

**smalltalk®**



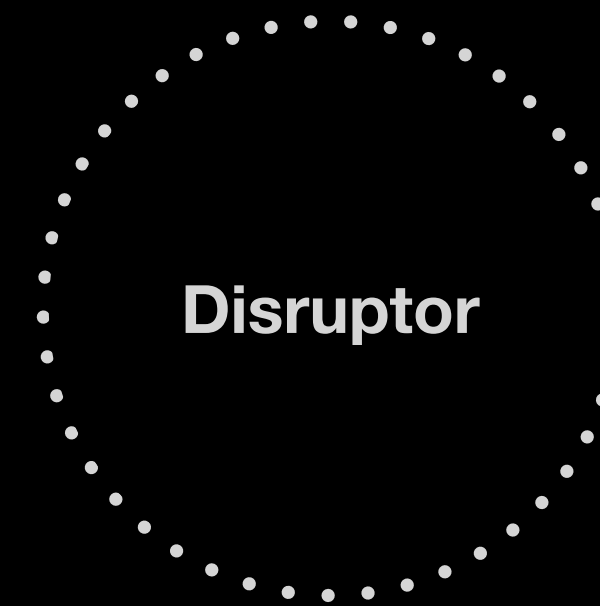
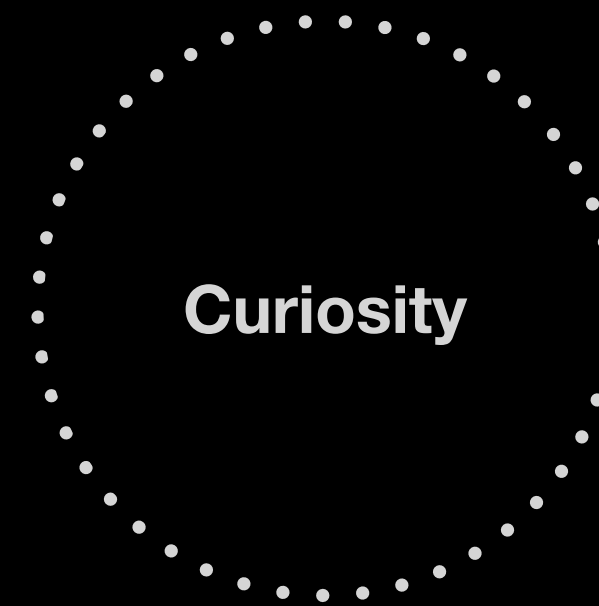
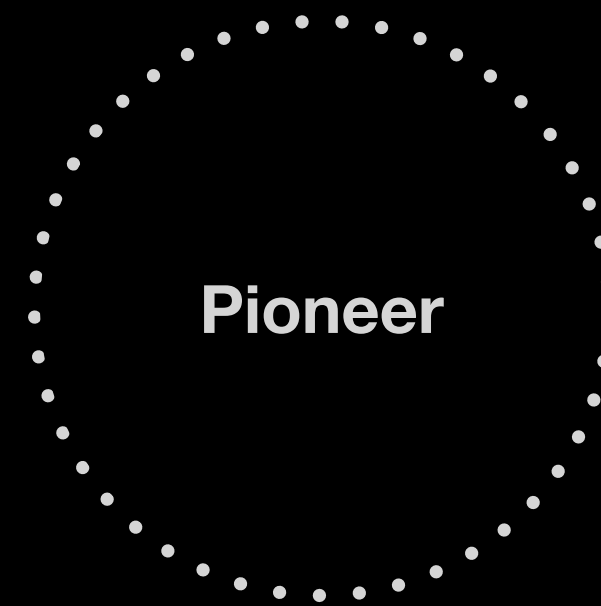
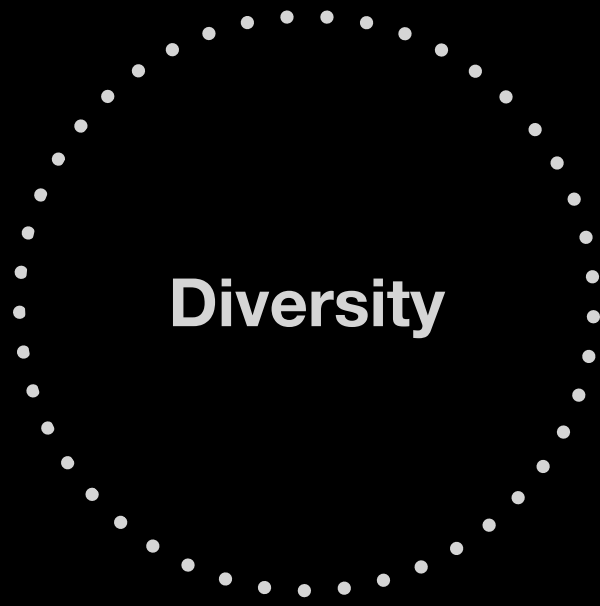


## About Smalltalk

Smalltalk is media and digital commerce platform presenting talks with pioneers of our time and their creations directly available to readers and consumers.

Smalltalk aims to spark curiosity for its readers with the belief that conversation is the highest form of art changing attitudes, lives, perspectives and cultures.

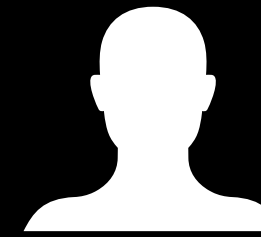
**DNA**



# Ecosystem

**Media**

Talks



Smalltalk Ambassador

**E-Commerce**

Creations

Community



# Community

Disruptors and pioneers of our time who are shaping the future.



**JEFF CARVALHO**  
Co-founder of  
Highsnobiety



**THOMAS ROUSSEL**  
Music Composer



**SPIKE FERESTEN**  
TV Writer and Host of  
Seinfeld and SNL



**VICTOIRE THIERRÉE**  
Military Artist



**RICHARD KIM**  
Design Director at  
Canoo



**VIKTORIA MODESTA**  
Bionic Artist and  
Musician



“We use CO2 that is captured prior to being emitted into the atmosphere, helping to curb the planet’s atmospheric CO2 levels.” — Gregory Constantine, CEO at Air Company



## Reader Insight

### Big Boss vs Intern

Over 80% of readers are at directorial or higher positions. Yet, 18% of readers are at entry level, which indicates that smalltalk is an inspiration source for pioneering leaders and for aspiring future leaders simultaneously.

Seniority	Director 20.75%
	Senior 18%
	Entry 18%
	CEO 11.75%
	Manager 11%
	Owner 10%
	VP 10%

### Tank vs Bicycle

From one-person business to multinational companies. Whilst over 60% of readers are situated at mid to large size companies. 30.71% of readers are building the future from the zero.

Company Size	2 to 10 employees 30.71%
	10,000+ employees 22.67%
	200 to 500 employees 21.71%
	1,000 to 5,000 employees 16.86%



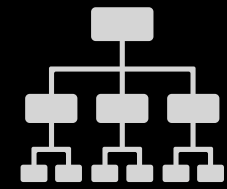


“The idea of the NFT funded racing team is to solve current issue with sponsorship and decentralising sponsoring model.” — Laura-Marie Geissler, Racing Driver

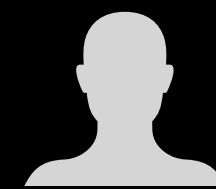
# Engagement



Connecting Devices:  
Mobile 58.3%  
Desktop 37.6%  
Tablet 4.1%



Acquisition Channel:  
Social 55.8%  
Direct 22.7%  
Organic Search 20.2%



Returning Users:  
20% And growing



Newsletter Subscriber:  
Rapidly growing Subscription  
Rate of 35%



“Formula E is about how well you can manage your energy throughout the race, how much energy you can save compared to your rivals.” — Max Günther, The Youngest Formula E Race Winner

## Business Model

### Media

Every week, interviews with carefully selected the most innovative and inspiring personnel in their field are presented to readers.

### Summit

Smalltalk summit is being held in selected cities annually with guests speakers from various industries for audiences with chance to meet and network with like-minded followed by gala dinner.

### E-Commerce

Reimagining customer shopping journey. Carefully curated items from interviewees' creations are available to purchase for clientele who are looking for meaningful and inspiring products.

## Partnership

Partnership with Smalltalk is meaningful and inspiring. Smalltalk has the power to create change, to change minds and perspectives and shift cultures.

### Media Ecosystem

Leveraging a global reach across desktop, mobile, social and a range of distribution channels with Smalltalk.

### Idea Mining

Inspiration and ideas come when you are least expected. That's why Smalltalk celebrates like-minded curious souls who always seek to listen to others.

### Brand Repositioning

Smalltalk is a synonym for originality, initiative, pioneer, diverse and curiosity. Partnering with smalltalk will leverage your brand's value to move forward.





# Partnership Opportunity

## Media

- Title Sponsor
- Ads Placement
- Content Sponsor

## Summit

- Title Sponsor
- Product Placement
- Media/Broadcasting
- Hospitality Partner
- Commercial Partner

## E-Commerce

- Commercial Partner
- Logistic Partnership
- Cloud Computing



“When you have a strong story to tell you will always find people who want to listen.” — Goran Ozbolt, acting Design Director at McLaren

