

The future of **expert networks** is a **marketplace**

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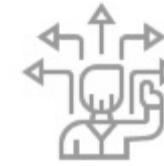
Access to **expert knowledge** is crucial in corporate decision-making



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

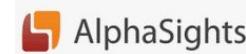
“We spend €250,000 per year on industry expert calls”



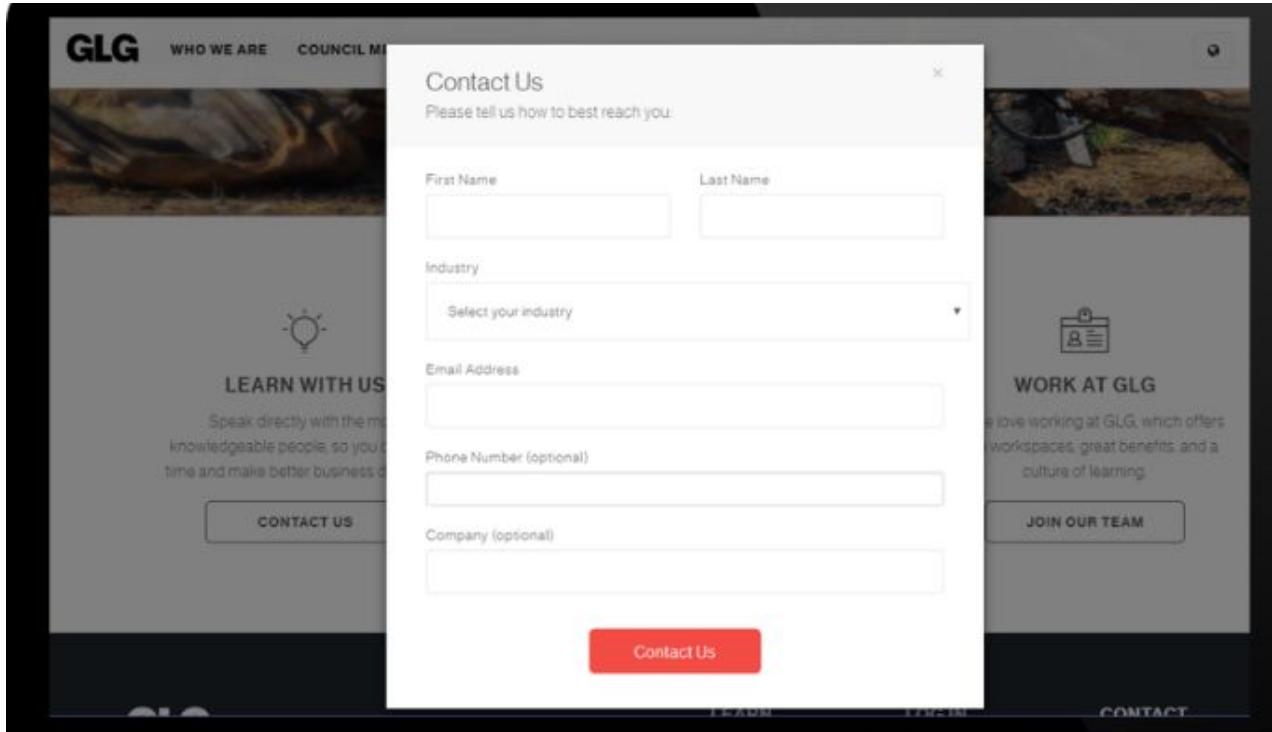
“On average we pay €1,100 per interview”

Gimv

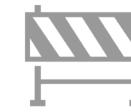
“We expect the market to grow at 25% CAGR to \$5-10bln in coming years”



What it looks like today



Closed network



Client on-boarding barriers



Cater for top-tier clients only

What it looks like today

17:42

Inbox Third Bridge | Research | G...

#1.4 - [REDACTED] - Current Director Cloud Business Development at [REDACTED]

This specialist is currently Director Cloud Business Development at [REDACTED] for over 5 years. He confirmed that he can speak of the managed cloud market and to comment on the different suppliers such as Microsoft and Amazon Web services. He can also comment on the positioning of other players besides MS and AWS, mentioning that it all depends on the target markets.

Employment History:

Apr 2019 - Present	[REDACTED]	- Manager Product Management
Apr 2015 - Present	[REDACTED]	- Director Cloud Business Development
Apr 2017 - Apr 2019	[REDACTED]	- Head of Program Management
Jan 2012 - Mar 2015	[REDACTED]	- Manager Sales Support
Mar 2011 - Dec 2011	[REDACTED]	- Technical Presales Consultant

This specialist has not yet provided any availability.

Request Availability

This specialist is based in Munich, Germany.

Albie Amankona
European Research

D: +44 (0) 203 146 5191
thirdbridge.com

Third Bridge®
London New York Los Angeles Shanghai Beijing Hong Kong Mumbai

trash icon

back icon

17:43

Inbox New deal - German cloud I...

[REDACTED] - Former President & CEO
Sep 2014 - May 2017

- Advisor is Former President and CEO at [REDACTED] from September 2014 to May 2017.
- Advisor joined the company in its early stages, helping to build it into an early stage cloud pioneer.
- Held responsibility for \$2.5B in revenue, with \$650M of that being public cloud revenue.
- Helped engineer and led [REDACTED]'s acquisitions, and can speak to the strategy behind them and how they've impacted [REDACTED]'s position in the market.
- Can discuss all major competitors in the managed hosting/cloud space and overall trends within the industry.

Advisor is available for 1.75 credits per hour.

Request

Full List of Profiles Here

Best,
Marria

On Tue, Apr 21, 2020 at [REDACTED] [REDACTED] > wrote:

Great, thanks a lot Peter.

Sarah

From: Peter Campfield
<peter.campfield@alphasights.com>
Sent: Tuesday, April 21, 2020 8:08 PM
To: [REDACTED]

trash icon

back icon



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...

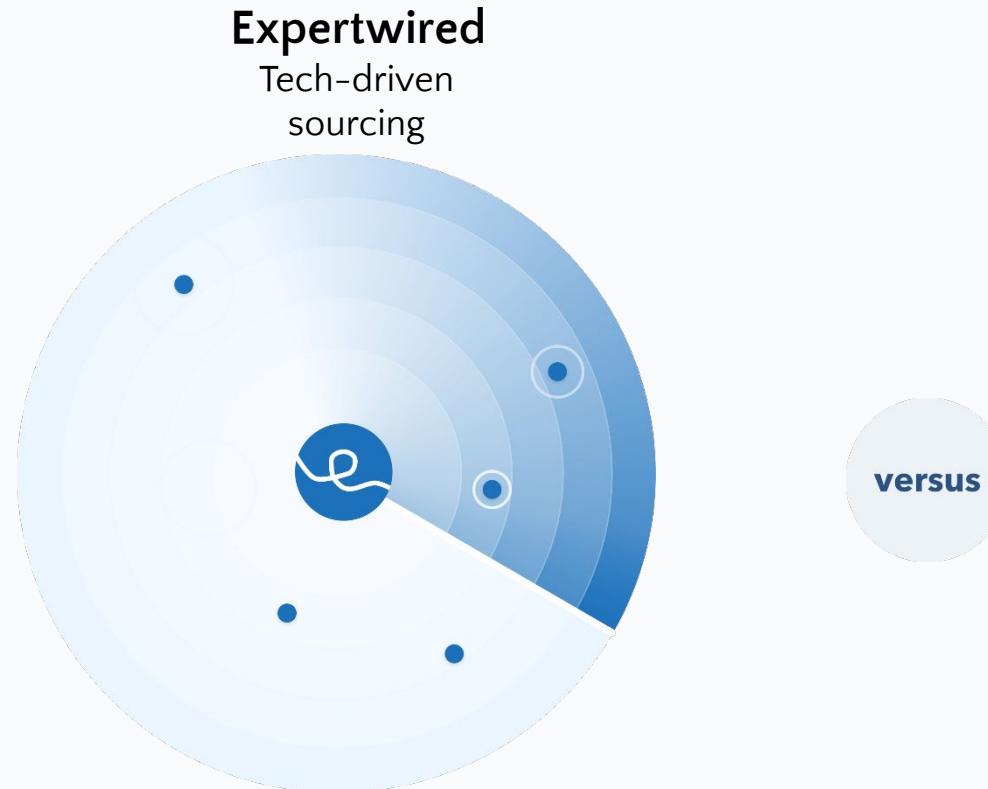
Add

Back

Continue to next step

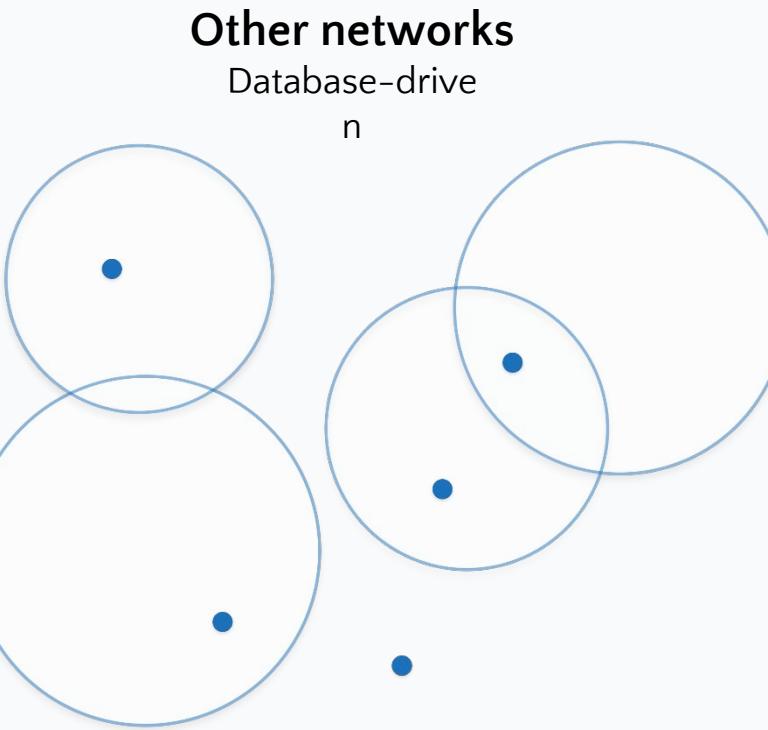
✓ How to always deliver on niche-searches without having any supply to start with?

Custom sourcing (rec. automation)



Expertwired 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.



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

✓ 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

invite flowerto bert



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

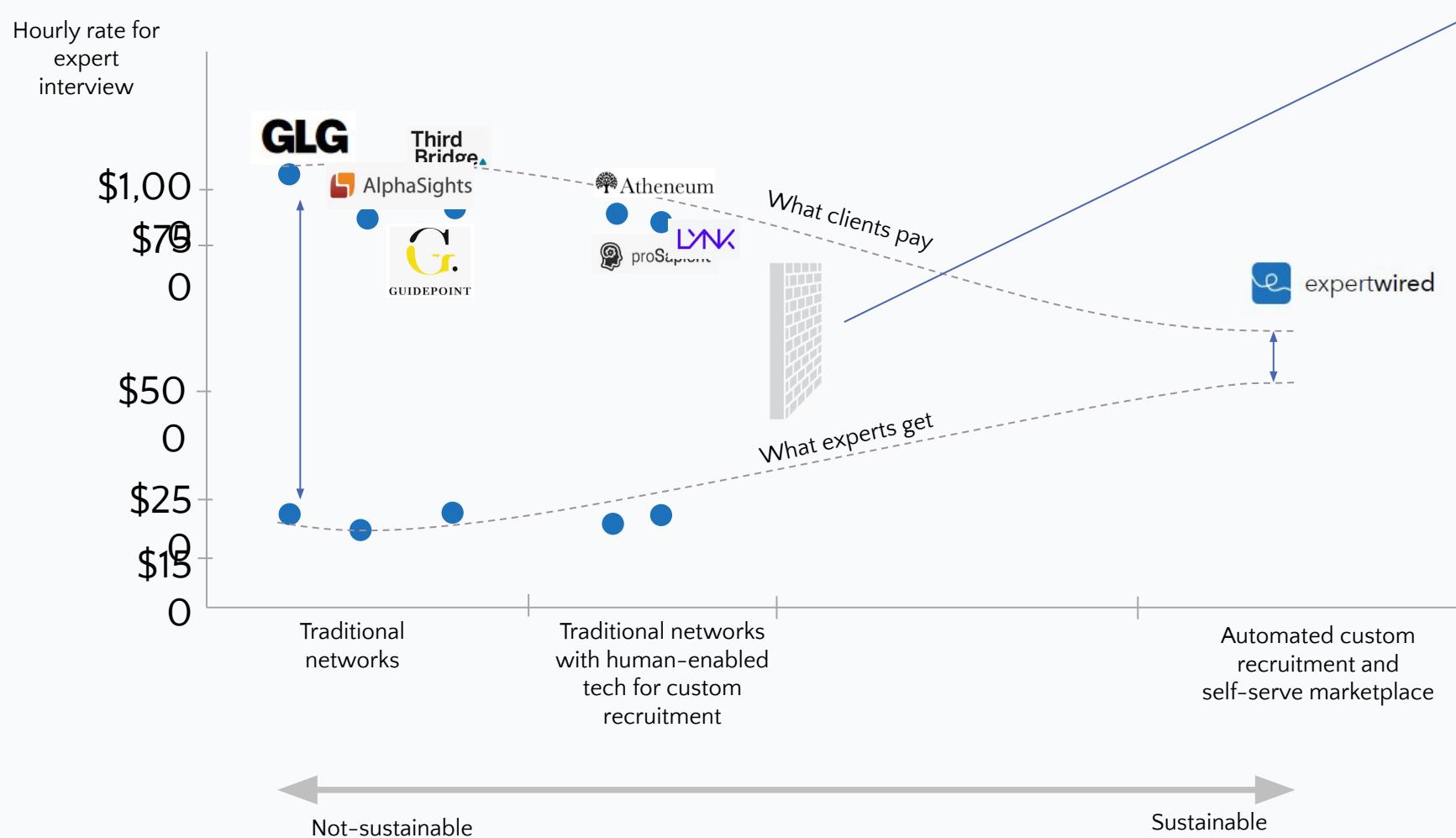
Are you able to provide an overview of the expert network market in Europe?

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 (clients)

Telecom

Here are your matching experts

Based on the given search criteria we have carefully selected the experts shown below.

Market trends & developments

My favorites

New matches (2)

Search results

View the best matching experts, their full profiles and direct message for further vetting if needed.



● Kenny C.
United States ...

€ 800 / hr

Experienced and motivational leader in tech and e-commerce

[Send expert a message](#)

Shopify
Senior Product Lead
Jan 2021 - present

Food Supply
Co-founder & Advisor
Jan 2019 - Dec 2020

Business Development **Product Management**
Consumer Services

[Details](#) [Request video call](#)



● Janice M.
United States

€ 500 / hr

Merchandising & Marketing Lead - Product Strategy | Brand Building | ...

The Bouqs Company
Senior Manager, Merchandising & Marketing
Jun 2020 - present

L'Oréal
Senior Buyer, NYX Professional Make Up
Feb 2018 - May 2020

Marketing **Merchandising**
Product Development **Flowers**
Business Development **E-commerce** ...

[Details](#) [Request video call](#)



● Ted S.
Canada

€ 500 / hr

Co-Founder Stream Commerce (Shopify Plus)
E-commerce Consultancy

Stream Commerce
CEO & Co-founder
Apr 2014 - present

The Shopping Channel
Board Member
Mar 2016 - Feb 2018

CEO E-commerce **President online retail**
Shopify roll-out **Sales**

[Details](#) [Request video call](#)



● Kenny C.

€ 800 / hr



● Ted S.

€ 500 / hr

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

Smooth, intuitive UX (experts)

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.

Easy scheduling

Taking different time zones & calendar conflicts into account

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

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			

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

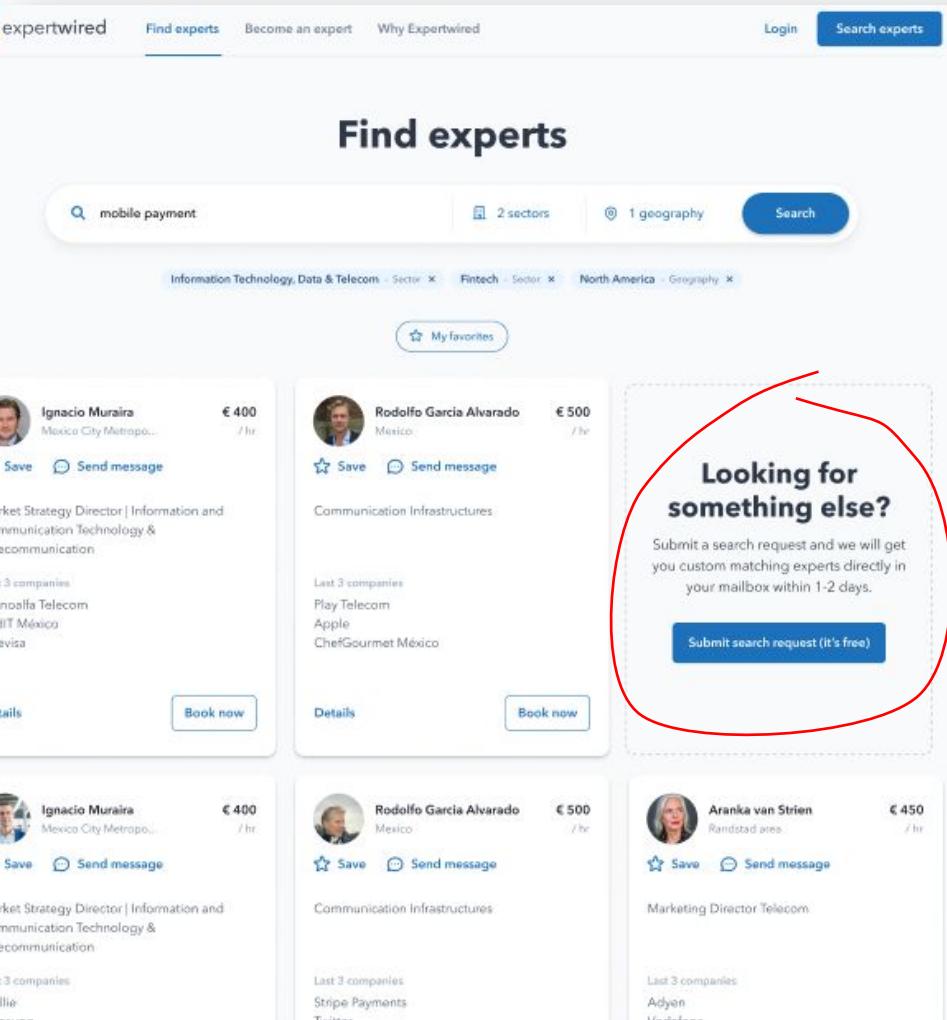
60 minutes

Potential earnings

€325.00

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

Hybrid model (self-serve & custom)



expertwired Find experts Become an expert Why Expertwired Login Search experts

Find experts

mobile payment 2 sectors 1 geography Search

Information Technology, Data & Telecom - Sector Fintech - Sector North America - Geography

My favorites

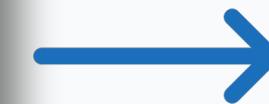
 Ignacio Muraira € 400 /hr	 Rodolfo Garcia Alvarado € 500 /hr
Market Strategy Director Information and Communication Technology & communication	Communication Infrastructures
3 companies	Last 3 companies
onalla Telecom	Play Telecom
JIT México	Apple
revisa	ChefGourmet México
Details Book now	Details Book now

Looking for something else?

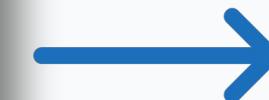
Submit a search request and we will get you custom matching experts directly in your mailbox within 1-2 days.

Submit search request (it's free)

 Ignacio Muraira € 400 /hr	 Rodolfo Garcia Alvarado € 500 /hr	 Aranka van Strien € 450 /hr
Market Strategy Director Information and Communication Technology & communication	Communication Infrastructures	Marketing Director Telecom
3 companies	Last 3 companies	Last 3 companies
onalla	Stripe Payments	Adyen
JIT México	Twinkl	Unacademy
revisa	Adyen	Unacademy
Details Book now	Details Book now	Details Book now



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



experwired.co
expert knowledge delivered by
technology



expertwired

For clients For experts

Custom search Search 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.

Role, experience or keyword

All sectors

All locations

Search



argos.whytu

strategy&



Deloitte.

Rabobank



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

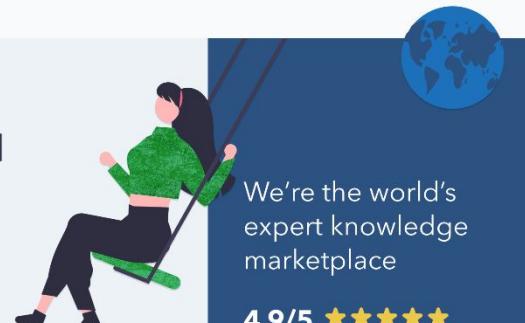
All our experts are pre-screened and vetted to make
sure you get what you need.

✓ No cost until you book

Flexible, pay-per-use without need for subscription. Get
started directly.

✓ Safe & secure

Expertwired is a safe and secure marketplace.



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.

