

The future of expert networks is a marketplace

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Access to **expert knowledge** is crucial in corporate decision-making



In-house resources do not always have the knowledge needed



Seeking external resources is too time consuming, too expensive or fail to provide the needed insights



Yet the costs of bad decisions is enormous

“Chronic occurrence of poor operational decisions ...is eroding margins and costing firms upward of **3 percent of profits**”
Gartner.

Expert networks are the key access point to industry experts

+1,000,000 expert interviews annually

Forbes

“We spend €250,000 per year on industry expert calls”



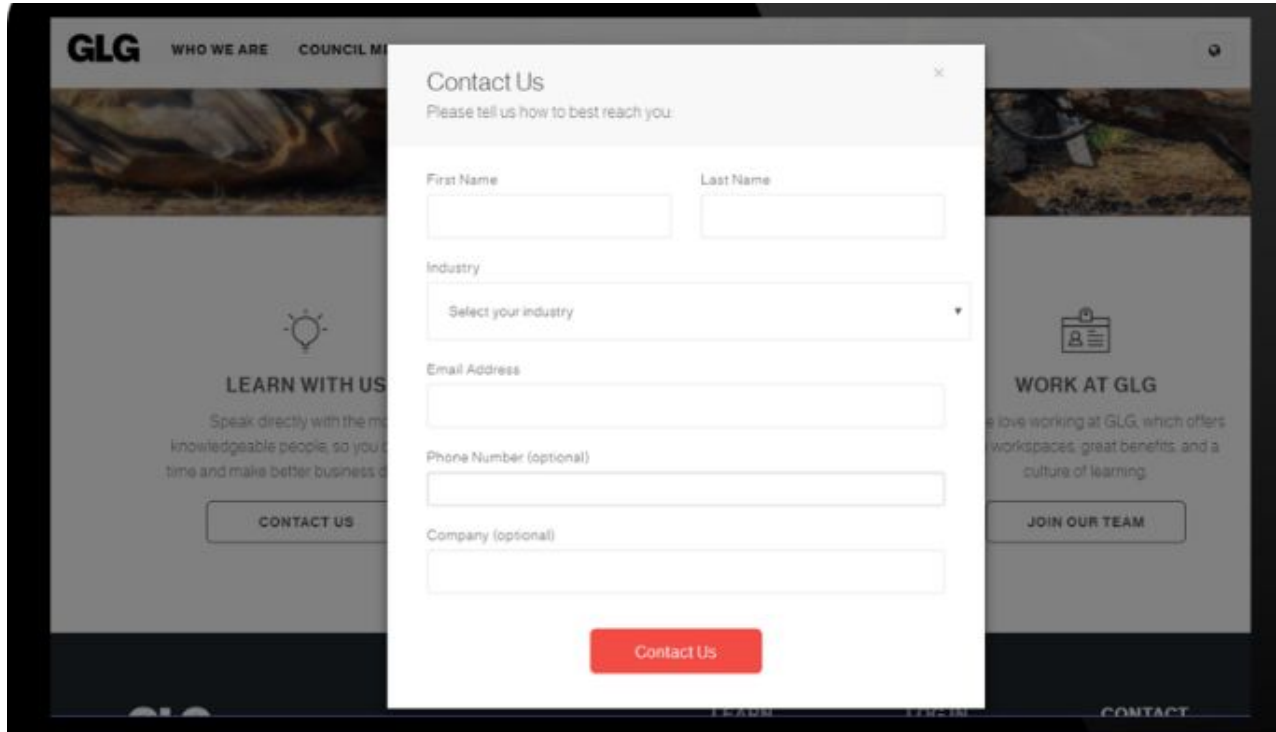
“On average we pay €1,100 per interview”

Gimv

“We expect the market to grow at 25% CAGR to \$5-10bln in coming years”



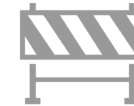
What it looks like today



The screenshot shows a website interface with a 'Contact Us' modal form. The modal is titled 'Contact Us' and includes the text 'Please tell us how to best reach you:'. It contains several input fields: 'First Name', 'Last Name', 'Industry' (a dropdown menu with 'Select your industry' as the placeholder), 'Email Address', 'Phone Number (optional)', and 'Company (optional)'. A red 'Contact Us' button is at the bottom of the modal. The background shows a blurred website layout with sections like 'LEARN WITH US' and 'WORK AT GLG'.



Closed network

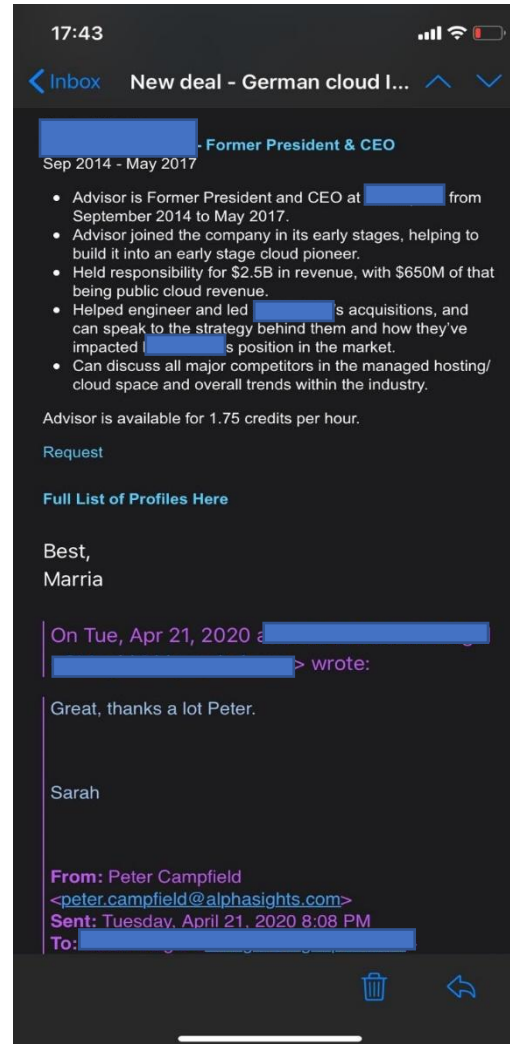
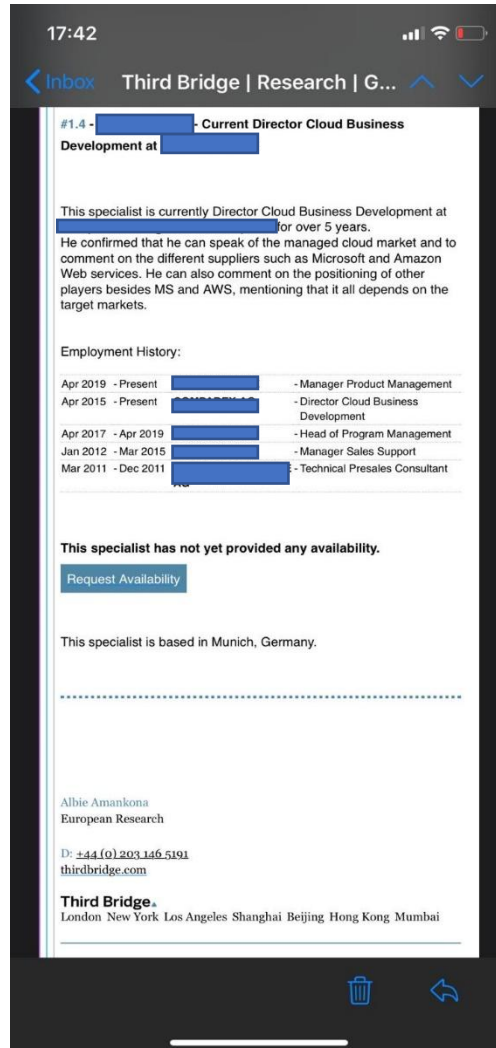


Client
on-boarding
barriers



Cater for top-tier
clients only

What it looks like today



Email-based communication



Poor user experience

What it looks like today



Matching quality
depends on human
efforts



High prices due to
high-touch processes

Our mission:

All businesses
access to bespoke
expert knowledge
not found on google
or in market reports
for better
decision-making



From

Database of experts

High-touch model

Prepaid commitments

Poor user-experience

Closed network

The Future. Is a marketplace?

From

To

~~Database of experts~~



Abundance of experts

~~High-touch model~~



Self-serve

~~Prepaid commitments~~



Transactional

~~Poor user-experience~~



Good user-experience

~~Closed network~~



Open marketplace



Challenges we had to overcome

- ✓ How to always deliver on niche-searches without having any supply to start with?
- ✓ How to empower both sides of the market (clients and experts)?
- ✓ How to shift from hands-on support to self-serve marketplace?



How to always deliver on niche-searches without having any supply to start with?

From email briefing to structured data

search

client

Create search

By filling out 5 simple steps our clients submit a search for experts

- Industry & topics
- Functional experience
- Geographies
- Companies
- Vetting questions

Step 1/5

Industry & Expertise

To find the best candidates, please tell us what industry the expert should have knowledge or experience in and what the required areas of expertises are.

Which industries are you looking at?

e.g. Industrial pump manufacturing

What are the desired areas of expertise?

Market trends & developments +

Market size & growth outlook +

Customer buying criteria +

Technology innovation +

Covid-19 impact +

Market structure / segmenting +

Competitive landscape +

Regulatory landscape +

Add expertise...

Add

Back

Continue to next step

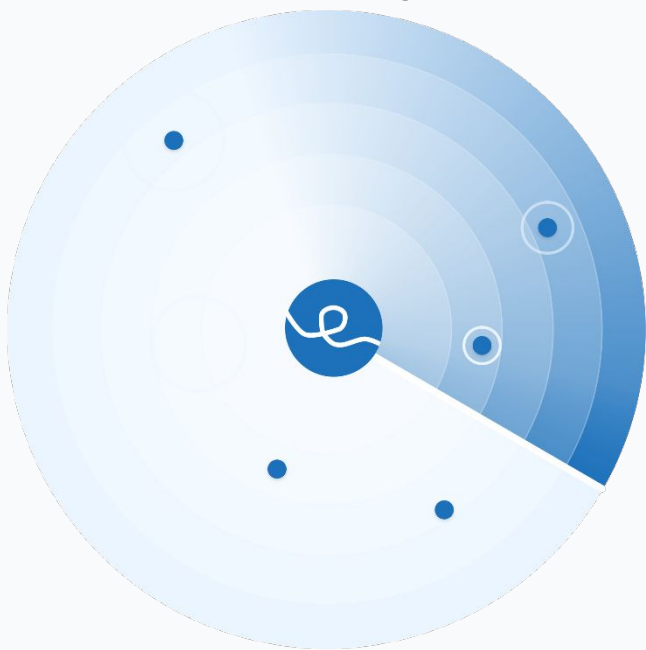


How to **always deliver** on niche-searches without having any supply to start with?

Custom sourcing (rec. automation)

Expertwired

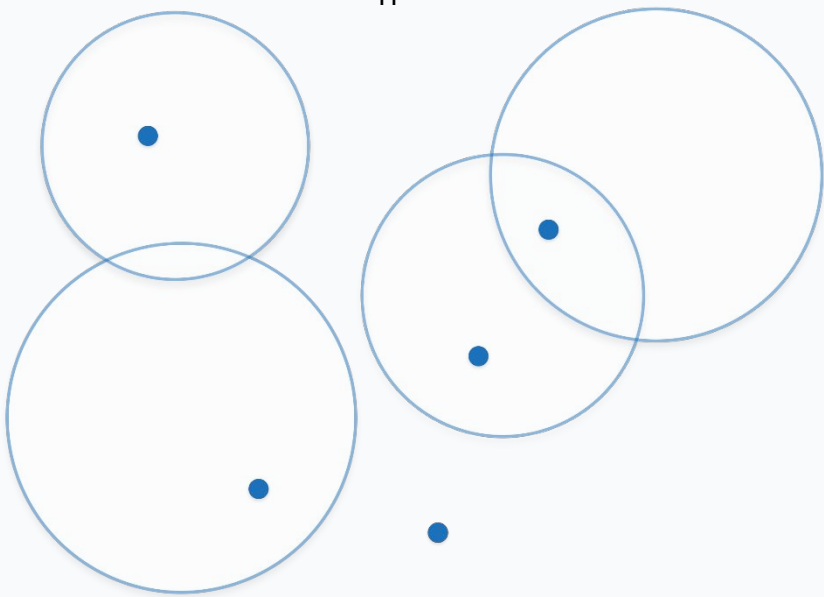
Tech-driven
sourcing



versus

Other networks

Database-drive
n



Traditional networks are limited to their own database and labor-intensive custom sourcing to deliver on client needs.

Expertwired proprietary technology includes a unique set-up of direct API-connectivity to compliant data providers giving us access to over 400 million professional profiles worldwide

Our technology custom sources experts for you on-demand. In record-time & without need for an expert database.



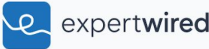
How to always deliver on niche-searches without having any supply to start with?

Personalized outreach

invite flow expert

Invite landing page

The invite email sent to the expert allows them to review and accept the invitation in just 3 steps



Dear Reed,

We have identified you as an experienced industry expert in the field of: **Expert networks**.

We would like to shortlist you for an approximate **60 minutes video/audio interview** directly with our client to discuss topics such as: **Market trends & developments, Competitive landscape**.

Our client is doing a market research on expert networks market to get a broader understanding of market trends and competitor movements.



Reinier Huisman (CEO) Expertwired

Personal invitation

Reed Hastings

Requested field of expertise

Expert networks

Topics to discuss

Market trends & developments

Competitive landscape

Suggested hourly rate (you can set your own rate)

€400 - €500

Get started

How does Expertwired work?



Accept invite



Get selected



Confirm a timeslot



Give advice



How to always deliver on niche-searches without having any supply to start with?

Advanced matching & screening



expertwired

invite flow expert

Vetting questions **step**

Answering the vetting questions provided by the client to validate the match

step 1/1

Vetting questions

To complete your invitation for this request, please provide the **level of confidence** you have in answering the vetting questions listed below

Do you have a view how important the size of an expert network is?



0/5 confident in answering

Are you able to provide an overview of the expert network market in Europe?

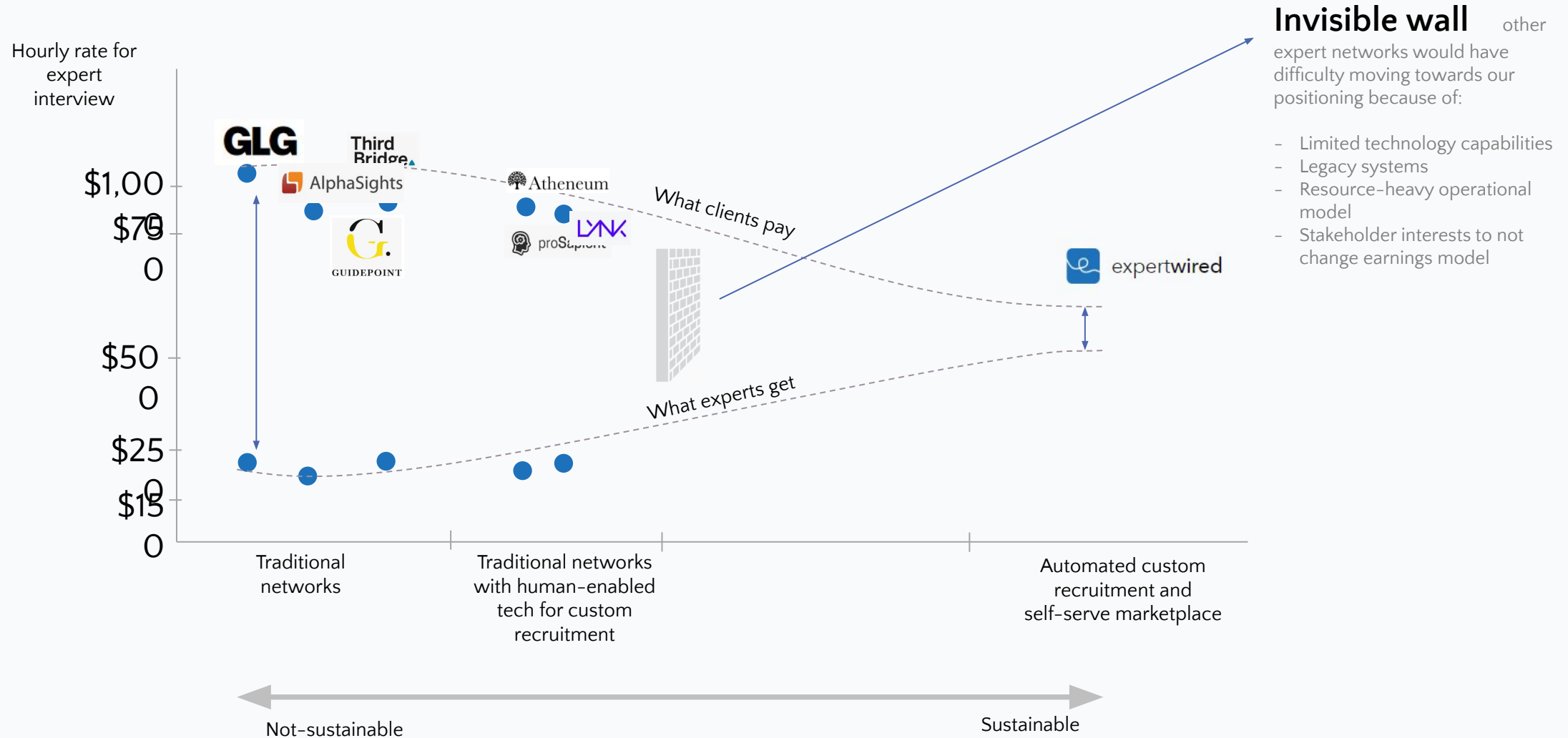


0/5 confident in answering

Continue to next step

✓ How to empower both sides of the market
(clients and experts)?

Transparent pricing



✔ How to empower both sides of the market (clients and experts)?

Smooth, intuitive UX (experts)

Easy scheduling

Taking different time zones & calendar conflicts into account

Your availability is requested

Our client has selected you as a best match and would like an approximate 60 mins video/audio expert interview and kindly requests your availability for the coming days.

step 1/2

Select your availability

Please select as many possible timeslots with your availability for the coming days

Timezone

(UTC +01:00) Central European Time

Mon, March 7

07:00	08:00	09:00	10:00	11:00	12:00
13:00	14:00	15:00	16:00	17:00	18:00
19:00	20:00	21:00			

Tue, March 8

07:00	08:00	09:00	10:00	11:00	12:00
13:00	14:00	15:00	16:00	17:00	18:00
19:00	20:00	21:00			

Wed, March 9

Consultation details

Industry

Health Services

Discussion topics

- Can you elaborate on the reimbursement options for digital health tools by public and/or private health insurance in your geography?
- Do you have current or recent experience in/with health services?
- Can you elaborate on the reimbursement options for digital health tools by public and/or private health insurance in your geography?

Discussion topics

Regulatory landscape

Technology innovation

Type

Video call

60 minutes

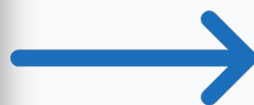
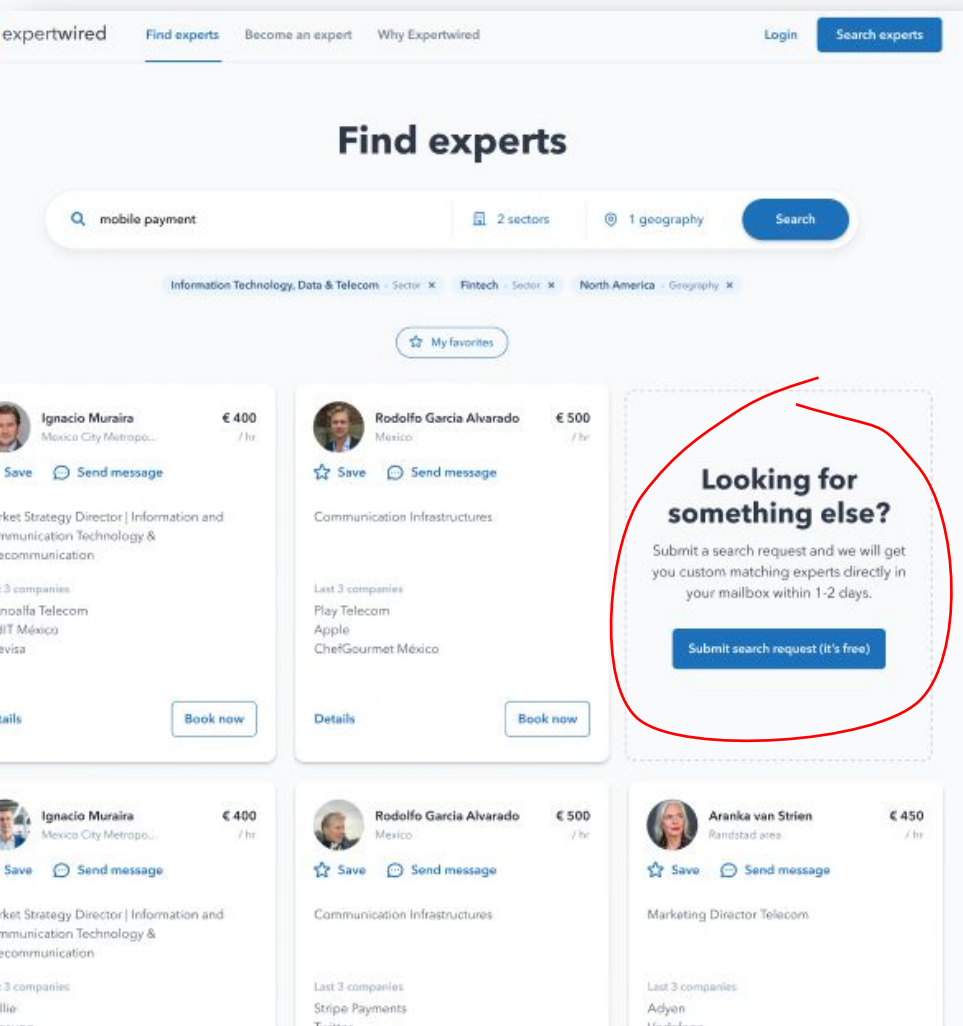
Potential earnings

€325.00

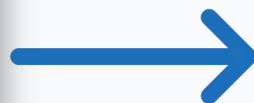


How to shift from hands-on support to self-serve marketplace?

Hybrid model (self-serve & custom)




self-service expert marketplace for 1:1 video consults with industry experts. Search, select & book at the best price available



tech-driven custom recruiting tapping directly into >400 million profiles, advanced matching & outreach technology, automated onboarding & expert screening



 expertwired

For clientsFor expertsCustom searchSearch experts


Speak with industry experts


Book 1-on-1 video consultations with industry experts to support your decision-making.
Coverage in all countries and sectors at the best hourly rate.


All sectorsAll locationsSearch


KPMGargoswityustrategy&pwcDeloitteRabobankHARVARD BUSINESS SCHOOL

Recently booked experts

**Ignacio Muraira**
Mexico City Metropo...
Market Strategy Director | Information and Communication Technology & Telecommunication
[Details](#) € 400 / hr


**Rodolfo Garcia Alvar...**
Mexico
Communication Infrastructures
[Details](#) € 500 / hr

**Aranka van Strien**
Randstad area
Marketing Director Telecom
[Details](#) € 450 / hr

**Willemijn van Aerle**
Randstad area
Business Director Healthcare and Personal Hygiene
[Details](#) € 440 / hr

Why businesses choose Expertwired

- Abundance of experts**
Experts at your fingertips. With our technology we can always deliver on your needs - no matter how specific your request.
- 100% screened experts**
All our experts are pre-screened and vetted to make sure you get what you need.
- No cost until you book**
Flexible, pay-per-use without need for subscription. Get started directly.
- Safe & secure**
Experts are vetted for security and confidentiality.



We're the world's expert knowledge marketplace

4.9/5 ★★★★★
Clients rate our platform. Trusted by leaders in the industry.

Empowering Experts
The only platform globally given industry experts fair pay for their knowledge.

Investor backed

Make better decisions. Today.

