Welcome
- What is the biggest challenge that economic developers face?
- The barriers to overcoming
- The solution!
Winning Business!
Intelligence
Time
Competition
What if there was a better way to identify investors?
Why can’t EDO’s benefit from the use of smart data?
What’s the science?

Advanced machine learning and statistical analysis
FDI, Trade & Innovation
So what’s stopping you?

- Intelligence
- Time
- Competition
How can I actually use it to win more business?

- Create long lists
- Validate prospects
- Prioritize outreach
- Access bespoke profiles
Prioritize using scoring system
Create target lists for specific campaigns
Who is using this system?

Japan External Trade Organization

- 275 Positive Responses
- 152 Meetings
- 50 projects
- 920 Companies
- Can be used to prioritize
- Find new and expanding companies
- Prioritize export potential in your region
- Identify the best opportunities at events
- Additional PAYG business intelligence to suit your needs
TWO YEARS LATER
Thank you!

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