

Digital Content Monetization (DCM) SaaS Platform for Research Firms

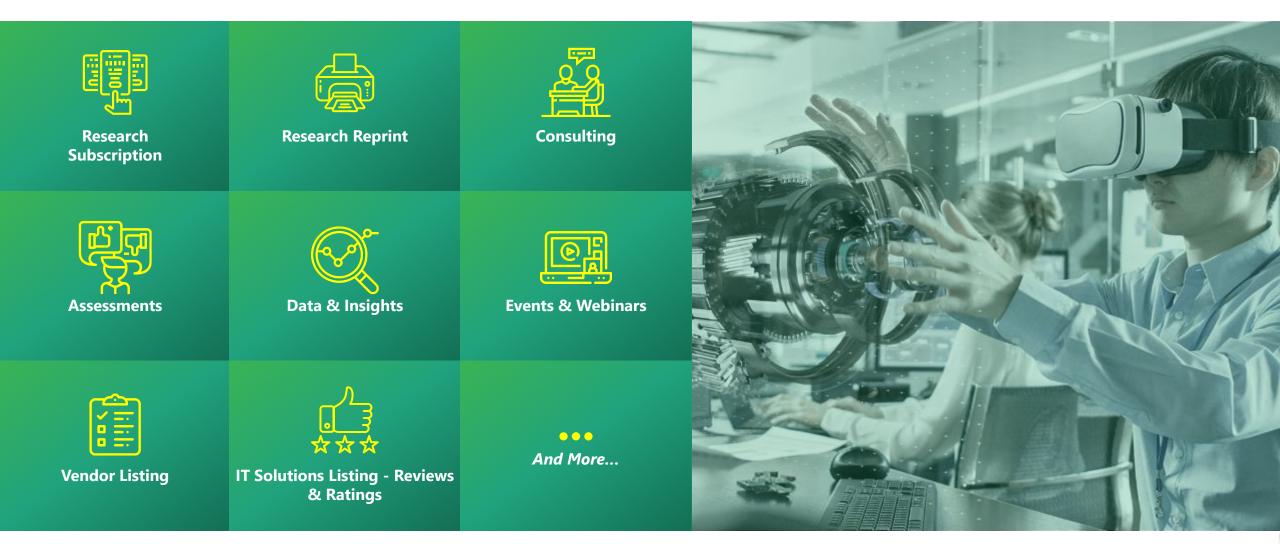


CURRENT LANDSCAPE & CHALLENGES



Research Industry : Typical Business Offerings







WHAT ARE THE CHALLENGES & NEEDS IN THIS JOURNEY?



- Access to timely survey info
- Access to legacy and latest stats
- Intelligent prediction models

Digital content creation tool

2

- Rich capabilities for content creation & Workflow for content edit/ review/ approval
- Inability to digitize as is content for better reuseability
- AI/ML driven Conversation Interfaces

3

 Limited to none- Seamless and smooth integrations between systems (For example, SFDC etc.)

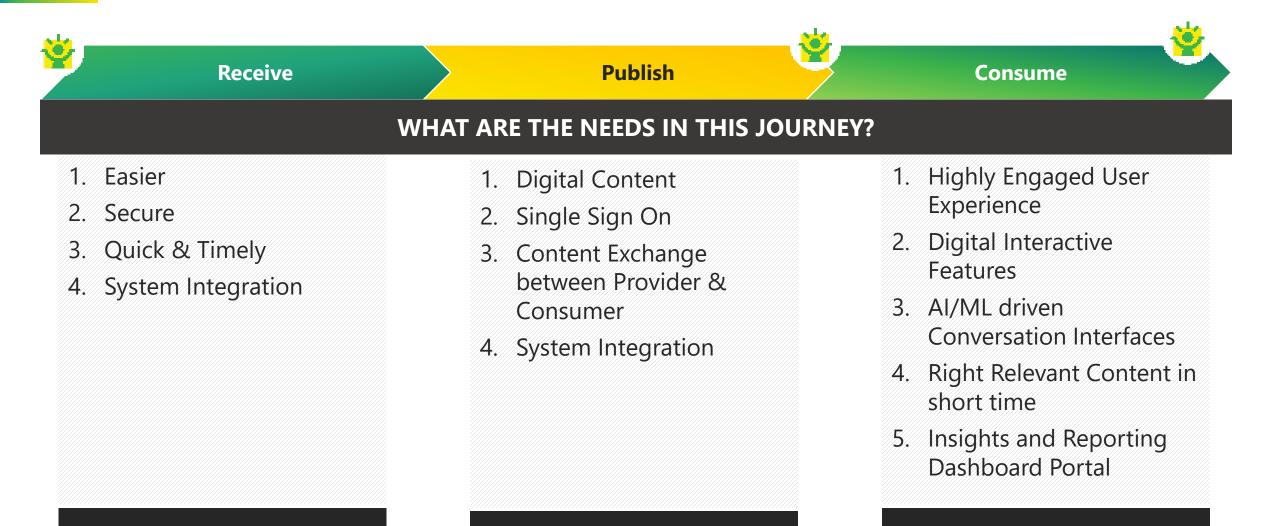
 Inability to monetize and enrich content because of non-digital traditional content

4

- Providing a Highly Secure & Engaged User Experience
- Right Relevant Content in short time
- Inability to gauge user activity, engagement, usage
- Self-Service onboarding and Admin portal

Typical Journey : For Content Consumers





How can DCM help addressing the challenges?



Digital Content Consumption & Customer Experience

Digital Content Experience Content Enrichment AI & ML Powered Assistance New value creation for clients Real-time insights & Analytics Host of digital interactive features

Faster Go-To-Market

2

Addressing the Challenges

Digitalize current Offerings Quick launch of new products No technology overheads Powerful Processes & Automation

Digital Business Growth

3

New Digital Revenue Streams with High Profitability Linear & Non-Linear Revenues New digital offerings YoY

SaaS Business Model

4

No Capital Expenditure Minimum Annual License Fee Consumption based commercials

Holistic Value Proposition



Serving Market Research Industry since 2015 & contributing to Digital Business growth



For Research Analyst Firms (You)

- Ease of consuming content
- Digitalize Customer and User Experience
- Monetize your content
- Stop revenue cannibalisation
- Cross Sell and Up Sell through digital engagement
- Consume Insights and Analytics of User Behavior and Content Consumption for profiling, segmentation and focused marketing
- Co-creating new digital business products
- SaaS Business Model

For Analyst Firm's Customers (Your Customer)

- Relevant Content
- Rich User Experience
- Ease of Business Operations
- Insights and Analytics into their user's consumption
- Digital Interactions/ Digital Features & System Integrations

For End Consumers

- Excellent Digital UX/ functionalities
 - High Interactive and Engaging
 - Experience
 - Right & relevant Content in short time

Without impacting your current content creation, content management systems and processes

Our Unique Positioning



"Low Cost Of Ownership"

- No HW/SW Investments or any Capex
- SaaS Model, Minimum Annual Fee
- Consumption Based Model





"Support & Maintenance"

- 99.95% Availability
- New features roll-outs that are both complimentary & commercial

"No Rip & Replace & Ready to Deploy"

- Compliment's client systems with absolutely no changes required
- Content is consumed in as in format
- Our Digital business products are ready for deployment
- Most of the digital features are available off the shelf in our Feature Library
- Truly Omni-Digital

"Adoption & Quick to Market"

- Rapid Go-To-Market
- Co-Creation & Launch of New Digital Business Products YoY creating new linear & non-linear revenue streams
- Flexible and Scalable platform with minimum client specific customization
- Seamless customer onboarding and content provisioning

Revenue Growth

The world is n cantly to the in Company will c more and more tential to make viously, this do making it very we are better our accelerate thin

SIMPLE STRAT

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OUR VALUE PROPOSITION, PRODUCTS

AND OFFERINGS

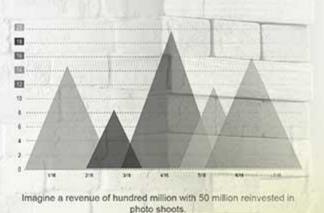
new customers out there. What is social eos?l predict we are currently one of the top But now after a lot of hard work on developnd system are now in a position to quickly move further and further away from competimore diverse skill set, a better understandat designers want than all our competition. e most is our IT systems and then the micro s.I predict we are currently one of the top 2 ut now after a lot of hard work on developing stem are now in a position to quickly become ther and further away from competition. We iverse skill set, a better understanding of the want than all our competition. What is holdr IT systems and then the micro stock agenion is to create a good company for US. e WORLD.

ith our customers and provide them with the images. Ultimately we will be successful betality work.

otography through travel. I witnessed a very I to what I saw growing up in Redmarley.

cro stock category we aim to produce better acro stock category. We are in a position to n almost all of our competitors. The world is e are in a position now to help significantly to At least 50% of all revenue received by Comrities. Over the following years to a of the business and belion the through design phot Reasons we will be ck industry is compled. What we are d the world's best

phers work other. Not with 50 million reinvested in photo shoots. We bould produce a second concert with a thousand fans and bands all model released view produce content equal or better than the best-branded photo shoots.



Then there is collaboration. We can hire creatives for specific projects. Hire a famous photographer for a shoot. Contract a font foundry to create a set of fonts for us. For about 3 years now I have been obsessing about starting our own stock agency. The big stumbling block has always been the complexity and capital required to start a site with other contributors. About a year and a half I realized we didn't need to if we could keep focusing on continue to develop our team and systems we could pror 0% content. Adapting the san strategy of Company on model there are potentia millions traditional cu y billions of new customers there. What is social i pes, videos?

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category. We are in a positio

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DCM SaaS Platform





Few of our Digital Capabilities..





Tools & Processes to convert your conventional content to digital



Self-service onboarding of enterprises and users



Portal for reading digital reports, Share, Collaborate, Search, Snip portions of report, Call outs, Interactive Charts, Real-time Polling & Results, Audio-Visual Content, Social Share etc.,



Dashboard with real-time statistics, charts & metrices



Content retrieval for content based, light chat and FAQs



API Economy for seamless system integration with client or partner system

Confidential – www.happiestminds.com

Catalogue : Research Digital Products







- Interactive Digital Features
- Private & Public
 Collaboration
- System Integration



Consulting Reports

- For Consulting, Content/Brand Marketing & Lead Generation
- Interactive Charts & Audio Visuals
- Digital Features, Real-time Polling + Results, Lead Generation
- System Integration



Reprints

For Content/Brand Marketing & Lead Generation

- Content & Brand Marketing
- Digital Features, Client Thought Leadership, Lead Generation
- System Integration



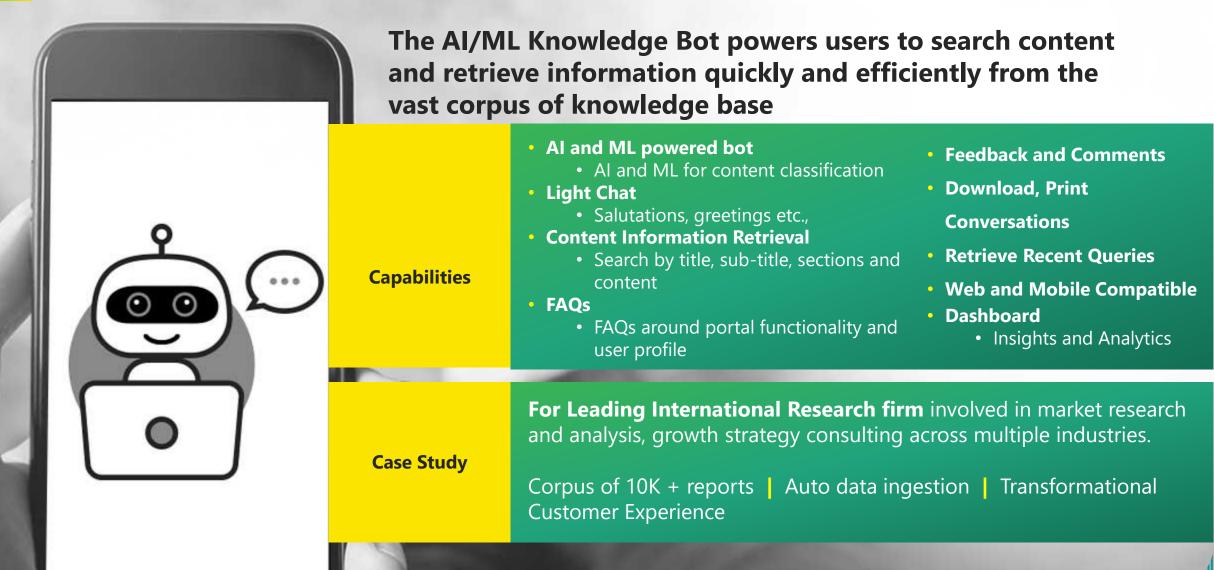
Assessments

For Education, Content/Brand Marketing & Lead Generation

- Generic & Nested
 Questionnaire
- Digital Features, Real-time Results, Lead Generation
- System Integration

Catalogue : Research Digital Products





Your Journey with DCM





Your New Digital

Digital Interfaces

Consumption, Distribution both through

Offerings

Acquire your content AS-IS ;

Due Diligence;

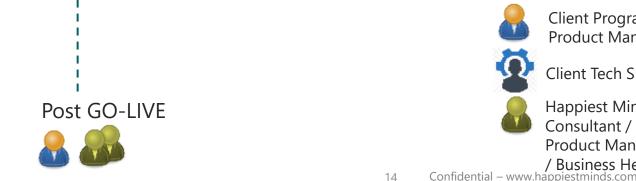
1-2 weeks

- Customer **Experience Transformation**
- Faster Go-To-Market
- **Content based Monetization** streams

Client Program/ **Product Manager**

Client Tech SPOC

Happiest Minds Consultant / **Product Manager** / Business Head





Due Diligence;

Content

1-2 weeks

Transformation

Content

Acquisition

2-4 weeks

Platform Benefits



Value	Description	Value	Description
BUSINESS	Help Focus on Core Business & no technology overheads	TECHNOLOGY	24/7 High Availability, Performance, Scalability,
	New Linear & Non-Linear Business Revenues		Interoperability
	Create Higher Levels of User Engagements with Research Content		Information Security, Reliability, Technical Support
	Partner to handle Digital Disruption in Market Research		DRP, BCP, Security, IT Compliances like GDPR etc.,
	Industry		AI/ML & Other Continuous State of Art Technology
	Co-Create New Products providing new customer value		Adoption
TIMELINE	Deployment ready Products with 50+ digital features		Ease of System Integrations (On-Premise & On- Cloud)
	With minimal UX/UI customization Go-LIVE in 4-6 weeks	COST	Compared to In-House Setup, DCM SaaS Platform
	Smooth Product Launch with prior experience in Research Industry		has 8X lower TCO Annual License Fee covers 100 reports
STRATEGY	Digital Customer Experience to clients & end-users		complimentary delivery
	Accelerated Business Growth & New Digital Revenue Stream		Reduced Annual License Fee if opted for more than 1 product
	Faster Go-To-Market capability with new offerings		Higher the Volume of Reports, Lower the Delivery Fee
	Strategic Alliance & Modernized Cloud Offering benefits		
	State of art cloud, process, technology and delivery offerings		Two weeks Due Diligence & UX Customization Complimentary



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Evangelists

Happiest People · Happiest Customers

Happiest Mindful IT Company' Minste understanding internations and internation journey on the 'Happiness' them. Consider at ct our Happiness Quotient is the our customus and society egypting like a child and Listening Going beyond attention to what is being said memory Doing Mindful Non-judgemental trustworthy partnership, by Being conscious of the moment and attention including set Alive Being atent to stay focuse: Inside Calling Scaring retige action Happiest Minds is the first Mindfu

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trustworth

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