

A close-up, high-magnification image of a biological specimen, likely a cell or tissue, showing a dense network of fine, dark, branching structures. The background is a deep blue, and the specimen is illuminated with a mix of red, green, and yellow light, creating a vibrant, almost ethereal glow. The overall texture is granular and complex, suggesting a highly detailed biological structure.

**LabVine**

# CUSTOMERS FOR LIFE

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Proposed by **LabVine™**

LabVine™ is a meeting place for laboratory professionals  
where they can learn, develop and discover.



## Career Progression Offers a Partnership For Life

It is necessary to engage more than the traditional buyers or decision makers to include all levels of staff and management. Laboratory professionals who work with the instruments on a daily basis play an active, yet underestimated role in the buying decision and life cycle of the contract.

LabVine™ wish to offer you a sponsorship opportunity that allows you to connect with a diverse laboratory audience in a meaningful way - each one of which has a direct or indirect role in the purchasing decision process.

For current and future leaders, career progression is a top priority and when choosing a learning experience, their top requirements are accreditation, certification, credibility and easy access. LabVine™ offers laboratory professionals all this, plus the ability to learn at their own time, place and pace.

In turn, this presents you with the unique opportunity to establish a touch point with your customers, not only at their workplace, but by becoming a part of their way of life.

Career progression offers a customer partnership for life.

### THE LABVINE TEAM

We believe in the opportunities and possibilities created to improve quality of life for all when laboratory professionals engage in continuous professional development.

*We are proud to say that our vision is supported by the fact that Tracxn, the research partner of choice for top investors, corporates and government bodies across the globe has identified LabVine™ as one of South Africa's most exciting start-ups of 2018.*

<https://tracxn.com/explore/South-Africa's-Most-Exciting-Startups-of-2018/>

## Traditional Advertising is not working

84%

### Engaging Content

Customers feel overwhelmed, interrupted and stalked by advertising and have taken steps to remove it from their day-to-day lives. The customer's time is valuable and it is therefore not surprising that 84% of customers expect brands to create content that engages them through storytelling, provide useful solutions, and create entertaining experiences.

4.1%

### Emotional Trigger

Sponsorship's key focus on likeability rather than mere visibility or exposure creates an activation mechanism that makes involvement as a sponsor more meaningful to the customer, adds value to their experience and truly connects with them. In North America sponsorship growth now outpaces other forms of marketing at 4.1% annually, with ad spending expected to grow by a mere 2.6 % and other marketing spending up by 3.2%.

15-17%

### Targeted Direct Access

Sponsorships can add much more to your customer than just advertising. The market for e-learning grows by 15-17% annually and in excess of 30% annually for the developing markets. Sponsorship allows you to have a direct dialogue with your customer, contribute to their career development and facilitate a global professional laboratory community.



## Unique Challenges

# 80%

### Competing for Customers

Almost 80% of the global in vitro diagnostic (IVD) market is dominated by the big ten vendors (in alphabetical order): Abbott, Becton Dickinson, bioMerieux, Bio-Rad, Danaher, Ortho Clinical, Roche, Siemens Healthineers, Sysmex and Thermo Fisher.



### Overcoming Consumer Inertia

Customers resist change even if it makes sense to switch to a better alternative. Perceptions are that:

- Change requires more effort and work than the benefits received from switching.
- Change means admitting that the previous choice was poorly planned.
- Prejudice against other suppliers, assuming that the experience will be the same no matter who you switch to.

# 100%

### Finding New Marketing Channels

Suppliers are increasingly realizing that they need to move beyond the traditional buyers or decision makers to include all levels of staff and management. The staff who work with the instruments on a daily basis play an active, yet underestimated role in the buying decision and lifecycle of the contract. A popular procurement strategy which requires almost 100% of the instrument systems in a high-volume core laboratory to be from a single vendor, has raised the stakes and requires companies to get more of the stakeholders across all the levels on board.





## A Better Way

### A Marketing Strategy that:

- Does not rely on interrupting customers
- Focuses on likeability and interaction rather than mere exposure
- Targets audiences in a way that facilitates dialogue
- Directly influences more stakeholders at all levels
- Adds value and addresses the needs of the customer

### There is a better way

Let us help you build a bridge between your stakeholders and your brand with the six pillars of sponsorship success:

**1*****The halo effect*****2*****Engaged and  
passionate  
members*****3*****Irresistible  
experiences*****4*****Social proof  
and influence*****5*****Interactive  
content*****6*****Word-of-mouth  
referrals***

## Why Sponsorship?

Best practice sponsorship is great for business. It allows a trusted influencer to tell your story to your audience. It provides laser targeted marketing and promotional opportunities that other channels simply cannot match. Traditional marketing and advertising relies on interrupting people to get their attention. Sponsorship, on the other hand, is all about creating positive experiences, weaving your brand into an interactive, memorable and natural exchange with your audience. It's about demonstrating shared values and connecting with a like-minded community. Partnering with LabVine™ can achieve that and more for your brand.



## The Halo Effect

The halo effect is the positive influence that flows from the laboratory professional's passion for learning, knowledge and discovery to your brand. The power of the halo effect comes from what's known as a cognitive bias. Through on-going positive engagements with LabVine™, our members and target audience unconsciously transfer positive feelings to you, increasing the likelihood of choosing your products and services over the competition.



## Engaged and Passionate Members

We have a ready-to-go audience that we intend to grow by a minimum 15-20% per month. Already we have a membership of more than 1,600 engaged and passionate members and a wider targeted audience from 108 countries aligned with your brand across all staff levels.



## Irresistible Experiences

Together, sponsorship allows us to create irresistible experiences which combine your message, interactive elements and our members and wider targeted audience in an interactive setting. This is where sponsorship shines, cutting through the noise of interruption marketing and enriching the customer's experience. These experiences create genuine relationships and promote emotional involvement and commitment to your brand.



## Social Proof and Influence

Social proof is the phenomenon where our behaviour is influenced by others. We assume that decisions by people around us are sound and therefore should be followed. Sponsorship allows you to tap into social proof by leveraging the influence of LabVine™. Together, we can use this social proof to influence buying behaviour and brand affinity.



## Interactive Content

Content is king. It is the title of an essay written by Microsoft's Bill Gates in 1996 and it's even more valid today. One of the benefits of creating an irresistible experience is the interactive content that naturally flows from the experience. This content is channelled into the rest of your marketing mix to promote your business, deliver quality leads and strengthen relationships with current and potential customers.



## Word-of-Mouth Referrals

Without a doubt, word-of-mouth referrals are some of the very best sources of sales leads. When a good friend, favourite celebrity, industry leader or trusted advisor recommends something, you usually take notice. When we combine the halo effect, passionate members, irresistible experiences, social proof and content creation, you create an environment rich with word-of-mouth referral opportunities for your brand.

## Passionate Community

### Why e-Learning, Development & Discovery

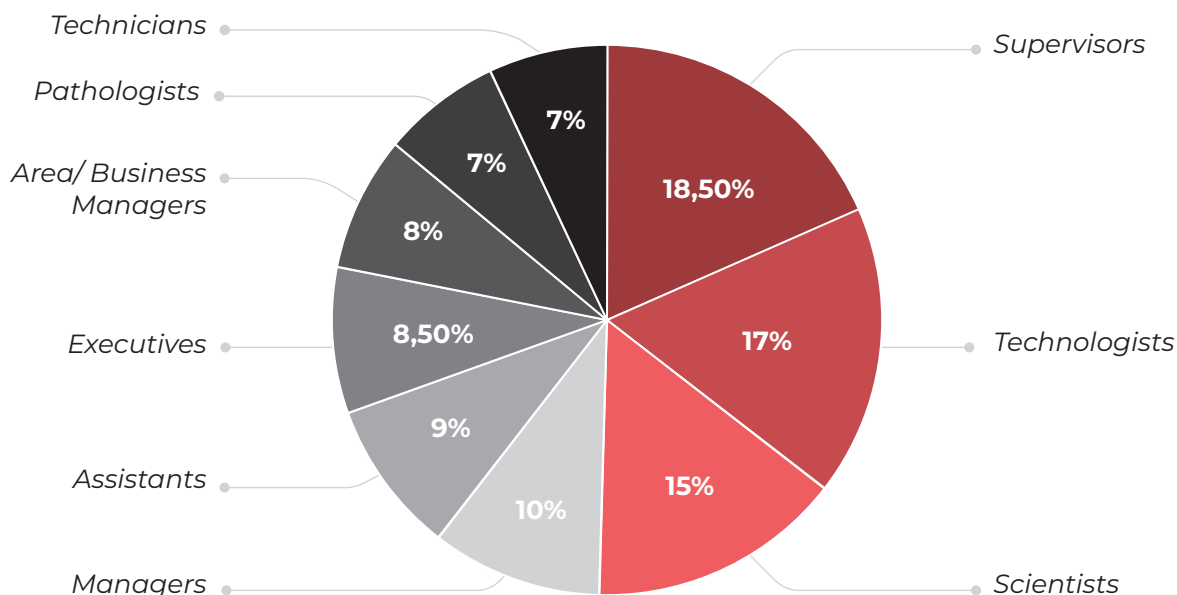
e-Learning allows us to learn at our own place, time and pace. No longer do we have to learn “just-in-case” we may need a skill. e-Learning allows us to learn “just-in-time” to address challenges as we face them. Being part of a global community of peers gives us access to knowledge and experience that would otherwise not be possible. Unlike event sponsorships the contact time with the learners is longer, allowing sponsors to experiment with new ways of engagement. It is less capital intensive and can be used for extended periods of time without losing its impact or value. With the ever-increasing use of mobile devices like tablets and smartphones, there has been a significant lifestyle shift for individuals of all ages. For the new generation, mobile is all they know, and e-learning fits in perfectly with their mobile lifestyle.

When you consider the many benefits of e-learning over conventional classroom training, it just makes good sense to use it whenever possible. And this is probably the most powerful reason why e-learning might become the new normal.



## Members

During the first six months LabVine™ has signed up more than 1,600 members, of which one-third has already started or completed one or more of the 60 odd laboratory specific courses. These members represent a cross-section of laboratory professionals.



Although our audience is a global audience located in 108 countries, there are 4 countries that constitute approximately 80% of our audience. Given that LabVine™ was officially launched in South Africa there is an audience skew, but it is important to note that our audience in North America and the United Kingdom is growing in double digits on a month-by-month basis.

41%

South Africa

22%

North America

11%

United Kingdom

9%

India

17%

ROW





## Affiliates

Through our network of LabVine™ affiliates we provide a content platform to more than a 100,000 laboratory professionals. This network is growing with many more potential affiliates being vetted to ensure that our target audience remains relevant.



## POWER of PROCESS



## Content Partners

Our audience demands access to a comprehensive range of relevant courses and a wide selection of content. We are in on-going discussions with institutions and partners to make their content available on LabVine™. Where necessary, we assist with the content production in order to ensure the highest quality. We currently have numerous courses in the pipeline, together with partners whose conference content we will be streaming to allow for a wider audience to partake in this knowledge transfer.



## Accreditations

Our audience places a very high premium on continuous professional development and we offer CPD and CEU points through our accreditation providers.

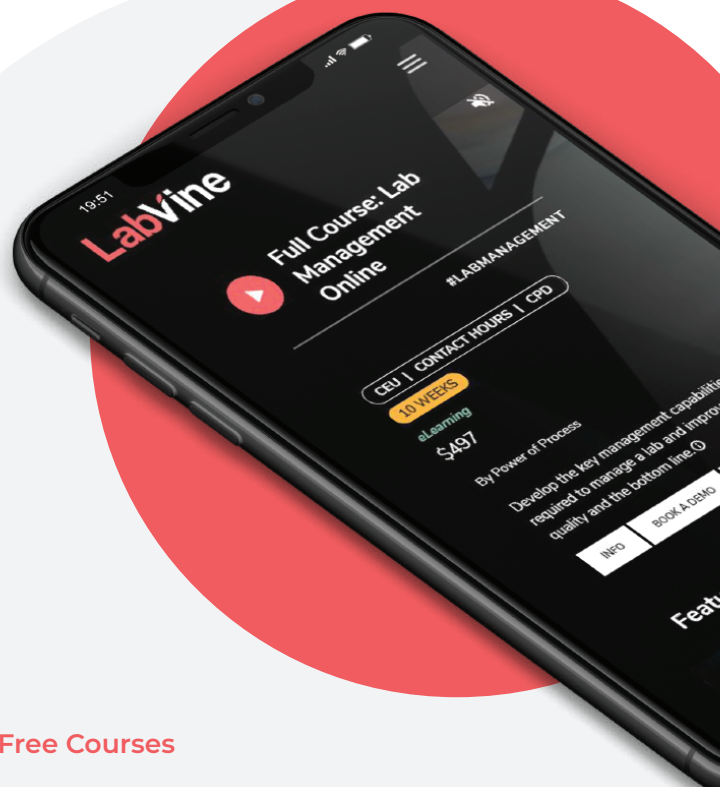


## Promoting your brand

When companies think about sponsorship opportunities, events such as conferences usually come to mind. Sponsoring LabVine™ will offer brand new opportunities to engage with a diverse laboratory audience in a meaningful way that will add value to their experience and truly connect with them.

Together we will create, implement and activate a range of promotional strategies to generate leads and ultimately build relationships to win new customers. Since we own the LabVine™ platform there are many opportunities that can be customized to promote your brand effectively, giving you a unique competitive advantage over your competitors.

Our LabVine™ sponsorship programme offers more than a sponsor's logo on a website or a banner ad - it is truly an opportunity to partner with us!



### Free Courses

Branded vouchers for access to our flagship LMO (Laboratory Management Online) course to the value of your sponsorship are included – these can be made available to either clients or employees.

### Hosting

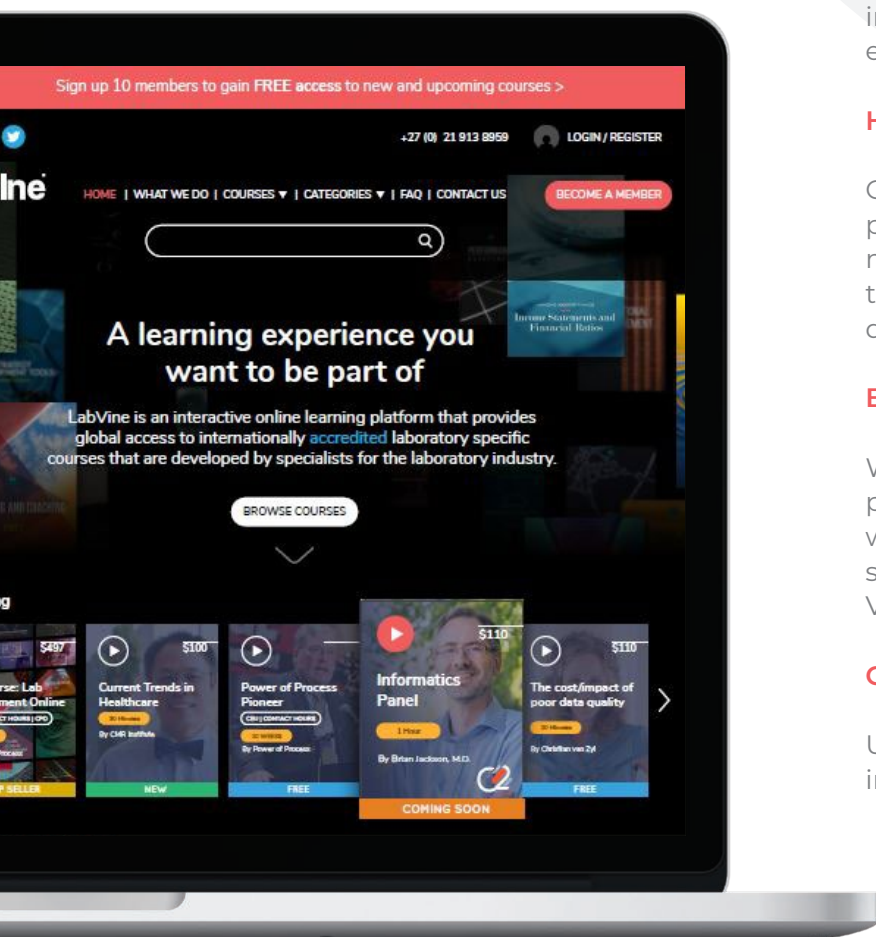
Our discovery channel is the ideal place to promote your products. Use your existing marketing material or create new materials to inform your clients on the latest developments.

### Branding

We will recognize your sponsorship by placing your brand collateral on our website, selected free content as well as streaming of conferences through VineStream™.

### Guest Appearances

Utilize your subject matter experts for interviews, blogs and webinars.



## Marketing Strategy

The following marketing activities will be included in the sponsorship programme and tailored to your specific marketing and communication objectives.

### Search Engine Marketing (SEM) and Social Media

Our strategy will focus on developing a two-way conversation and interaction with our audience, thereby developing a real sense of community.

- Vlogs & Blogs
- Instagram
- Facebook
- Online competitions

### Newsletters

Regular VineNews™ letters will be published with the latest news from the industry. Sponsors will have a regular column as well as prime advertising locations.

### Conferences

We are targeting and signing agreements with organizations to stream their keynote presentations, conference meetings and events to a wider audience through VineStream™. Recognition to sponsors for mutually agreed conferences and meetings will create valuable brand associations.

### Live Activations

Our community is real and therefor live activations are a key channel through which we sign up new members. This allows us to interact with and get firsthand feedback on the challenges they face and the opportunities they have identified.







# Founder

Wilhelm Boshoff is the entrepreneur and founder behind LabVine™ which is an offshoot of LTS Consulting, a company Wilhelm co-founded in 1998. As an industrial engineer, Wilhelm has dedicated the past 21 years to laboratory performance improvement as well as developing services and solutions that impact the bottom-line. During his career he served on many advisory boards with speaking engagements all over the world. As demonstrated by his career he remains passionate about the role of laboratories in general and laboratory professionals specifically. Together with a core team of learning and other professionals, Wilhelm believes in the power of the LabVine™ community to help laboratories move the world forward.



Andre Gouws

Chief Operating  
Officer

With over 25 years of experience; Andre has designed, developed and delivered numerous skills development programmes across diverse disciplines, internationally.



Hanrie Cloete

Lead Graphic  
Designer

Hanrie is the Lead Graphic Designer in our team. With 12 years experience in the design industry, she finds digital design fascinating due to its demand for adapting to new technologies and the changing digital world.



Tanja du Plessis

Product Development  
Engineer

Tanja is responsible for the design, development, and integration of innovative technology and games into the skills development training for laboratories.



## Interesting Facts

# US\$980m

The total market for IVD laboratory e-learning is estimated at \$US980m with this number multiplying when life sciences are included. This number will grow at the expense of traditional learning, bringing learning and your brand closer to the stakeholders.

# 12%

Notwithstanding that economic pressures, new technologies and performance improvement are amongst the top challenges facing laboratories, only approximately 12% of the total learning budget is allocated to operational learning. There is a huge opportunity to address these challenges.

# 67%

Nearly 67% of students now use mobile devices to complete their online coursework, presenting vendors a unique opportunity to become part of the laboratory professional's lifestyle.

## Next Steps

Thank you for your time and consideration. I trust the ideas and opportunities outlined in this document illustrate how you can partner with us as a sponsor to help you connect with your target audience and to address the needs of our laboratory professionals with respect to learning, development and discovery.

I will be in contact with you within the next few days to answer any questions that you may have and to learn more about your marketing goals and objectives.

**Alternatively you can reach me anytime on  
+27 82 887 0290 or by email at  
[Wilhelm@LabVineLearning.com](mailto:Wilhelm@LabVineLearning.com).**

## Executive Summary

### Traditional Advertising Is Not Working

- 84% of consumers expect brands to create content that engages them and that provide useful solutions to the challenges they experience.
- 4.1% annual growth in sponsorship shows that it adds value and allows vendors to truly connect with audiences.
- Directly connect with your target audience that grows by 15-17% annually and by more than 30% in developing countries that offer growth opportunities.

### Unique Challenges

- 70% of the global IVD market is dominated by the 8 big companies.
- Customers resist change even if it makes sense to switch to another solution.
- Suppliers need to move beyond traditional buyers or decision makers to include all levels of staff and management.

### A Better Way

What we offer you is a marketing opportunity that:

- Does not rely on interrupting customers
- Focusses on likeability rather than mere visibility/exposure
- Targets audiences in a way that facilitates dialogue
- Directly influences more stakeholders
- Adds value and addresses the needs of the customer

### Passionate Community

Laboratory professionals want to be part of a global community of peers that give them access to knowledge and experience that would otherwise not be possible.

- > 1,600 members in 6 months growing by double digits on a monthly basis.
- > 100,000 laboratory professionals reached through our affiliates.
- > 200,000 laboratory professionals reached through social media.
- Includes all levels of staff and management.

### Why Sponsorship

Here is why partnering with LabVine™ will be good for our sponsors:

- The halo effect: The positive influence that flows from the audience and members' passion for learning.
- Engaged and passionate: We have a ready-to-go audience aligned with your brand.

- Irresistible experiences: Sponsorship shines by cutting through the noise of interruption marketing and enriching the customer experience.
- Social proof and influence: Together we can use social proof to influence buying behaviour and brand affinity.
- Interactive content: Content is channelled into the rest of your marketing mix to promote your business, deliver quality leads and strengthen relationships with current and potential customers.
- Word-of-mouth referrals: When we combine the halo effect, passion, irresistible experiences, social proof and content creation, you provide an environment rich with word-of-mouth referral opportunities for your brand.

## Promoting Your Brand

We are ready to partner with you to explore innovative ways to reach your target audience through our platform, affiliates and content partners. Here are some ideas that we are sure will resonate with you:

- Free courses
- Hosting
- Branding
- Guest appearances

## Marketing Strategy

The following marketing activities will be included in the sponsorship programme and tailored to your specific marketing and communication objectives:

- Search Engine Marketing (SEM) and Social Media
- Newsletters (VineNews™)
- Conferences (VineStream™)
- Live activations

**We call on you to consider this opportunity as more than a sponsorship, but as an opportunity to invest in the future of our laboratory professionals through a marketing channel that will make you part of their career and that fits in seamlessly with their lifestyle.**





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