



**MySmark is a powerful marketing tool to generate
real-time and actionable consumer insights**

MySmark helps you to:

LISTEN → ENGAGE → MEASURE → PUBLISH → ADVERTISE

www.MySmark.com



COMPANY OVERVIEW

- Established in 2010 in Ireland
- Founded by Italian team supported by Irish Investors
- Graduated in 2011 from the National Digital Research Centre (NDRC.ie) and winner of the investment prize 'Lift Off'

MISSION

To continuously leverage customer experience in the global markets, helping brands, retailers and content owners to better listen-engage-gain insights-measure-publish-advertise.

SERVICES



Marketing service for brands and retailers to gain real-time actionable consumer insights.



Perceiving the learning experience for academies and corporate universities.

RECENT FEATURES



FOUNDERS

NICOLA FARRONATO, DIRECTOR, CEO



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Nicola Farronato, born in Bassano del Grappa (Vicenza) – Italy on September 30th, 1976. He studied business at Cà Foscari University in Venice and international management at Kansas School of Business in Lawrence. For about ten years he has been working as marketing & sales executive for Italian SMEs, with some active 200 international business missions.

He has experienced start-up, SME and corporate working environments and has been founder for a number of innovation projects:

- **2005: Smile@work**
(innovation acceleration platform for SMEs awarded by European BIC Network)
- **2006: Back2Africa** - www.back2africa.it
(social entrepreneurship project to support Togo&Benin child health)
- **2007: Inn-ovation**
(multimedia programme to link residents with innovation / task force for the Italian Minister)
- **2008: YEAM - Young European Avantgarde Minds** - www.intentac.org
(open network of innovative entrepreneurs)
- **2010: b-sm@rk** - www.b-smark.com
(start-up on consumer experience, semantic consumer insights and online advertising)
- **2011: LIFESTYLEEntrepreneur.org** - www.lifestyleentrepreneur.org
(multimedia directory for innovative entrepreneurs)
- **2012: MySmark** - www.MySmark.com
(online tool to express how you feel about people, things and places)



FOUNDERS

PAOLO PANIZZA, DIRECTOR, CTO



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Born in Bassano del Grappa (Vicenza) – Italy, on April 6th, 1963. Paolo is a senior Electronic Engineer. He has extensively worked for the past 20 years as consultant for Italian based SMEs in the areas of hi-tech products R&D (systems and electro-acoustic appliances, electronics, mechanic devices), with some specific involvement also in bio-electronic engineering projects. In the last 15 years he has served as software consultant and system administrator for several companies and their international affiliates, covering intranet-internet issues, customized applications and protocols, software and IT infrastructure. In his carrier he has been involved with undergraduate and higher education fellowship too. He is a current member of IEEE/AEIT and past member of AES. Paolo received a MSc in Electronic Engineering from University of Padua (Italy).



MYSMARK OVERVIEW

MySmarm is a cutting-edge marketing service on actionable emotional insights for brands, retailers and service providers.

WHAT?

MySmarm is the new must-have marketing tool for brands, retailers and service providers. It simply helps marketers to listen-engage-gain insights-measure-publish-advertise. MySmarm is disruptive and based on innovative semantic technology. It aims at leveraging the value along the customer decision journey and create customers for life enhancing intimacy and personal satisfaction.

WHY?

Creating customers for life means achieving a higher level of intimacy with them and being consistent to deliver satisfaction. All the Brands, retailers and content owners would just love to have customers for life. They need to better understand them, their personalities, characters and priorities and become excellent in monitoring customer satisfaction.

With MySmarm we aim at helping them to leverage customer experience and personal satisfaction, introducing a new, simple and natural interaction - the **SMARK** - a unique expression of people personalities.

HOW?

A brand owner can simply integrate **MySmarm** in multiple marketing activities along the customer decision journey: from consumer experience monitoring to social media campaigns, from Net Promoter Scores to targeted deals and promotions.

Collecting enhanced and direct feedback at the point of interaction, **MySmarm** provides a new personal tool for users and communities to say how they feel about consuming and using.



MYSMARK OVERVIEW

MySmark supports brands in the customer decision journey, leveraging intimacy and monitoring personal satisfaction

CLIENTS

It is rapidly growing the number of organisations which have discovered the benefits of MySmark in different sectors, both for marketing and learning activities:

- **INTESA SAN PAOLO** (www.intesasanpaolo.com / www.officineformative.it) uses MySmark for content curation and learning
- **UNIVERSITY OF CAMERINO** (www.unicam.it) uses MySmark for improving their learning experience
- **COOP ITALIA** (www.e-coop.it / www.coopvoce.it) uses MySmark for mobile promotions and customer care
- **MASSIMAGO** (www.massimago.com) uses MySmark to gauge the wine tasting experience
- **INTERNATIONAL ENTREPRENEURSHIP ACADEMY** (www.intentac.org) uses MySmark for perceiving the learning experience
- **O'LEARY ANALYTICS** (www.olearyanalytics.com) used MySmark to monitor Twitter voters opinions during the live debate for the Irish Presidency
- **WORLD SUMMIT ON INNOVATION & ENTREPRENEURSHIP** (www.thewsie.org) uses MySmark for social media surveys and event feedback

TESTIMONIALS

I see Mysmark as the “post -it note” for all the brand directors of the world to help them leverage the repeat business of their clients by focusing on who they really are, what they really like or dislike.

- Jacques Henry-Bezy, managing director of Bespoke and Beyond Marketing Consultants

Brands are hugely interested in this but they know this binary ‘Like’ is the crudest form of commentary from a consumer. Anything that can measure the emotional connection from a consumer is of huge interest.

- Noel Toolan, founder of Naloot, a marketing change agency



MYSMARK EDU OVERVIEW

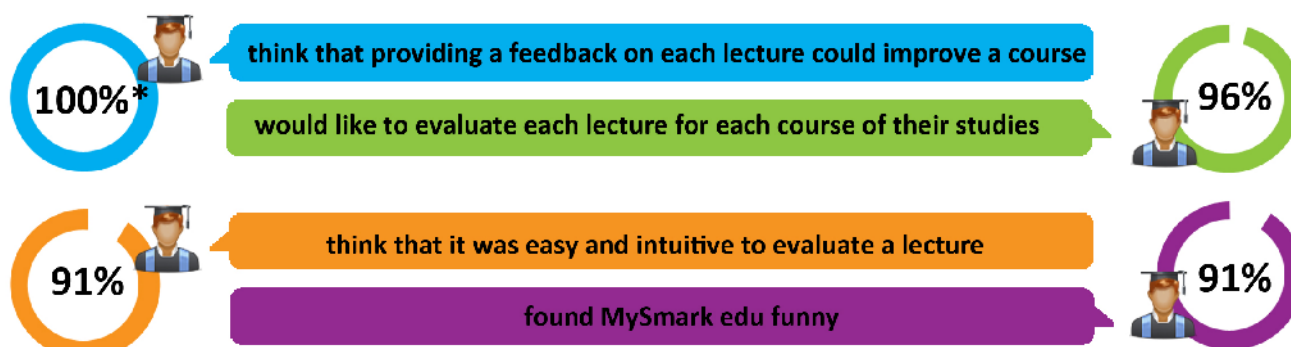
CHALLENGE

The mission of teaching organizations is to provide the most effective education to their trainees. Perception and evaluation of the ongoing didactic experience is therefore of paramount importance for the trainers.

In academia, usually, students provide their feedback by completing a questionnaire at the end of courses, with a number of disadvantages: the sample of students could not be significant; the feedback is unique over all the course and not punctual on each didactic unit. But the main drawback of this approach is that it doesn't fully perceive the learning experience of the trainees, that has also a significant emotional component. A continuous feedback would instead permit a much faster reaction, so that adequate improvement actions could be rapidly taken to address the weaknesses pointed out from the students.

MYSMARK EDU SOLUTION

MySm@rk edu allows punctual feedback on learning experiences. It is a version of the MySm@rk voting/rating system tailored to e-learning platforms. After each learning unit a feedback can be requested from the trainer to the students attending the lecture. The enabled students access the e-learning platform on the Web (also with mobile devices) and with a simple interaction provide their feedback in an intuitive and funny way. Feedback is provided by mean of a N- parameters radar chart and with the MySm@rk peculiar emotional tagging widget.



*23 computer science students at the University of Camerino, Italy.

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