

It's a Match!

You and Amanda have liked each other!



You can now send her a message using your phone.

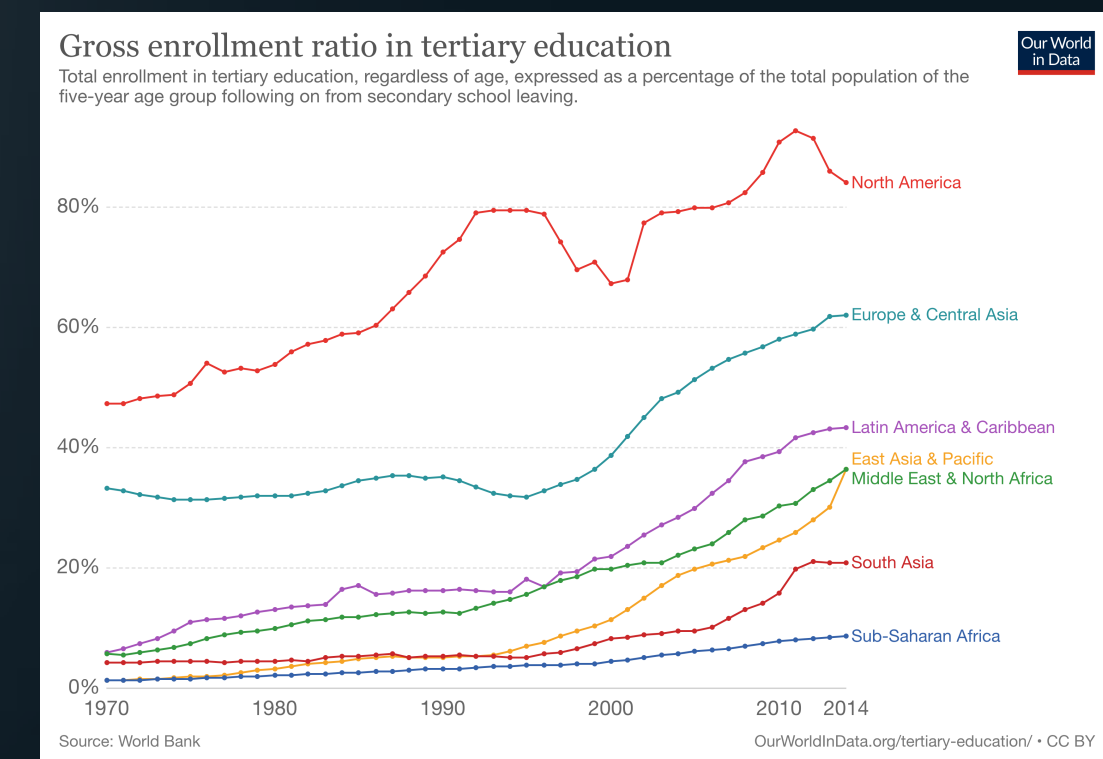
CONTINUE



50 million users
10 million daily
Global outreach

Same goes for products:

- Globalisation
- Digitalisation
- Quality





Overchoice

- Choosing one thing is **NOT** choosing other things just as good

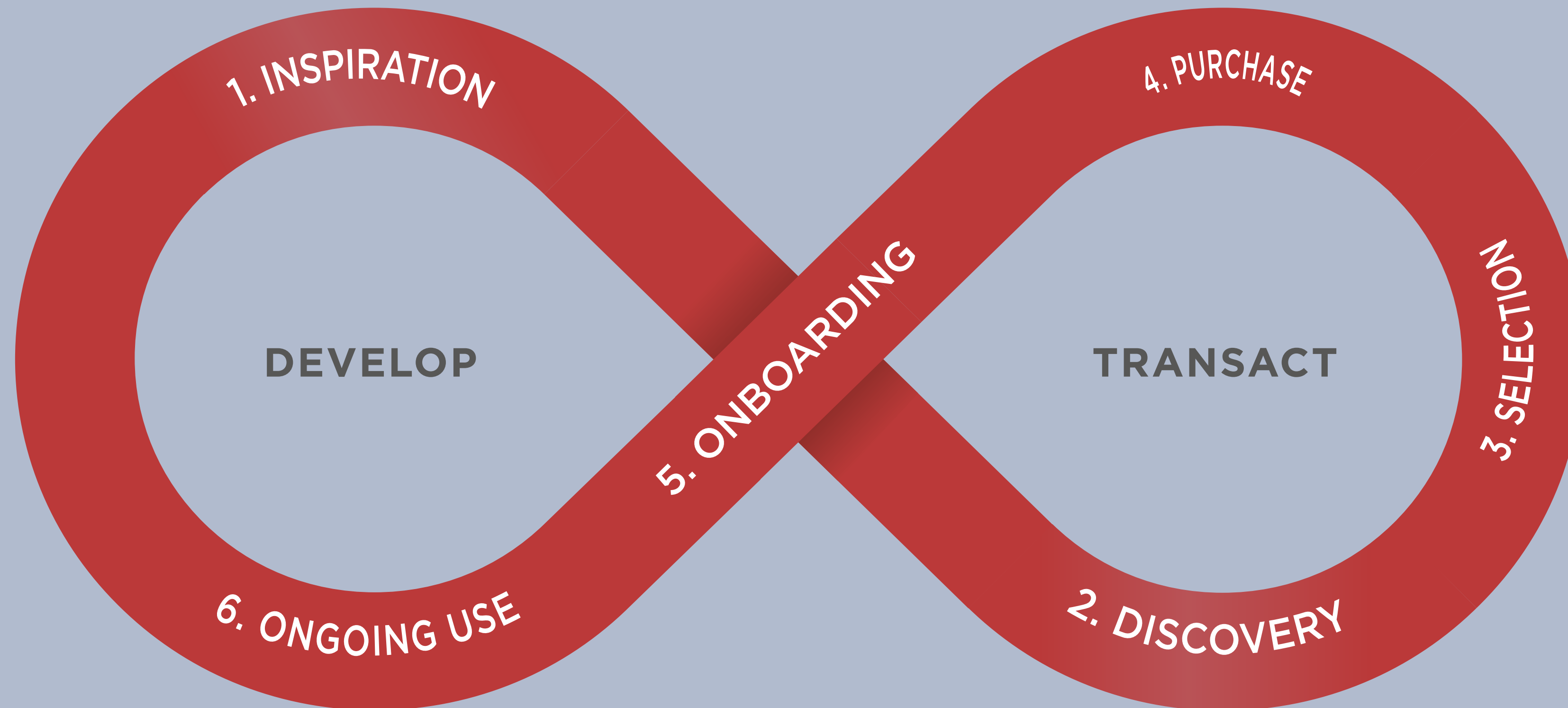
- Makes us fantasise about better options out there

- **FOMO** (Fear Of Missing Out)

Consequences

- Too little time to make decisions
- Decision paralysis -> going for default

Nurture the relationship...



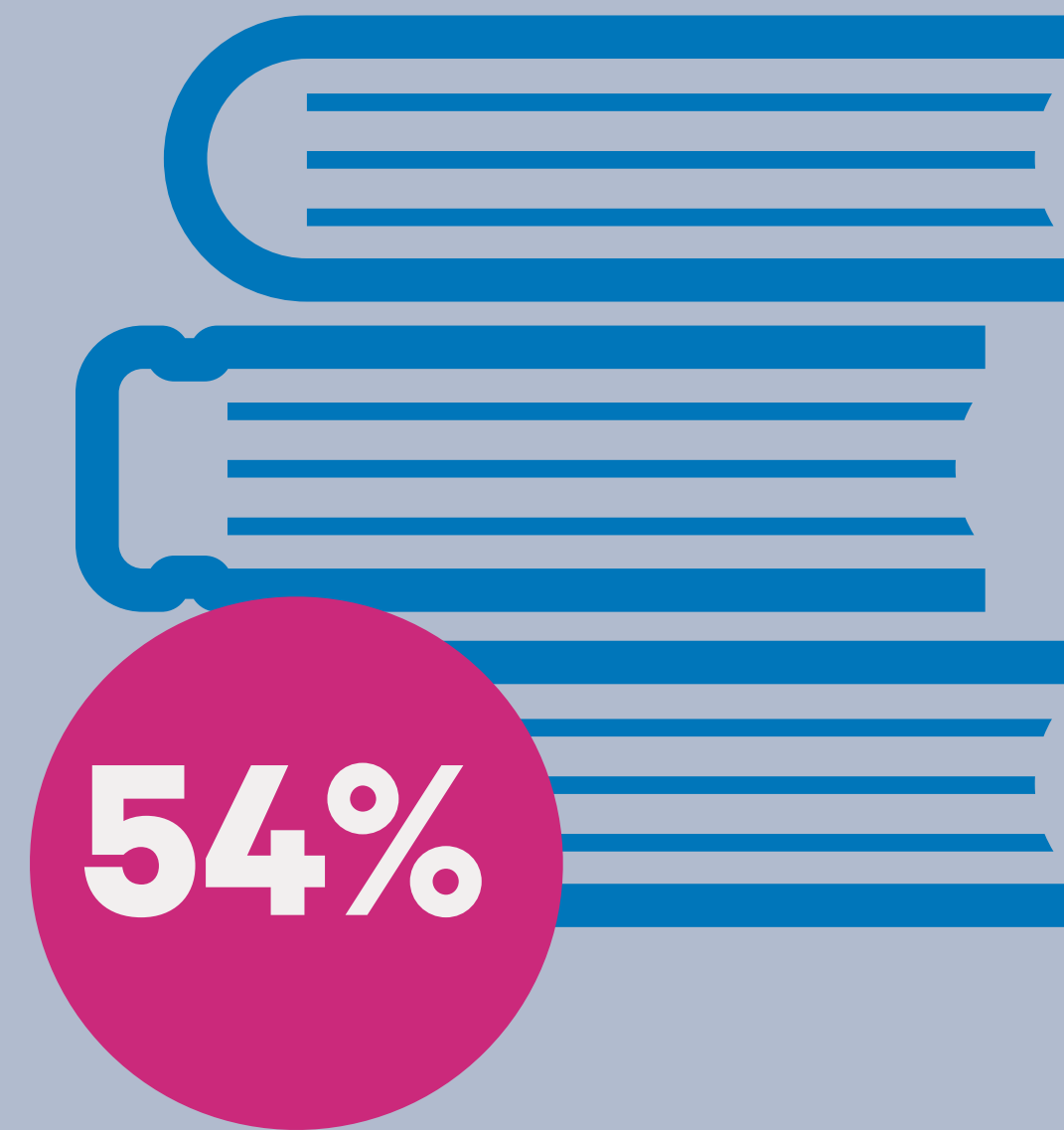
90% OF TIME

90% OF RESOURCES

Life Long Learning...not a choice



NET JOBS BY 2023
THROUGH AUTOMATION



% OF EMPLOYEES
IN NEED OF RETRAINING

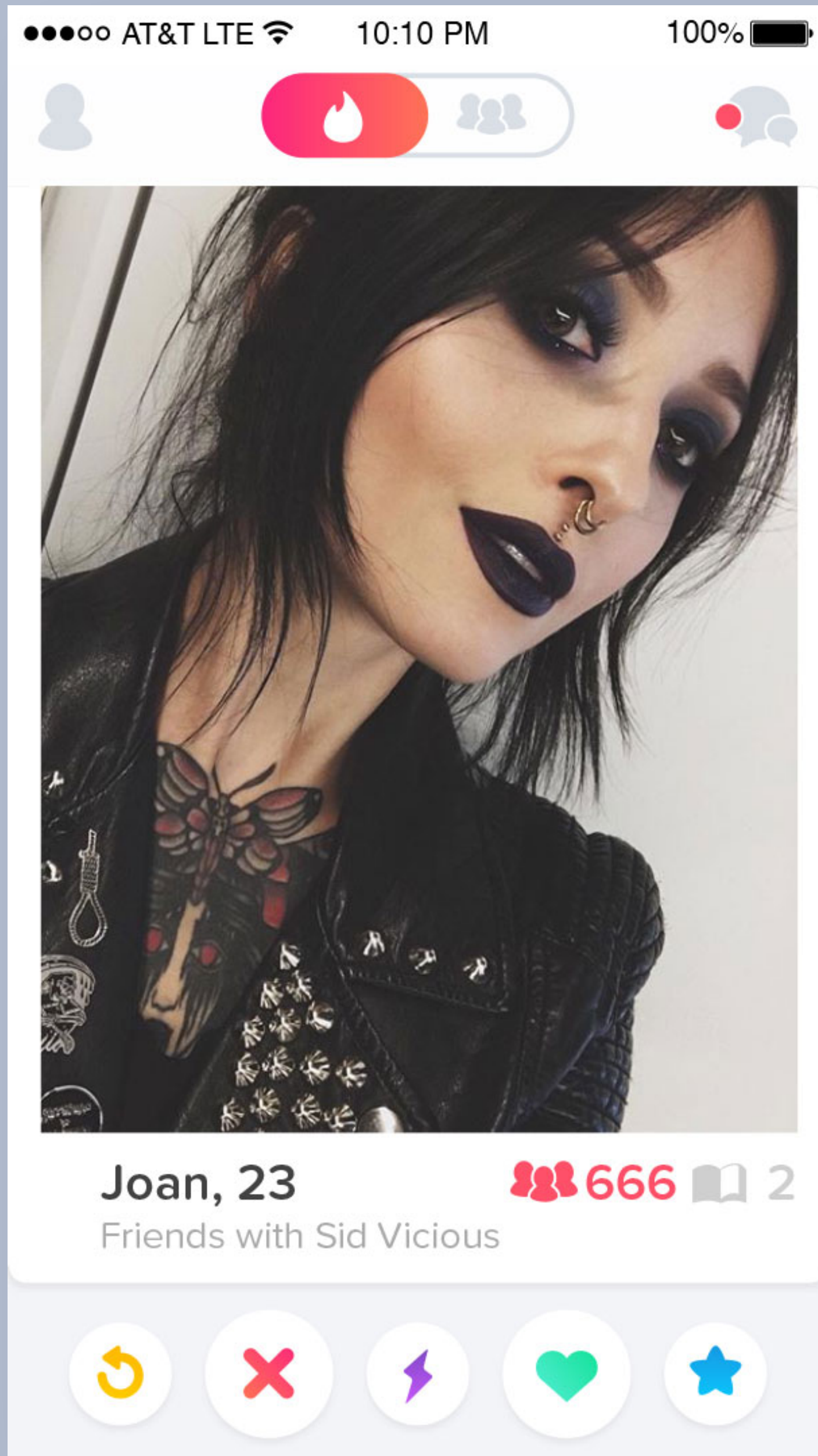


YOU NEVER GET A
SECOND CHANCE
TO MAKE A FIRST
IMPRESSION

Perception is

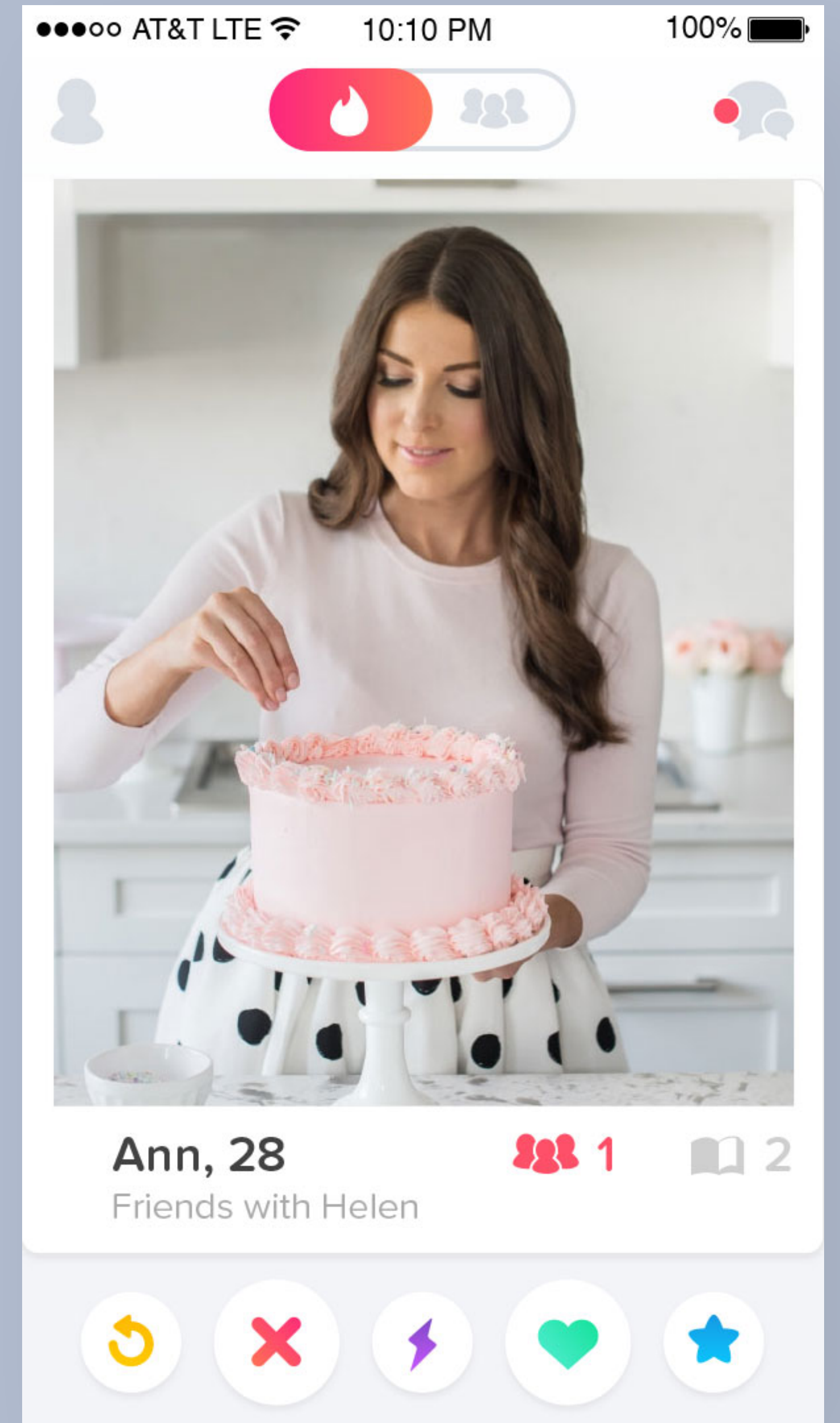


everything



Position

WHAT DO THEY STAND FOR?

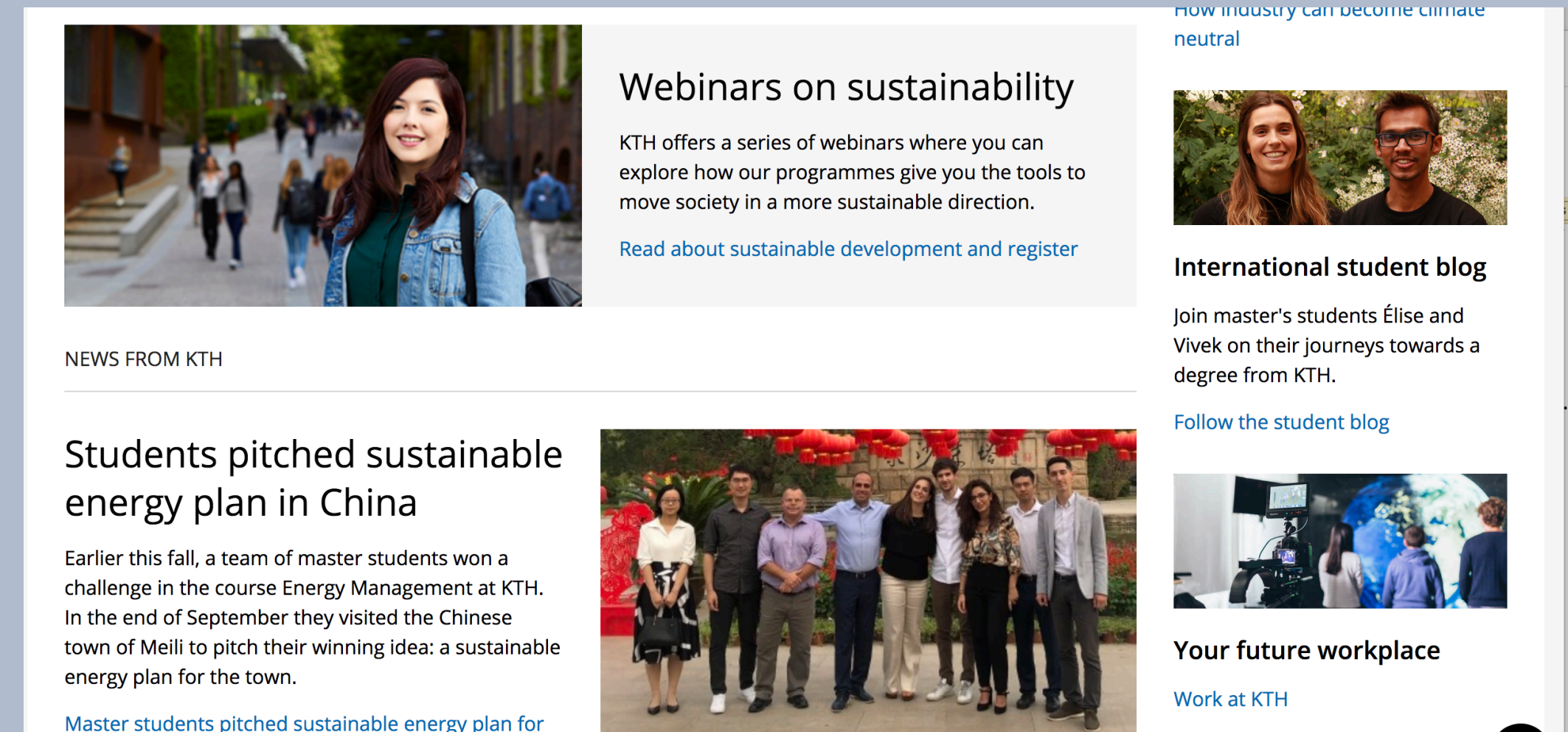


Position

WHAT DO THEY STAND FOR?

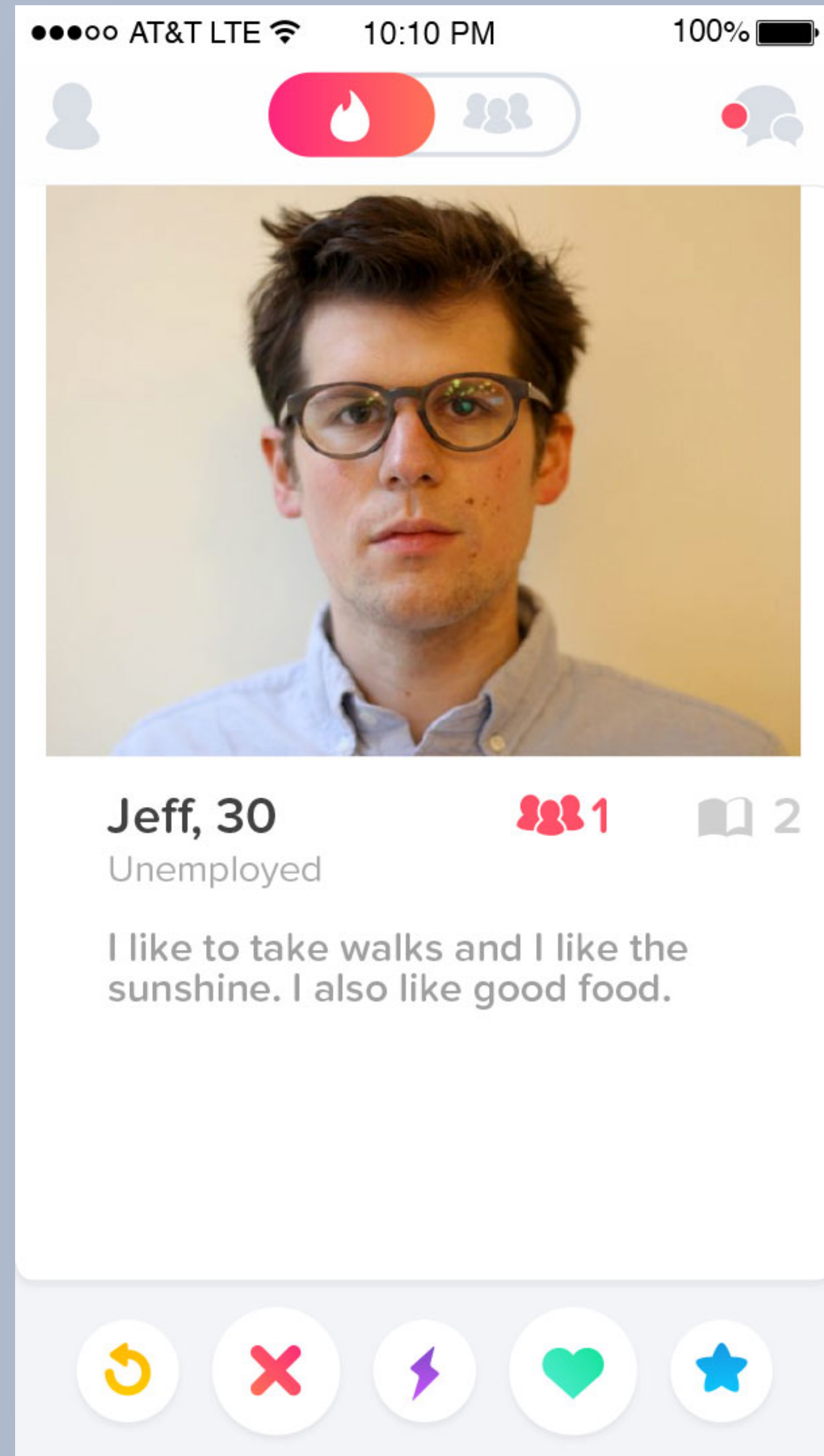


The screenshot shows the PXL website header with the logo on the left and navigation links: 'OPLEIDINGEN' and 'R'. Below the header is a breadcrumb trail: 'Over PXL - Toekomstige studenten - Studenten - Departementen'. The main image features a diverse group of students. At the bottom, the text reads 'DE HOGESCHOOL MET HET NETWERK' with three numbered circles (1, 2, 3) to its right.



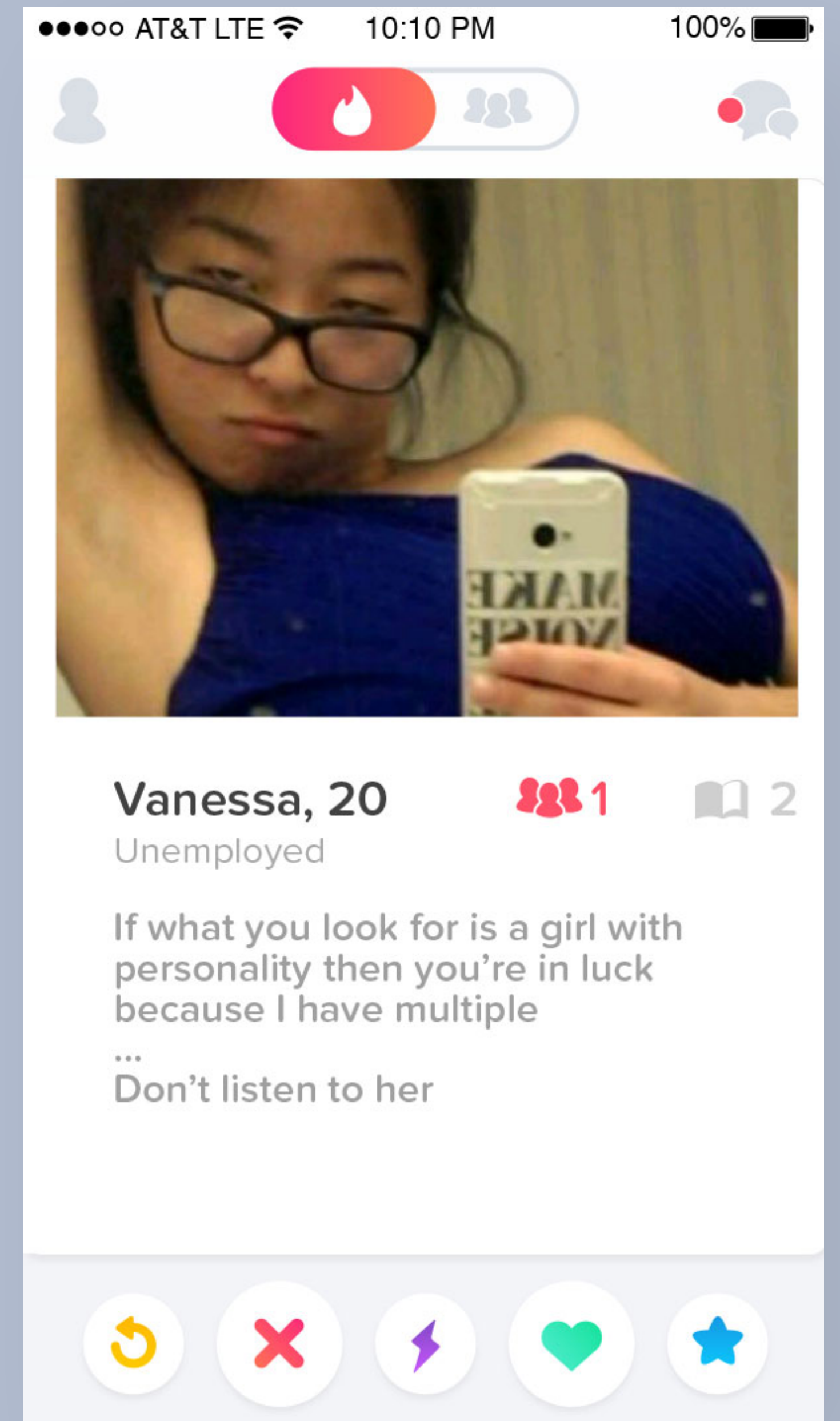
This screenshot shows a news and blog section from the KTH website. It includes several articles with images and text:

- Webinars on sustainability**: Accompanied by an image of a woman in a denim jacket. Text: 'KTH offers a series of webinars where you can explore how our programmes give you the tools to move society in a more sustainable direction.' Link: [Read about sustainable development and register](#).
- NEWS FROM KTH**: A section header.
- Students pitched sustainable energy plan in China**: Accompanied by an image of a group of students. Text: 'Earlier this fall, a team of master students won a challenge in the course Energy Management at KTH. In the end of September they visited the Chinese town of Meili to pitch their winning idea: a sustainable energy plan for the town.' Link: [Master students pitched sustainable energy plan for](#)
- International student blog**: Accompanied by an image of two students. Text: 'Join master's students Élise and Vivek on their journeys towards a degree from KTH.' Link: [Follow the student blog](#).
- Your future workplace**: Accompanied by an image of a person in a lab. Link: [Work at KTH](#).



Communication

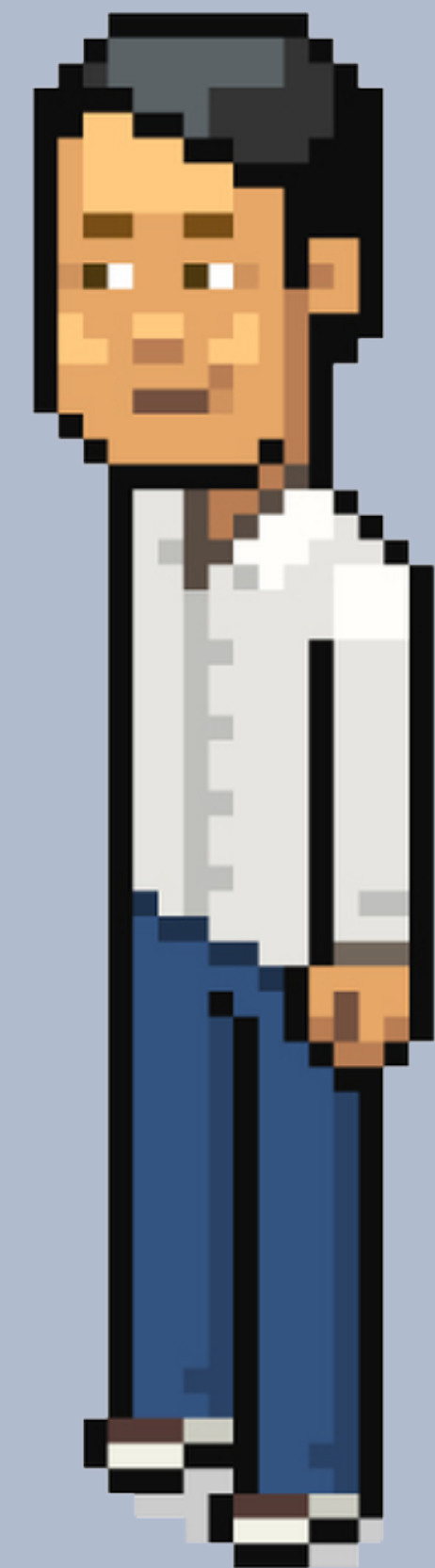
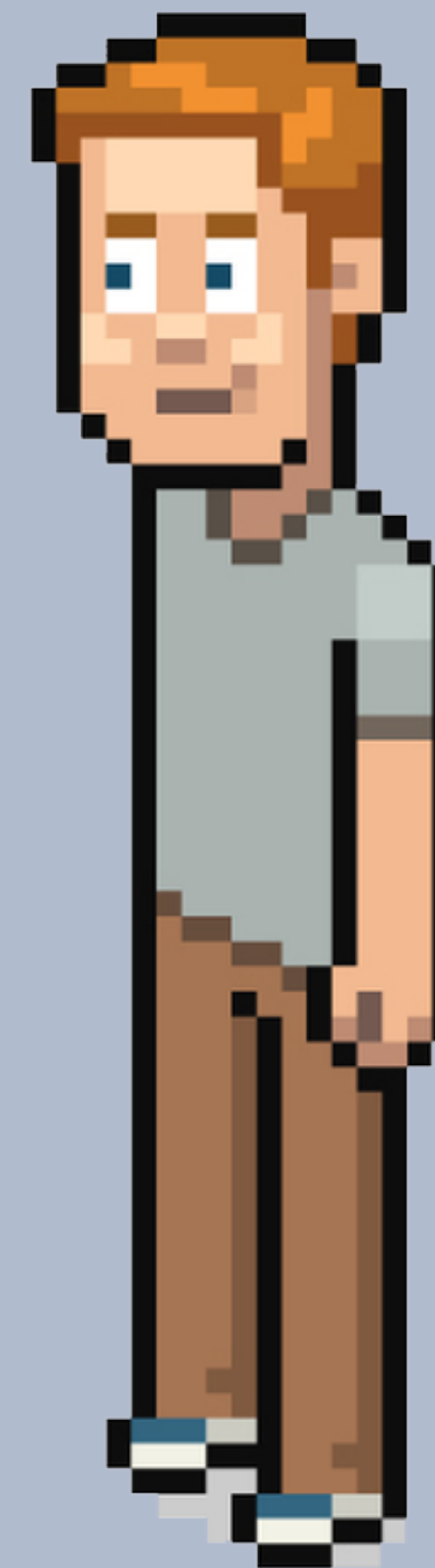
HOW DO THEY CONVEY
THEIR THOUGHTS?

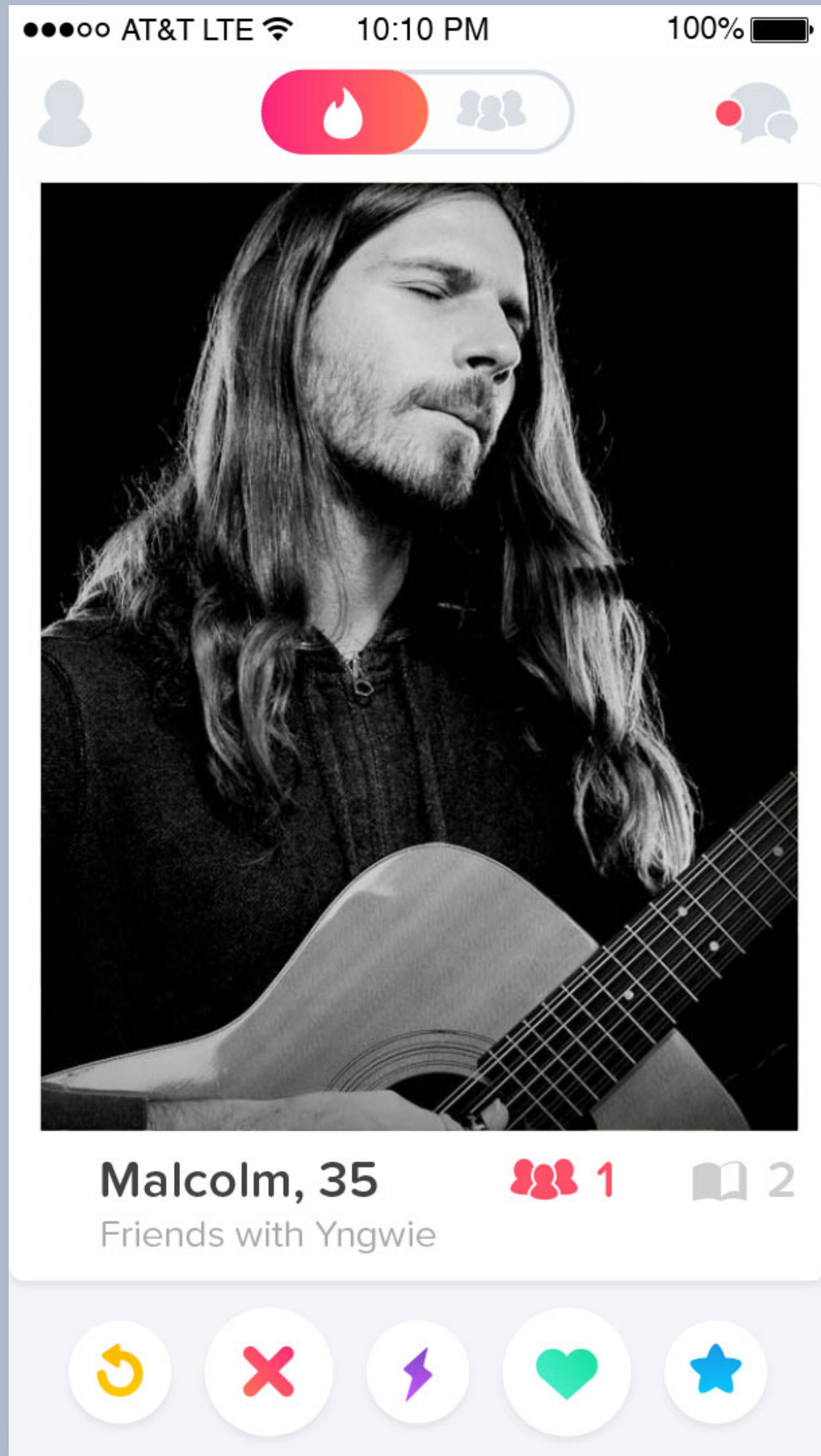


Core Service

WHAT INTERESTING
FEATURES DO THEY HAVE?

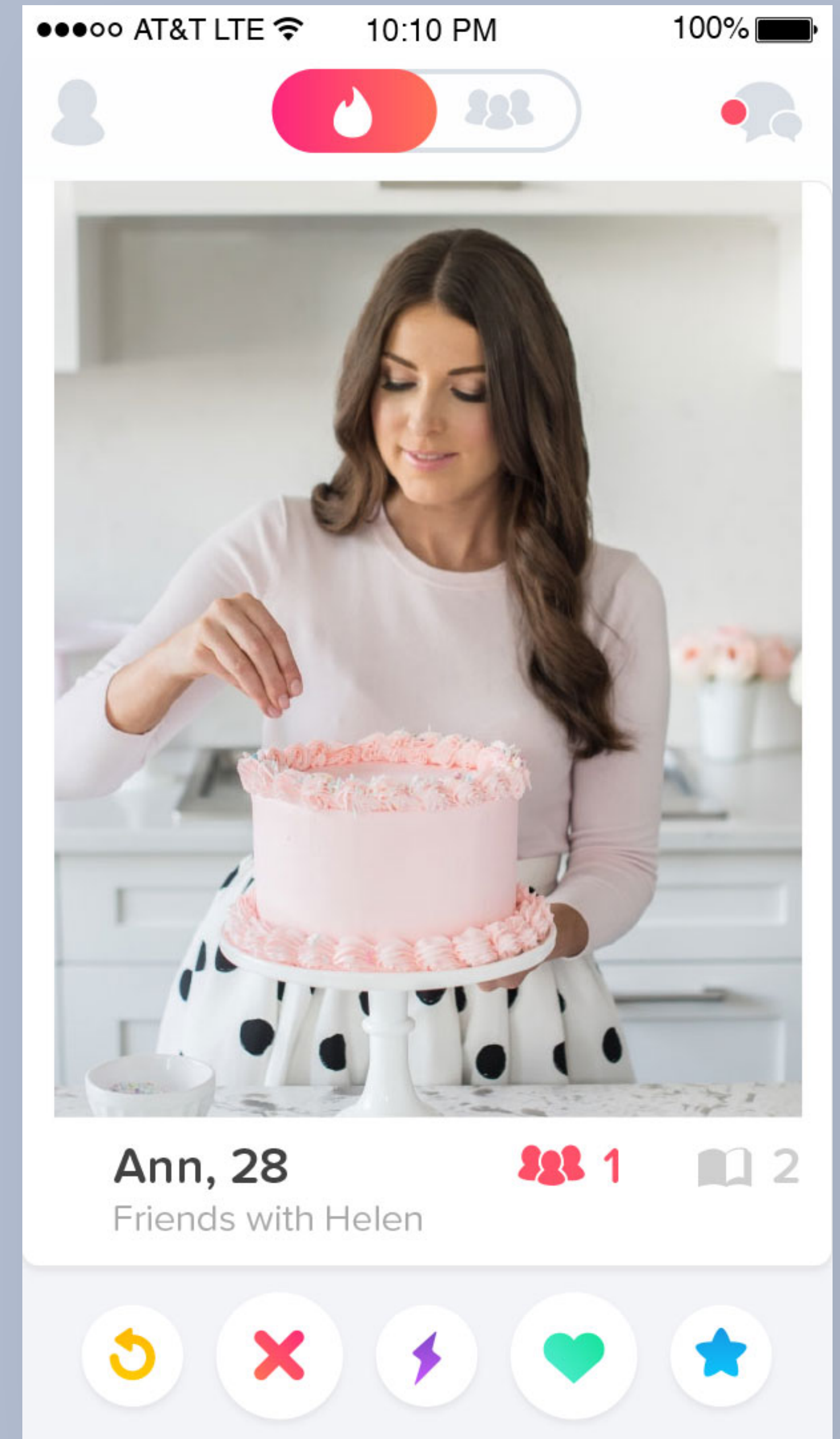
WHAT IS THE VALUE
PROPOSITION?





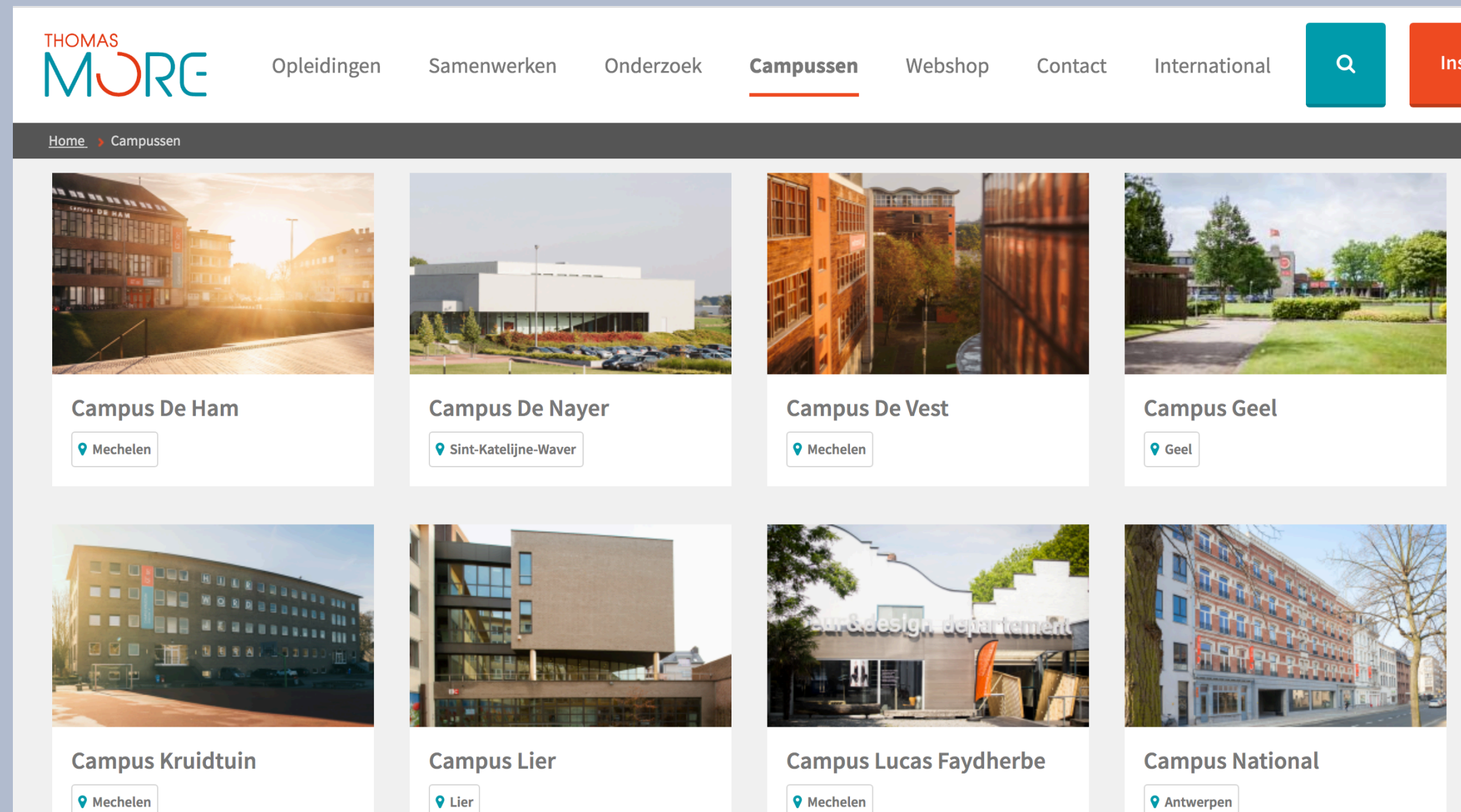
Proposal

HOW DO THEY USE
THEIR TALENTS, GIFTS?



Proposal

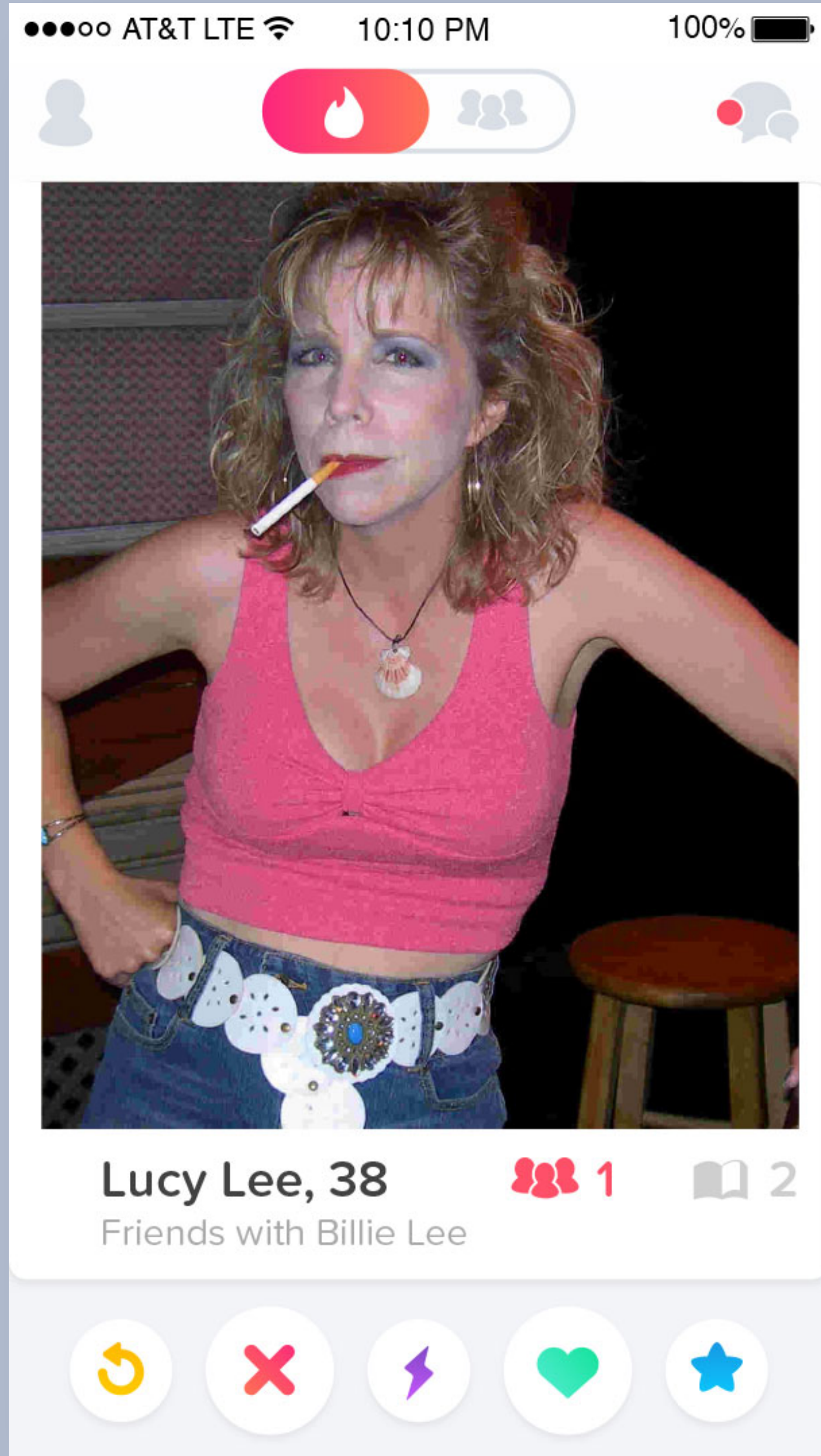
HOW DO THEY USE
THEIR TALENTS, GIFTS?



Place

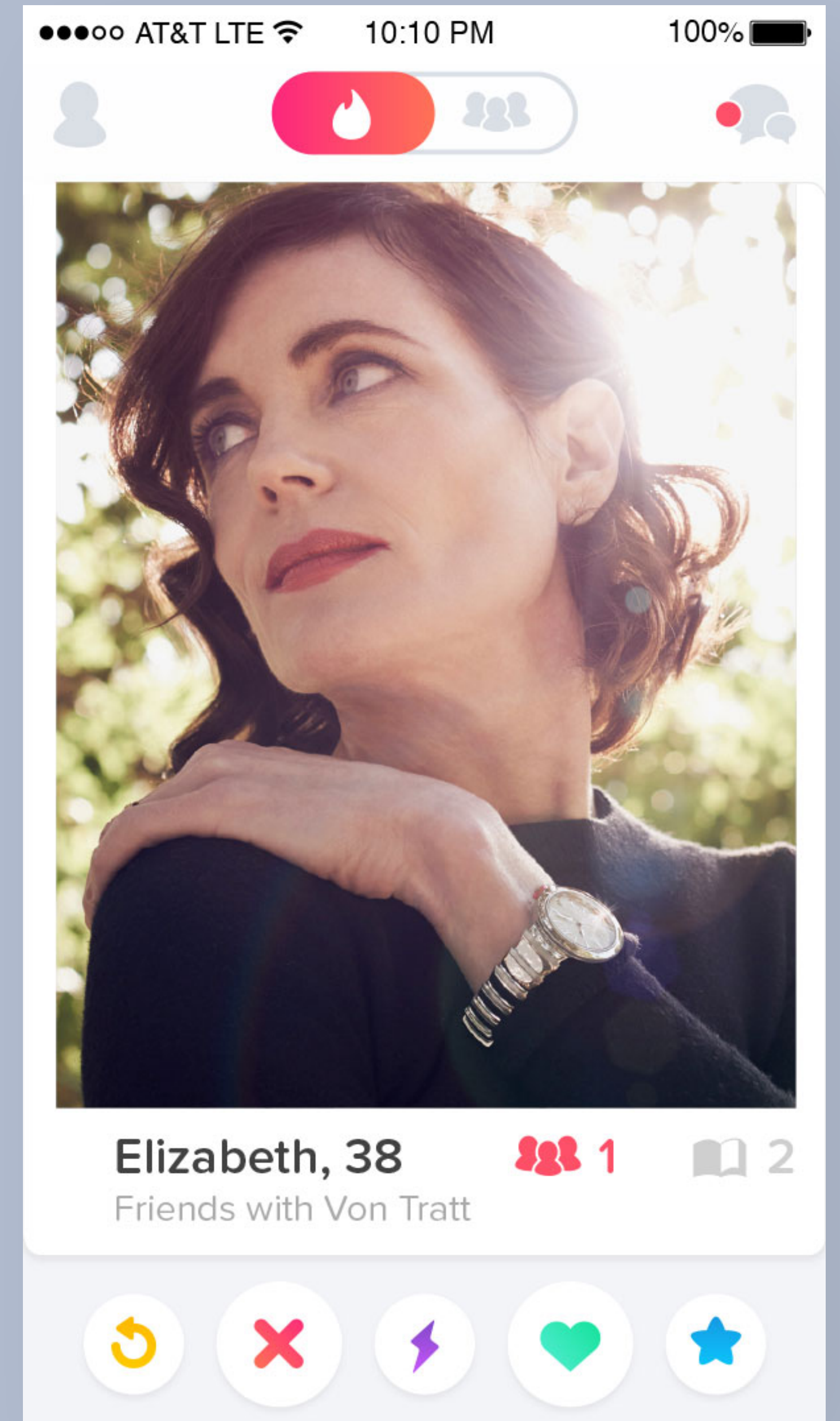
WHERE DO THEY HANG OUT?





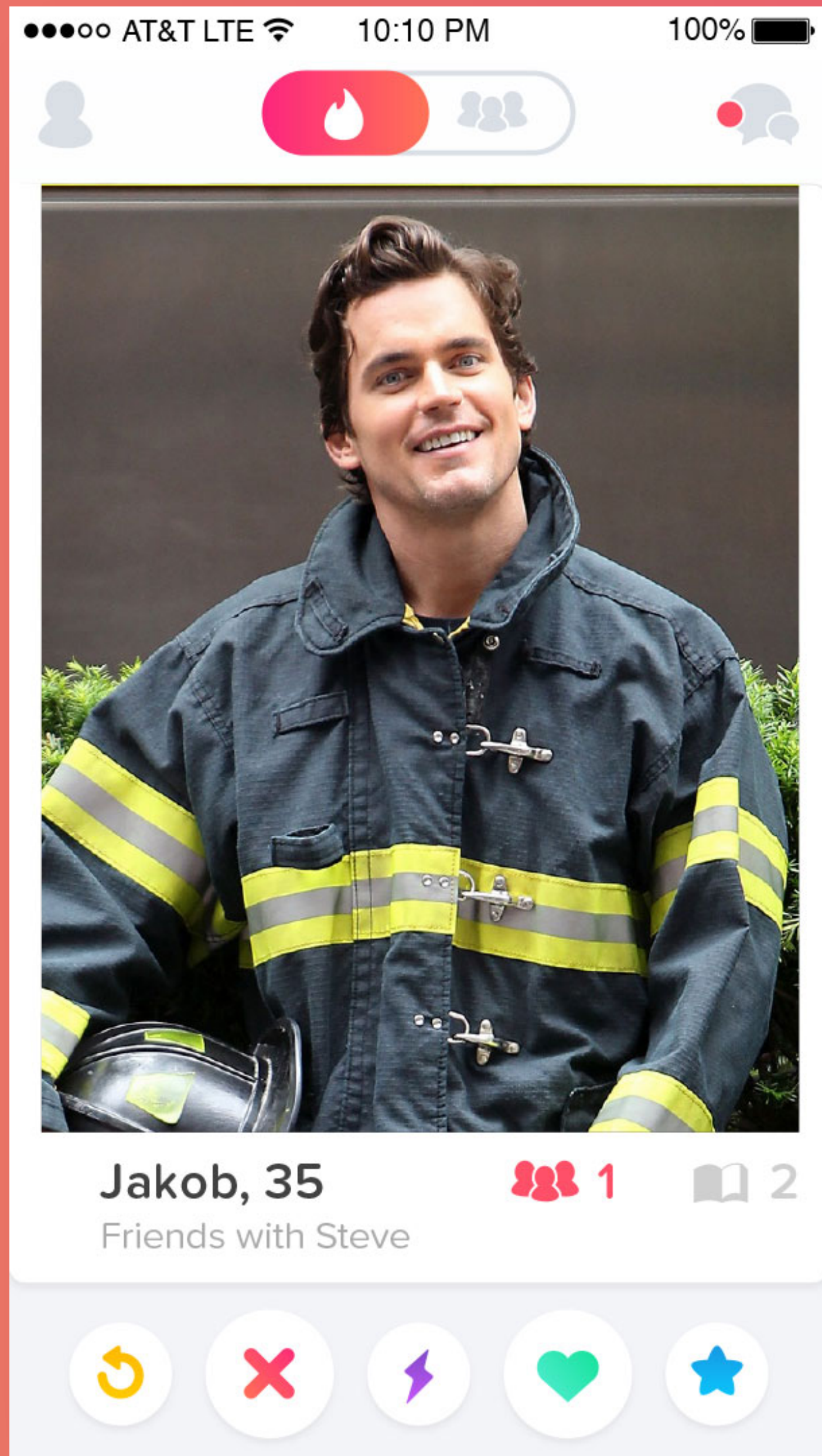
Price

WHAT'S THEIR STYLE?



A group of seven people are sitting around a campfire at night. The fire is bright and crackling, with sparks rising into the air. The people are dressed in outdoor gear, and the scene is illuminated by the warm light of the fire and the cool blue light of the night sky. The background shows a tent and trees.

People AND WHO DO THEY HANG OUT WITH?



Survival of...

FITTEST

FASTEST




RELIABLE, BEST:
"The one you must have"

RELEVANT, CUSTOMISED:
"The one I want today"

**10 YEAR
window**

**10 DAYS
window**





Data has a better idea

How to build a successful branded business using data

- DON'T GO IN BLIND (MODEL)
- DO YOUR HOMEWORK (SOURCE)
- IT'S A MARATHON (PATIENCE)
- CONSISTENCY IS KEY (STANDARDISE)

Institute offers

- EDUCATION
- ACCESS
- INFLUENCE
- STATUS
- NETWORK
- PRICING

VALUE
EXCHANGE

Client offers

- PAYMENT
- INFORMATION
- ADVOCACY
- CONTRIBUTION
- RECOGNITION

Maximise your success in Tinder & business

- THINK ABOUT THE ENTIRE RELATIONSHIP
- PERCEPTION: ALIGN YOUR 7 PARAMETERS
- CHOOSE WHICH SURVIVAL MODE
- USE DATA
- REMEMBER THE VALUE EXCHANGE

Thank you!

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