

## **Competitive Advantage**

### **Acquisition Strategy & Market Entry**

#### **Building a Sustainable Growth Engine**

Every innovative company eventually faces the same challenge.

Building a remarkable product is only the beginning.

Long-term success depends on creating a disciplined, repeatable process for introducing that product to customers, learning from the marketplace, and steadily expanding opportunities for growth.

From the beginning, we designed Ashby Navis & Tennyson with that philosophy in mind.

Rather than relying on a single sales channel or marketing strategy, we have developed a diversified customer acquisition approach that combines direct customer relationships, established digital marketplaces, strategic partnerships, and future enterprise distribution channels.

Our objective is straightforward:

**Build a customer acquisition engine that grows predictably while maintaining healthy margins and long-term flexibility.**

#### **A Multi-Channel Approach**

We believe sustainable companies are built by meeting customers where they already work, search, and make purchasing decisions.

For that reason, our go-to-market strategy is intentionally diversified. Each channel serves a different purpose while contributing to the long-term growth of the platform.

#### **Direct Customer Relationships**

Our websites serve as the primary destination for customers who discover our products through search, referrals, educational content, social media, and direct outreach.

Selling directly allows us to build lasting customer relationships, better understand user needs, and continuously improve both the product and the customer experience.

#### **Digital Marketplaces**

Established online marketplaces introduce our products to customers who are actively searching for innovative business solutions.

Beyond generating revenue, these platforms provide valuable market intelligence by helping us evaluate customer behavior, messaging, pricing, and product positioning in real-world environments.

Rather than viewing marketplaces as our business, we view them as one component of a broader customer acquisition strategy.

### **Strategic Partnerships**

As our platform expands, we anticipate additional growth through channel partners, consultants, agencies, educational institutions, and organizations seeking customized implementations of our identity infrastructure.

These partnerships extend our reach while allowing trusted organizations to introduce our technology within their own markets and professional networks.

### **A Platform Designed to Grow**

One advantage of a diversified acquisition strategy is flexibility.

As new marketplaces emerge, partnerships develop, and enterprise opportunities expand, additional acquisition channels can be incorporated without changing the underlying economics of the platform.

This allows our marketing strategy to evolve alongside changing technologies and customer expectations while maintaining a disciplined focus on sustainable growth.

### **Disciplined Unit Economics**

Our financial model is built around a simple principle:

Acquire customers efficiently.

Deliver meaningful value.

Build relationships that continue to grow over time.

Based on our current operating assumptions, we project:

- Strong gross margins supported by our private cloud architecture.
- Customer acquisition costs designed to remain well below projected customer lifetime value.
- Multiple customer acquisition channels that reduce dependence on any single marketplace or distribution partner.

- Financial models that improve as automation reduces onboarding time and operational costs.

Detailed financial assumptions, operating models, and supporting projections are available as part of our due diligence materials.

The acquisition strategy described here reflects the operating philosophy behind those financial models rather than the models themselves.

### **Learning From Every Customer**

Our first commercial offering, the Literary Interactive Business Card, serves a purpose beyond generating revenue.

Every implementation provides valuable insight into how organizations introduce themselves, communicate with customers, and use AI-driven digital identities in everyday business settings.

Those lessons continuously improve the platform while helping guide future products, services, and enterprise applications.

Each new customer becomes more than a subscriber.

They become part of the ongoing refinement of the platform itself.

### **Looking Beyond the First Product**

The Literary Interactive Business Card represents our entry into the market.

It is intentionally approachable, immediately understandable, and capable of demonstrating the value of interactive digital identities without requiring organizations to make large technology investments.

The acquisition strategy described here, however, was designed with a much broader vision in mind.

As our identity platform expands into education, publishing, museums, healthcare, customer service, and enterprise knowledge systems, the same disciplined approach to customer acquisition will support every new application we bring to market.

Our goal is not simply to acquire customers.

It is to build lasting relationships that grow alongside the platform we are creating.

**Ashby Navis & Tennyson**

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