

Request for Proposal

Innovation Capitalsm

MARKETING PARTNER

Synchrony Venture Management is looking for a marketing partner to support our program of product introductions and client acquisition.

The Purpose of the partnership is to:

- Generate awareness and adoption of Synchrony products & services
- Generate an inflow of qualified leads, partnership offers, speaking requests and other opportunities to expand our footprint
- Develop a nimble marketing strategy that outlines marketing tactics and priorities

Background of Synchrony Venture Management

Synchrony Venture Management was established to large corporations gain access to the new capabilities being developed by entrepreneurial, venture-backed firms. We call this practice ***Innovation Capitalsm***.

For more information about Synchrony and its products, please visit our website:

<http://www.synchronyvm.com/>

Envisioned Relationship

We seek a provider with whom we can work to build a long-term partnership as we grow.

Proposal Request

We are interested in a proposal for an initial six month marketing program which covers the following aspects:

- Initial market research to establish a baseline for branding & positioning

- Development of our positioning and core message
- Leveraging our web presence for greater search engine optimization in a way that allows easy content management and provides information on visitor behaviors
- Establishing our Managing Director as the thought leader via published white papers, blog posts and speaking opportunities
- Better leveraging social media networks

Please note: The above list is for guidance only; we invite any proposal which expands upon or re-articulates those goals.

Upon successful completion of the initial goals, we would seek an 'on retainer' relationship to continue to maintain our marketing effort.

Agency Experience and Compensation

Please:

- List any prior or current clients within our industry and/or with a similar scope of services.
- Summarize the resources you would assign to our relationship
- Specify the cost and the compensation structure for your proposed engagement
 - NB: we are happy to consider incentives-based, premium-for-performance compensation models