

Some Investment Lessons

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http://stop13stepinaa.files.wordpress.com/2012/03/cb_alcoholics_anonymous_II_120314_wg.jpg

An apology

CANDDi is a very
FAT start-up

Who is on my website?

Get more leads from your website visitors.

Know who's visiting your website, see which ones are hot prospects and find out how to contact them.

- ✓ CANDDi shows you who your web visitors are, who they work for and what they want
- ✓ Identify hidden prospects and convert them into customers



CANDDi shows you everything and every visit, not only numbers



Problem: Websites convert ~2.8% of visitors



The great crime of the Analytics Industry



Google Analytics Premium

“Google Analytics Premium helps us reinvent our marketing strategy every day. Search, display, social — we really see how they all fit together.”

Nicole Remington, Digital Marketing Manager TechSmith

[Learn more](#)

You can sell to Jake



CANDDi adds faces to your website visitors



Duncan Colman 38
Spikedigitalmarketing




1 visits
3 activities
4 mins
13/11/2014 06:10




Last referrer: email
Last activity: CANDDi » Tracker Code

(No name yet) 63
(No company yet)




2 visits
9 activities
12.2 mins
12/11/2014 15:05

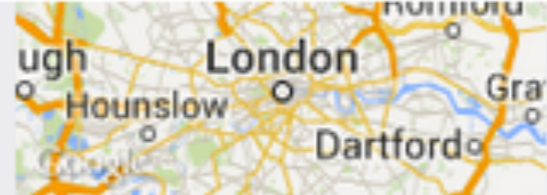


Last referrer: Direct
Last activity: Form submission

Alex Smith 49
Kelgray




1 visits
5 activities
4.4 mins
12/11/2014 12:05

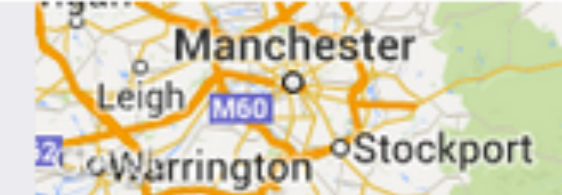


Last referrer: PPC
Last activity: Form submission

Mohammed Faiyaz 4
(No company yet)



1 visits
4 activities
59 secs
11/11/2014 15:09



Last referrer: PPC
Last activity: Show Question: Manchester Coffee

Gordon Wilkison 49
Foremost-security




1 visits
5 activities
2.9 mins
10/11/2014 15:04

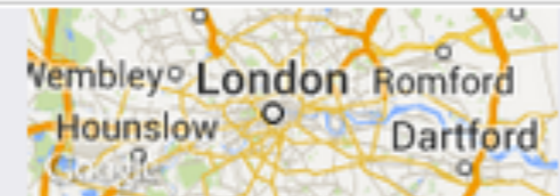


Last referrer: PPC

Junaid Syed 49
(No company yet)




1 visits
5 activities
77 secs
10/11/2014 13:33




Last referrer: PPC

Alex Jakes 80
Thewaterfront




8 visits
16 activities
43.7 mins
10/11/2014 12:09




Last referrer: email

Sar Dalzell 8
Bytel Ltd



5 visits
17 activities
20.1 mins
10/11/2014 11:31



Last referrer: Direct

Visitors are individuals, understanding their behaviour builds stronger relationships



Frederic Abrard
CANDDI

PERSONAL

Name: **Frederic Abrard**

Gender: **Male**

CONTACT INFO

Company: **CANDDI**

Email: **fred@canddi.com**

Phone: **44 7511 551 433**

Address: **M1 2HY**

SUMMARY

Total Visits
20 visits

Total Duration
13.8 mins

Last Visit
14/02/2013

VIEWED CARS

3 of 7



CANDDI Motors - £4895 Visit
2006/06 - 307 1.6 S 5DR

Date Viewed 05/02/2013 11:16

Dealer Name CANDDI Motors

Make CANDDI

Model 2006/06 - 307 1.6 S 5DR

ENQUIRIES



Visit
CANDDI Motors - VAUXHALL £3695
CORSA 1.2 16V DESIGN 3DR

Date Enquired 04/02/2013 21:05

IP AND LOCATION

RESET MAP VIEW



Legend: Address IP Lookup

Who is he?



Where is he located?



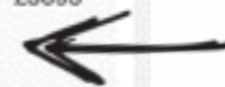
How engaged is he?



What product did he look at?



Which product did he enquire about?

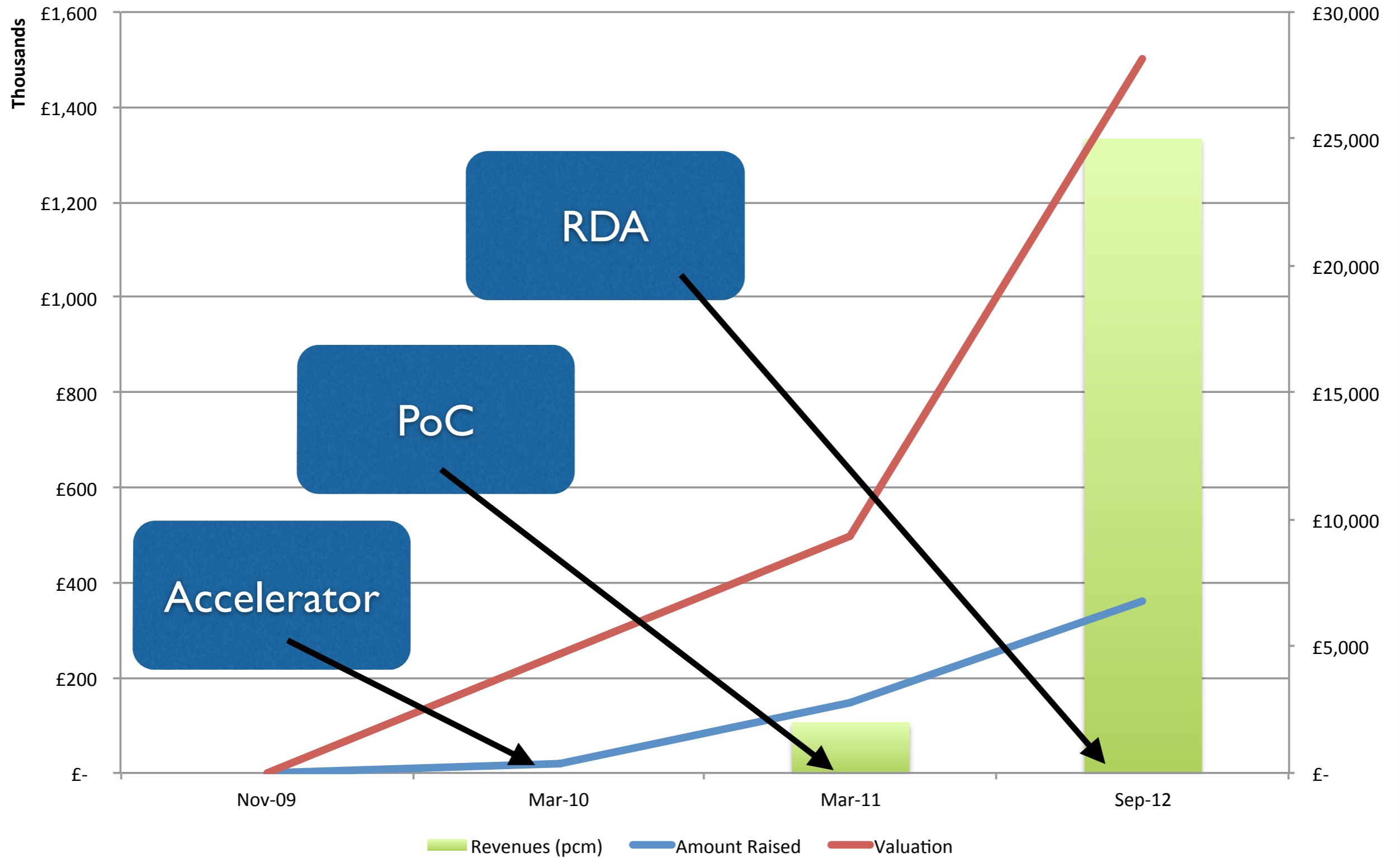


Some stories

“People with larger feet are typically better spellers”



#1. Your job is to run a business



#2. Too much money makes for bad decisions



Date	Team structure	Proof points
2009	2 co-founders	
2010	Advisory board	Does anyone give a shit?
2011	+2 developers	Will anyone pay for this?
2012	Sales Director & CTO	Can we sell this?
2014	15 employees	Can we scale this?
2015	3 employees	Lets make a business

#3. Don't confuse investors and advisors



4. Make Angel Investments



Four learnings:



1. Your job is to build a business
2. Too much money makes for bad decisions
3. Don't confuse investors and advisers
4. Make Angel investments

People who say:
“I like change”
aren't currently
working at a start-up

Michael Loop (Rands)

Thank you

Tim Langley

@CANDDi

