

**smalltalk®**





## About Smalltalk

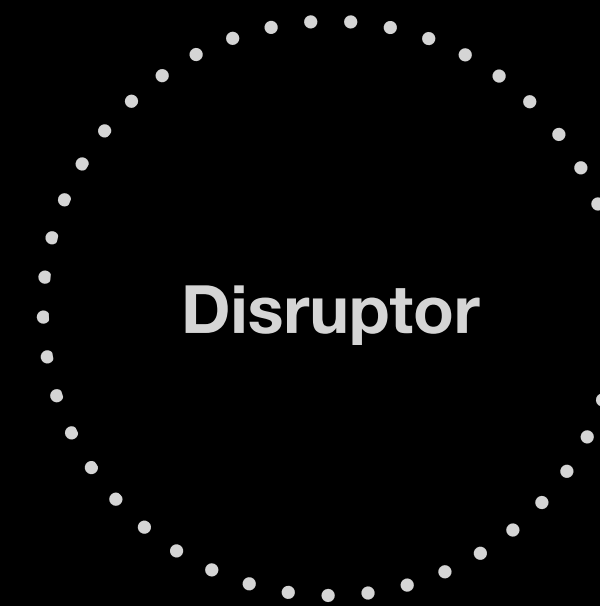
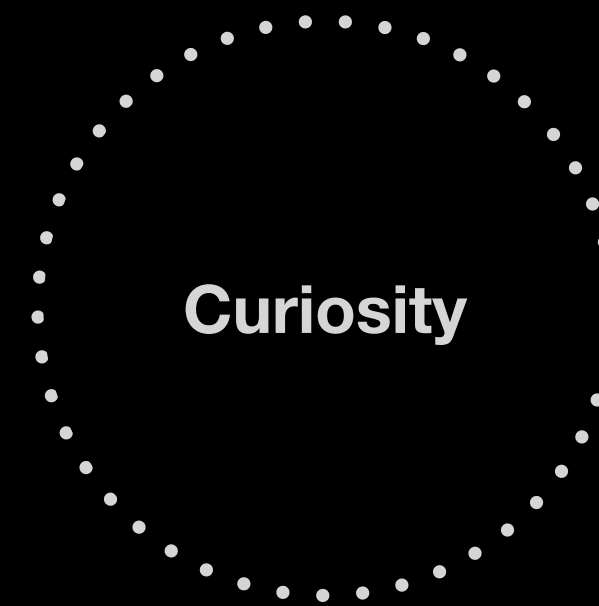
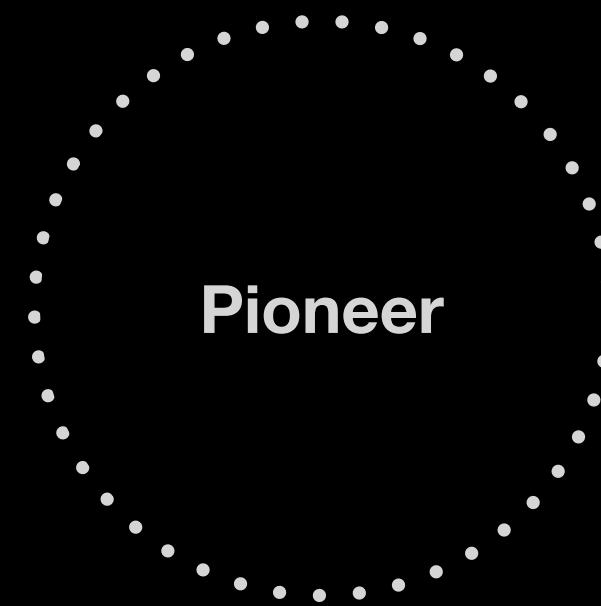
Smalltalk is a hi-end media, networking platform and organisation that hosts global summit presenting talks with pioneers of our time and their creations, directly accessible to readers and consumers.

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



“We use CO<sub>2</sub> that is captured prior to being emitted into the atmosphere, helping to curb the planet’s atmospheric CO<sub>2</sub> levels.” — Gregory Constantine, CEO at Air Company

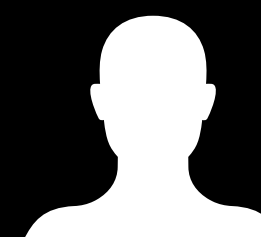
**DNA**



# Ecosystem

## Media

Talks



Smalltalk Ambassador

## Networking

Networking Platform  
Summit

Community







“Czinger exists to continuously break the boundaries of design and performance.” — Lukas Czinger, Co-founder of Czinger Vehicles

# 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





“Music is more about the horizontal timescale, and the car is more about vertical like this instant acceleration.” — Renzo Vitale, Musician and Sound Designer at BMW Group



# Reader

The typical Smalltalk reader holds a master's degree or higher and is highly specialised professionals living in metropolitan area a curious soul in search of continuous inspirations, who values craftsmanships, fearlessly breaks limits, and takes initiative.

A pioneer.



- Greater Los Angeles 24.93%
- San Francisco Bay Area 17.73%
- Munich, Germany 15.29%
- Greater New York City 14.52%
- London, United Kingdom 13.52%
- Paris, France 11.75%



- Automotive
- Computer Software
- Aviation and Aerospace
- Arts and Design
- Information Technology
- Entertainment Management
- Consulting

## Reader Insight

### Big Boss vs Intern

Over 70% of readers hold directorial positions or higher. However, 21% of readers are at entry level, indicating that Smalltalk serves as a universal source of inspiration for both established pioneering leaders and 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 Solopreneurs to multinational companies. Whilst over 40% of readers are situated in mid to large-sized companies, 25% of readers are building the future from 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



## Inspiration Is The Key

### Idea Mining

Inspiration and idea come when least expected. That's why Smalltalk celebrates like-minded curious souls who always eager to listen to others.

### Healthy Content = Healthy Revenue

Gen Z spends 50% of their purchase journey on seeking inspiration and inspiring others post-purchase, rather than on more directly purchase-related activities.

Engagement Inspiration Drives Bottom-Line Growth: More than 70% of Gen Zers make their decision to purchase while seeking inspiration.



# 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



## Partnership

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

### Media Ecosystem

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

### Idea Mining

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

### Brand Repositioning

Smalltalk is synonym for originality, initiative, pioneering spirit, diversity and curiosity. Partnering with smalltalk will leverage your brand's value to move forward.





## Partnership Opportunity

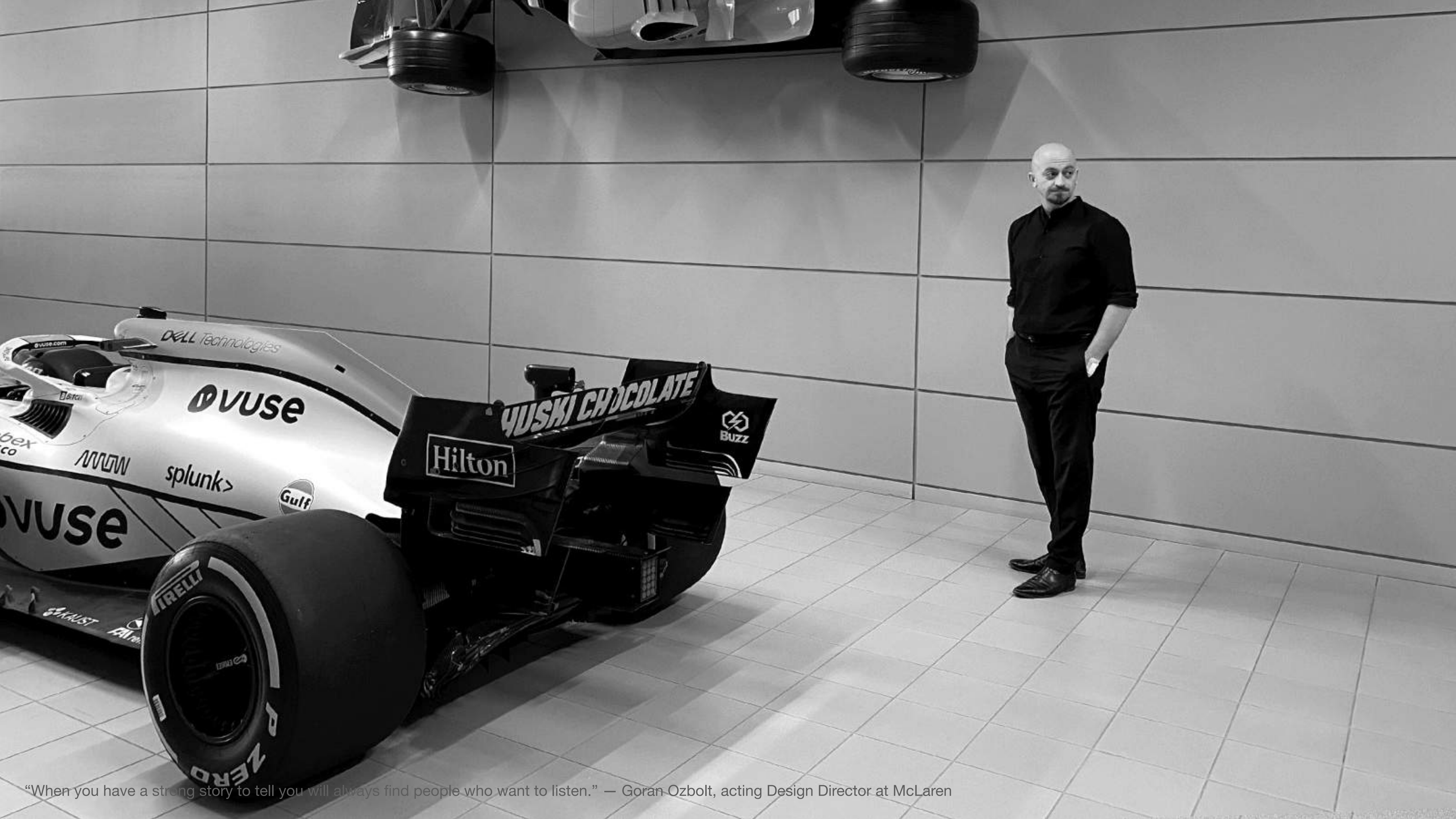
### Media

Title Sponsor  
Ads Placement  
Content Sponsor

### Summit

Title Sponsor  
Product Placement  
Hospitality Partner  
Commercial Partner





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



