wikis, discussion forums, calendars, a promotion generator and others.

### Business Software (OPTION)

Business Software for the Sponsor - Concourse Connect can be delivered with an integrated Customer Relationship Management (CRM) application, Concourse Suite. This application, for use by the Sponsor (owner) of the Community is used to manage leads generated in the Community, manage and market to members of the Community, using integrated email marketing tools, and perform other functions related to sales and marketing.

Business Software for Community Members - When a Member Profile Page is established, the system can turn on a suite of CRM tools for that specific business. They are web based tools, accessed via the Internet, right from the business profile page. Using an encrypted permissions engine, only the business owner or people designated by the business owner have access to the software tools.

## Collaboration Tools

Within Concourse Connect, individuals have a number of ways to collaborate on specific projects, one time happenings or an on-going crowd who meet online around an interest or hobby.

**Groups** - people create groups, invite others, post documents, conduct discussion forums, and use other social tools to efficiently share common interests

**Ideas** - Establish a idea forum with the complete set of social tools and give a voice to people who want to develop the idea into actionable policy or new products and services

**Events** - Originate personal or professional events with the social tools needed to promote it. Events are saved in the system with reviews, pictures, discussions, etc. for future reference.

**Projects** - Give your members the ability to create detailed project plans with other members of their organizations or with clients using a full featured project management tool.

## Management of the Community - OPTION

The Concourse Connect Community application can include a set of Concourse Suite CRM tools that integrate into the Community. All users that register in the Community are entered as Contacts in the CRM. All groups, ideas, projects and events registered in the Community are recorded and each one's membership is tagged so that members can be marketed to by interest. These tools can also be used by the Sponsor to manage sales, marketing and customer support functions inside the company.

## Revenue Generation Opportunities (optional)

As the owner of the Community, it is fully branded to the Sponsor, and within it are a variety of ways to generate revenue. By providing these services to your members, you can take advantage of a number of revenue models that are able to be implemented, if desired, while providing marketing opportunities for the members

Concourse Connect Communities enable you to recoup your investment and generate income by offering -

- **Advertising Opportunities** - members or third parties place ads inside the Community
- **Keyword Ads** - when certain keywords are used to search, pre- configured ads appear
- **Service Portlets** - contain third party company services that your members use in the course of doing business. These services present a revenue share opportunity with the provider (shipping, travel, printing, etc.). These would be available if the Business Profile Page option was enabled
- **E-Commerce Portlets** - enable product portals and share revenue

## Customization

The Concourse Connect community look and feel will be designed to reflect the marketing strategy of the company. It will be a unique Community, instantly recognizable, as being a part of the Sponsor's organization.

The Concourse Connect software application is built in the JAVA language architecture. Within that architecture is a programming feature called portlets. These are small customized programs that can be embedded into the Community to display advertising, enable services that can generate revenue for your organization, or create other opportunities for collaboration within the system.

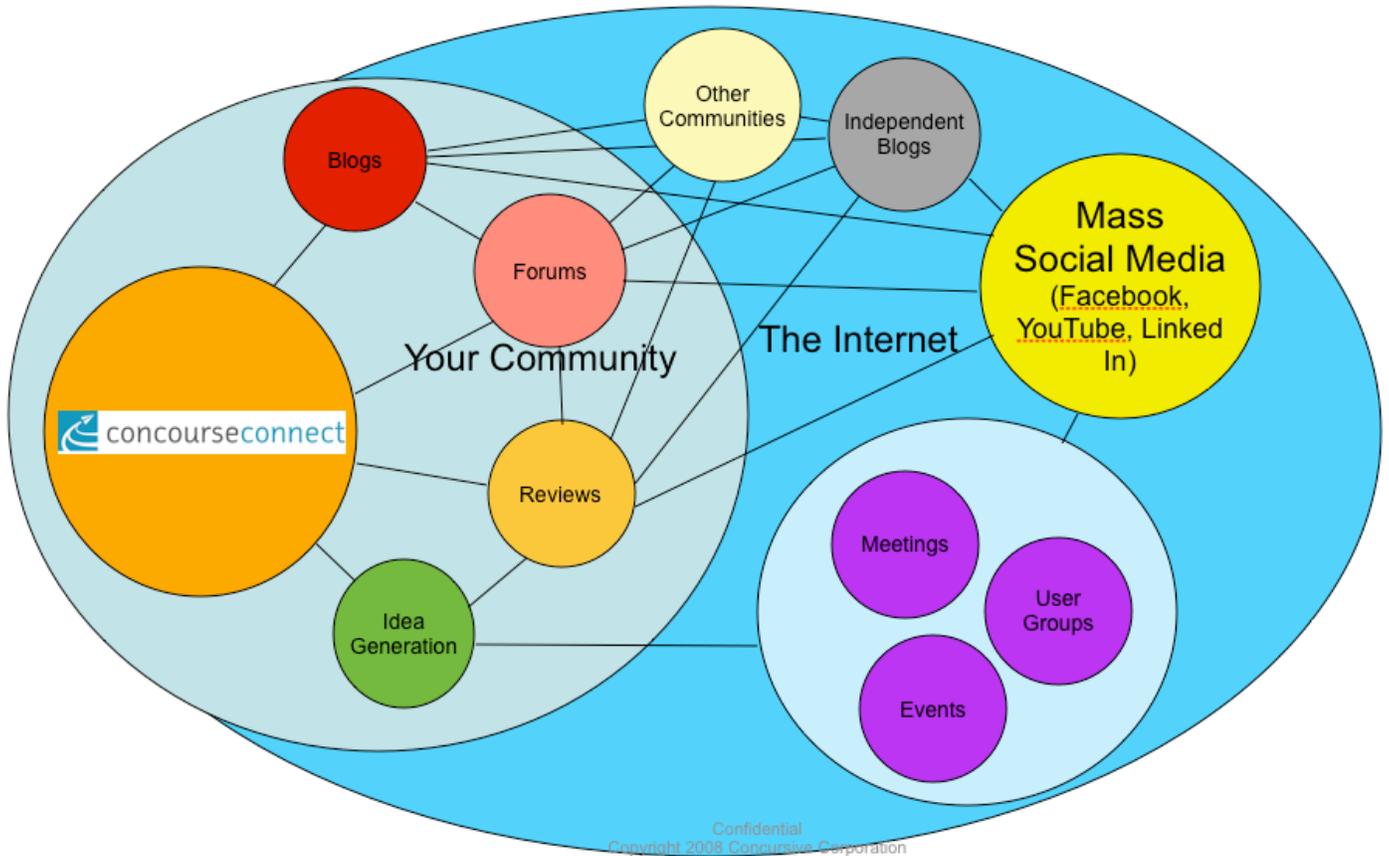
Features discussed within this outline as Web 2.0 tools can be renamed or turned off if they are in conflict with other services provided by the Sponsor.

## Concourse Connect Application

The Concourse Connect Community application software can be hosted on premises in the Sponsor's data center and maintained on their servers, or it can be co-located in multiple Concourse data centers and maintained by Concourse Corp.

Access to all features and data is enabled using Secure Socket Layers (SSL) encryption through a standard Internet web browser regardless of the hosting location.

## Generating Traffic to Your Profile, Your Member's Profiles and Websites



***The Concourse website is built on our Concourse Connect and Concourse Suite technology.***

Visit <http://www.concourse.com>