

## OFFERING---Patents and Technology— CRM and SOCIAL NETWORK OPTIMIZATION TECHNOLOGY

### Products

The technology of the patent asset offering relates to human and online social networks and methods for managing them based upon predetermined objectives. The technology enables an application that marries big data and cutting-edge analytics to automatically organize, analyze, and prioritize out-bound communications. At the same time, it enables management oversight of the human network interacting with the outside world.

### Asset Owner-Inventor

The assets in the offering are owned by Relationship Capital Technologies dba Rexter. The co-inventor for the patent assets in the offering is Andrew Wilson. Andy has engineering and business degrees from Dartmouth and Harvard, respectively, and his specialties include enterprise software, CRM, professional productivity, SaaS/internet, innovation, venture acceleration, business development and big data. He has held positions as a venture capitalist, entrepreneur and CEO to various companies. He has particular technical expertise in SaaS/cloud computing, especially B2B products and software that leverage big data and analytics to automate and optimize business processes and customer experience/engagement.

### Asset Details

The offering has two (2) Issued U.S. Patents and one (1) pending U.S. Application. There are no Non-U.S. counterparts. There are no encumbrances. **Related Know How can optionally be included.**

### Evidence of Value

The patents were reviewed by technical SMEs for present commercial applicability and detectability and the conclusion was that one present CRM product is impacted and many other CRM products were found to also be candidates. This technical homework along with various analytics results indicate that the technology is quite advantageously positioned with respect to a large number of leading CRM and social networking industry players, such as Microsoft, Twitter, Pinterest and many others.

### Marketplace

There is a large and robust marketplace for CRM software products. On a worldwide basis the CRM revenue alone exceeds \$30 billion annually. There is a marketplace AGR well in excess of 10% and there are five large players, totaling a 50% market share, along with many smaller players sharing the balance. And, clearly there is also a robust market for social networking products which is potentially in play.

### Sales Package

This is a rare opportunity to acquire patents in an emerging and critical technology space, which will continue to show robust growth for many years to come. A Sales Package is available which provides substantially more information on all of the above topics.



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