

WBTshowcase

Profile: VueLogic LLC

December 7, 2009 – According to Ron Garmon, CEO of Atlanta’s VueLogic LLC, internet-based e-commerce and social media companies lose valuable traction with their customers because of their inability to effectively up-sell – talk their customers into higher-value purchases, that is.

Mr. Garmon claims that VueLogic’s PowerVue® suite of products can place these companies on potentially equal footing with the adaptability and persuasiveness of a call center. The key, he says, is to understand and target customers on an individual level.

“Consumers are becoming increasingly intolerant of offers that don’t speak to them,” said Mr. Garmon. “Using the VueLogic technology, our clients replace their messaging interactions with fewer but more meaningful offers, reducing costs and dramatically increases their ‘lift.’”

VueLogic’s technology has been selected as an “Early Pick” Technology Presenter for the 2010 WBTshowcase (WBT2010), the prestigious global investment and licensing forum held March 16-17, 2010, in Arlington-DFW, Texas.

PowerVue® learned of WBT2010 through Development Capital Networks (DCN), which provided commercialization training to PowerVue as an NSF Phase I grantee. DCN also produces the annual WBTshowcase.

“Our technology is the result of a lot of dialogue,” said Mr. Garmon. “So many people I’ve talked to tell me they’d like the opportunity to look more closely at their customer data. With PowerVue®, they can create meaningful offers and targeted customer experiences.”

WBTshowcase

The WBTshowcase is the world’s premier event exposing undiscovered, revolutionary energy, life science, IT and physical science technologies emerging from top universities, labs and research institutions. Each WBT is a year long collaborative effort resulting in deals vetted and mentored by investors and licensees for investors and licensees.

www.wbtshowcase.com

Snapshot: VueLogic LLC

VueLogic’s PowerVue® suite of products addresses each component of customer engagement. Tools offered include snapshots of current clients, micro-targeting messaging lists, customer ranking and purchase propensity models.

The Technology

PowerVue® products act as surrogates for customer service agents for internet transactions identifying customer value, items most likely to be consumed, and the trigger point that will activate the consumption (terms of purchase) – not only for the specific client transaction base but cross domain within an industry sector.

The Opportunity

The three market segments targeted by VueLogic – retail, social media and premium online content services – are expected to grow from \$7.8 billion in 2008 to \$77 billion in 2012.

The Goal

VueLogic seeks to build strategic partnership and client relationships.

Contact:

Ron Garmon
Chief Executive Officer
Atlanta, GA
Ph. 678.855.7134
Email. rgarmon@vuelogic.com