



UNIVERSITY OF
TORONTO



MAPPDOM
Marketing | Strategy | Solutions

University of Toronto

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A Study of the EVIBBS Model

Ethno-Cultural Values and Influences on Black Business Success

Hi There!

My name is Nakimbe. I'm a PhD candidate (University of Toronto) and I am following up on research I started 17 years ago. I am the creator of the E.V.I Model, research that examines the Ethno-Cultural Values and Influences on prevailing, sometimes incorrect, theories.

The study you read about online is now focussing on examining The EVIBBS model: Ethno-Cultural Values and Influences on Black Business Success.

At the same in time as being in that study, we also give you an opportunity to be in a marketing beta. Our betas are research studies that test which marketing strategies are working best for small businesses at any particular time. We collect that data, write about our findings, publish the content and help small businesses grow.

2016 Beta Success

Our last beta, which tested the synergistic effect of bouncing mobile apps off of social and social off of mobile apps (2016/17) saw a 24% increase in monthly revenue for one of our beta participants alone! Completely coachable, this gentleman in Mississippi went from \$30,307 to \$40,454 in his very first month in our program!

We were able to test what worked, and what didn't. We were able to test different price points, and customer engagement and satisfaction. Because we have successful case studies, we can now confidently go to market.

2018 - The Winds Are Changing

The same thing is happening all over again, but there's a new formula for success. We've found Online Reviews + Video + Marketing = More visibility (and more customers, provided everything else is there to support business growth). We are moving from hypothesizing and postulating, to testing and tracking.

REVIEWS + VIDEO + SEO = REPUTATION MARKETING = MORE ATTENTION, MORE SALES



WIN-WIN-WIN for Everyone!

Our Company Is Growing

We're also bringing on more Marketing Consultant Trainees, so we also need to test the scripts, the enrolment process, price points, EVERYTHING! So, you're actually a big help to us! In return, we help you in your business by covering all of the production costs of a Review Branding Commercial we're going to produce for you. The video we are going to produce for you would be near impossible to do yourself, and would easily cost you \$4,000 out of pocket. So, provided you qualify for the beta, this is quite the opportunity for you to get a little bit ahead of your competition.

Your Commitment To Us

In exchange for us covering your entire production costs, you agree to allow us to follow up with you from time to time, you'll give us feedback on the process (from staff interactions, to forms, to prices suggestions), and complete a survey.

So, there's a bit of work on your part. And we understand you're a busy entrepreneur. So, we want to be fair and let you know.

Business Growth

RBC beta follow up...

We would like you to tell us if the video helped you get more attention and more business.

Feel free to join our beta

Are you ready to take your business to the next level?

I just booked two competitors while typing this.

If you think this could be a win for you and your business, I'd have to arrange a 17 minute call with a field producer with you, where she'll guide you to a url of what the video will look like (plus go over a few details before we agree to sign off on covering all of the production costs).

What's your number and email?

Check out our website <http://www.Mappdom.com>

The site is not all the way complete, so please be kind as we're under construction.

Sincerely,



Marketing Engineer and Strategist
Nakimbe Baobab
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