



DUCORP  
**XTM**

USA.UAE.MRU



MEDIA CO.



MARKETING-RELATED  
PRODUCTS & SERVICES

**XTM** HQ

BRAND INCUBATOR &  
ACCELERATOR

DUCORP  
*A family investment co.*



**XTM**

*Mirror*

**MARKETING PRODUCTS & SERVICES**



## About This Document.

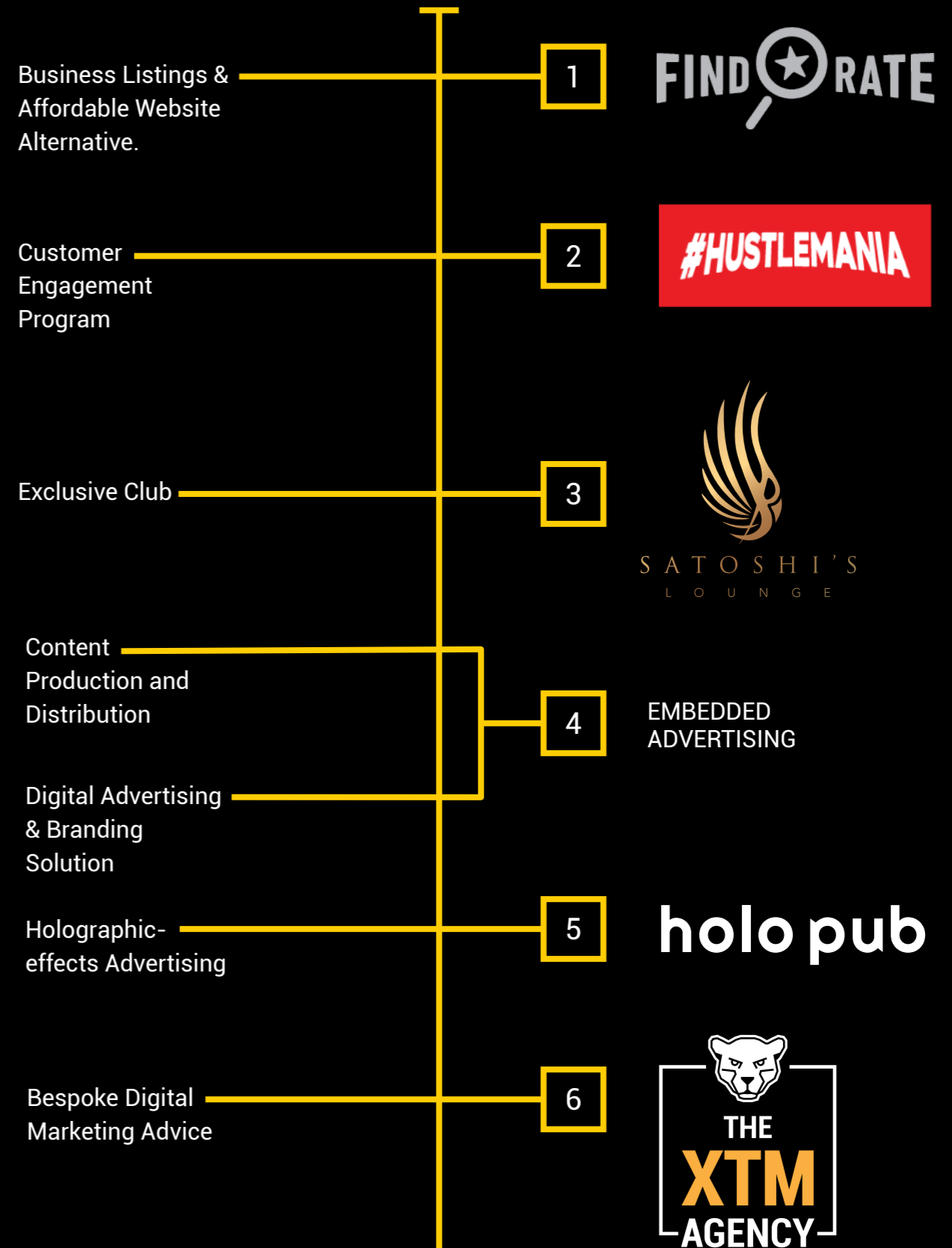
Pages.....19  
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## Purpose

This document has been prepared to provide general information regarding the marketing services provided by Ducorp XTM under the brand XTM Mirror.

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## ATTENTION, DATA AND ENGAGEMENT 🔥 ❤️

The Internet is the world's commercial middleman and a truth machine. Today, product quality and price are arbitrated globally, leading consumer choice to be driven by emotional connections with brands.

We believe that a 'Branding-First' mindset and robust virtual presence is essential to thriving in modern commerce. Authentic communications in the right channels create trust and build audiences. A loyal audience will gravitate towards an authentic brand as it will resonate with them, making them more likely to buy from you.

The first step is to increase your online visibility by using appealing content to secure your customers' attention. The perception of your message should be that you are giving them high value for what you receive from them. Be simple to understand, hard to replicate.

Everything we do is based on getting measurable results. We deeply analyze data to ascertain any issues and resolve them promptly. We question everything and are not awestruck by or nostalgic for how things were traditionally done by others.

Our solutions are innovative and unique simply because we are different; this is proof that we know who we are and express our beliefs. We walk the walk.

LET'S BUILD  
BRAND TOGETHER

**JAMES L. R. DUCHENNE**  
CHIEF EXECUTIVE OFFICER  
DUCORP XTM



1

# FIND RATE

## Find & Rate Businesses in Mauritius

FindRate is a small and medium (SME) business listing site targeted at the African market.



Maid & Cleaning



Tradespeople



Professionals



Shopping



Food & Drinks





# FIND RATE

The majority of African SMEs do not have a website; Facebook is usually their only online presence.

This is due to:

- 1. The cost of building and maintaining a website.
- 2. The technical expertise required to make a web presence worthwhile.
- 3. The time required to build a website inclusive of text and graphic design.
- 4. Some businesses' incorrect perception that they do not need to have an online presence.

Our solution to those concerns is that we can build a web presence with SEO keywords at unbeatable prices **WITHIN** 24 hours.

**Now, there is no excuse.**

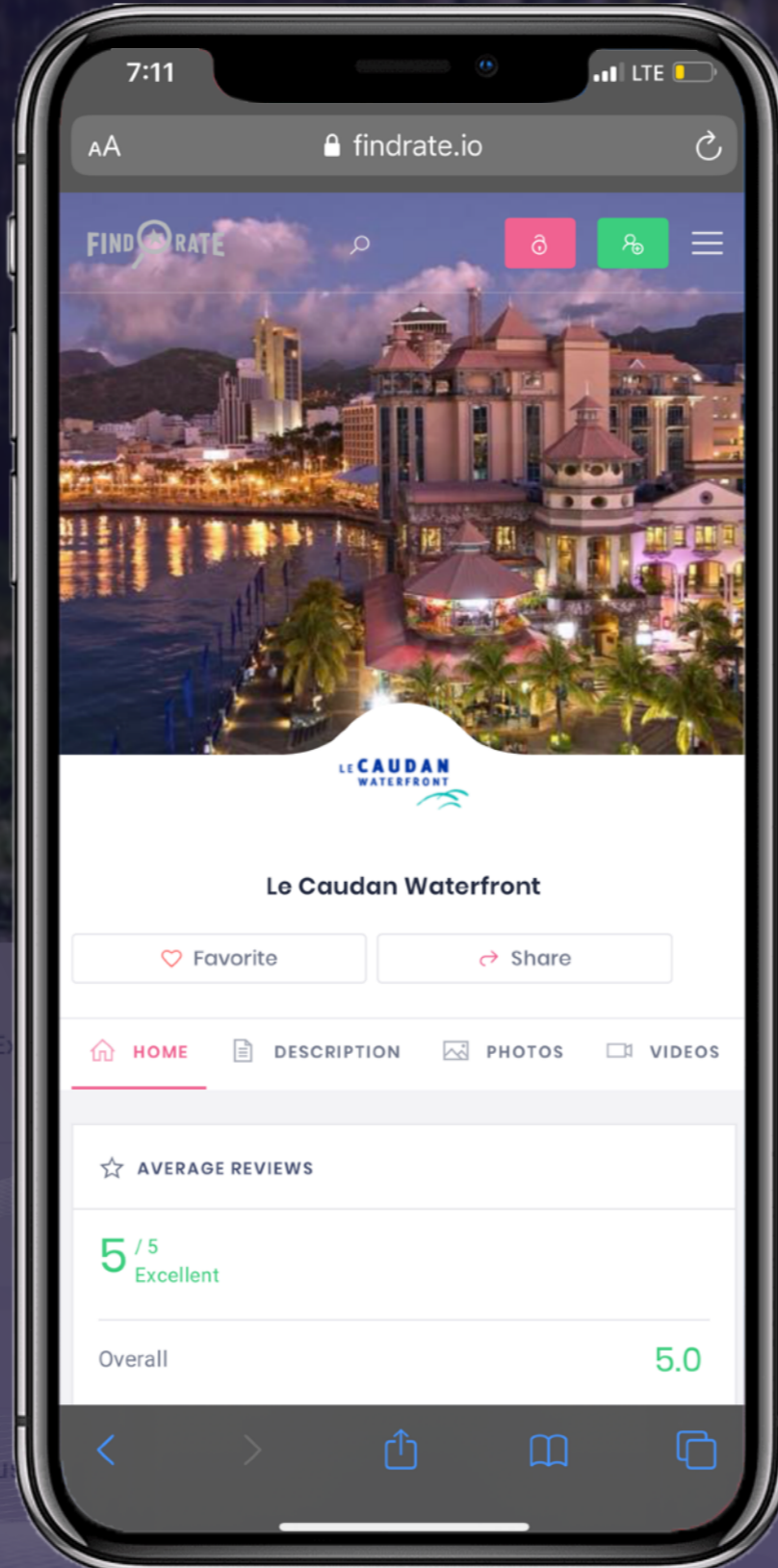
## HOW IT WORKS

- 1 We buy and maintain your web domain name.
- 2 We build your online presence on FindRate. We design your content and publish it.
- 3 People typing your domain name goes to your FindRate site. We position your site to be found on search engines.

**RS1,500**  
**ONE-TIME COST**  
 No maintenance, hosting, or other fees.

**\*\*Exceptions:**

- I. A change to your information costs Rs500 each time.
- II. Annual renewals of your domain name depends on registrar cost which can be approximately Rs300.



### Keep Clean LTD

BUILD, MANAGE, MAINTAIN & E

HOME DESCRIPTION PHOTOS

DESCRIPTION

We are a company offering cleaning services in Mauritius services.

Above all, our purpose is to create an optimal working environment. It is certainly through our unique integrated approach to building, managing and maintaining. So that you are enabled to focus on your core business.

Our value proposition is that we offer quality services our clients can trust. We give you the freedom to

Favorite Share

POSTS

BUSINESS INFO

info@keepcleanltd.com

(+230) 2107025

http://www.keepcleanltd.com/



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# #HUSTLEMANIA

## WHAT

**Hustlemania** is a competitive event where participants do activities to get *units* they use to bid for items. The winner is the participant that wins the *star item*.

## HOW

**Participants** get coupons pre loaded with *Bid Units (BUNs)* in participating stores that they upload to the Hustlemania app. They can get bonus BUNs for special activities. There are two types of auctions, private (or events based) and online.

I. **Private BUNs** are siloed and expire after an event. Those BUNs can be branded and must be earned from the organizer and used solely at the event. You must be invited to participate. This can be used for conferences, staff parties, special events.

III. BUNs earned for online events do not expire.





**ALEXANDRE**  
HUSTLEMANIA  
XTM HQ, 2020.



# #HUSTLEMANIA

## HOW MUCH

### PRIVATE EVENTS set up (+2 Booklets) - USD 500

- 1 Event Branded Signage
- Training and Orientation
- Client Data, Analytics

Extra Booklets: **USD 150** each

### ENGAGEMENT PROGRAM

- 1 Branded Signage (with Bonus plays)
- Training and Orientation
- Client Data, Analytics
- Free Product Advertising

Buy Booklet Only: **USD 150** each



We can convert your rewards points into BUNs automatically through our API gateway.





# #HUSTLEMANIA

## WHY

The power of loyalty programs is giving something extra that people connect with emotionally and value.

With Hustlemania you can engage your patrons, customers, staff, attendees, etc. You don't have to worry about developing technical solutions, paying for maintenance, figuring out what to give of value. All of that is left to the community and the Hustlemania App.

You simply purchase physical or digital coupons and give them to your customers for doing something at your store. From time to time we drive back clients to your store by offering them bonuses. Coupons can also be purchased by distributors that want to drive people to their products.

For private events, the value is fun and advertising. For example, get your top sponsor to present the star prize with the audience's attention.

Or get Hustlemania for an annual staff party; instead of just gifting physical items, you could host a fun Hustlemania event for employees to bid for items. Coupons could be given to staff for meeting targets etc.

This event allows them to have fun, interact, and hustle!

**WE'RE A FUN TYPE OF DIFFERENT**





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SATOSHI'S  
LOUNGE

BY INVITATION ONLY

1

We've built an exclusive club focused on tackling the challenges of an ever-evolving digital world by implementing innovative solutions.

The goal of our community is to stay one step ahead and also peek around the corner to take advantage of viable business opportunities.

2

The club promotes privacy and curated content and is the antithesis of social networks.

3

Only 1 -2 posts allowed per day from our experts. That's a maximum of 10 posts over 5 days, and members can't DM other members.

4

Members can only contact experts, comment on a post and sample products and services from a featured business. This is the only way that members can divulge who they are.



## Satoshi's Lounge is a **lead generation** business for our partners

1

You can pay to write an article that is helpful to a vetted list of CEOs, Chairmen, Founders, and Influencers.

As there are only 1 to 2 posts per day, your content is much more likely to get the attention you deserve. Build a name for yourself as an expert and let our members contact you!

2

Post a 'most-favored-nation deal' (best discount in the world), for your business.

When a member takes the deal, our system will send you the details of that member and when to contact them. You then proceed from there and only pay a nominal lead-generation fee.



### Our card

Our rose gold metal perforated and engraved card is as much a piece of art as it is a functional item. Your picture is engraved by an aspiring artist.





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# EMBEDDED ADVERTISING



We create and distribute authentic content. We aim to educate or entertain and to stimulate audience attention and engagement for maximum results.



We can weave your content and message in our original productions.

## PATH 1

Choose from 7 shows (as at 03.2020) which cover the Arts, Entertainment, Business, etc. categories.



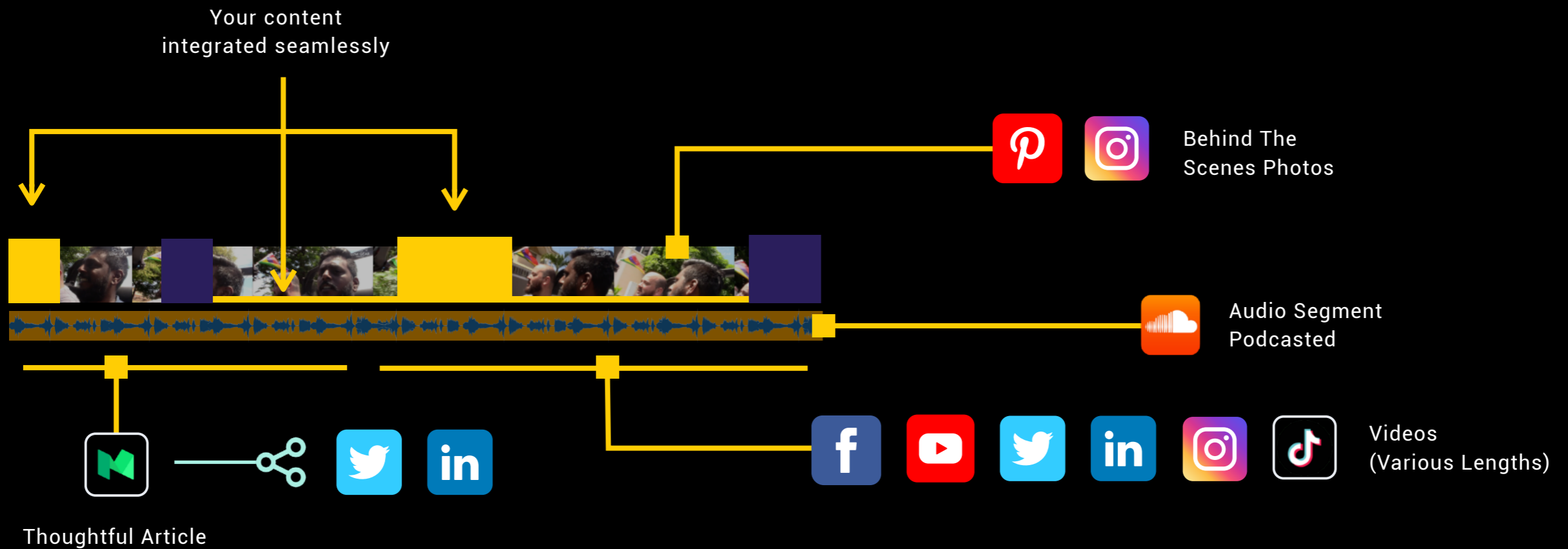
## PATH 2

Select our bespoke Documentary-style video format, which is 30mins to 1hr in duration





# The **anatomy** of embedded content & distributions



10-15 unique pieces of content distributed across 9 platforms.

**Benefits**

- Views
- Actionable Analytics
- CTA ROI
- Re-use all content



EMBEDDED ADVERTISING  
VARDEN POWR (TIRE SHOP)  
LOW GERA MAURITIUS, EP.1

**"The result was awesome. I had really nice feedback and the tire shop got noticed!"**

- Ramen Varden





## HOW WE CHARGE

### PATH 1

Choose from 7 shows (as at 03.2020) which cover the Arts, Entertainment, Business, etc. categories.



Deposit: **USD500** for 1,000 - 5,000 views\*

- 5,001 - 10,000 views: **+USD300**
- 10,001 - 15,000 views: **+USD300**
- 15,001 - 20,000 views: **+USD300**
- 20,001 - 25,000 views: **+USD300**
- 25,001 - 30,000 views: **+USD300**

**CAPPED TOTAL: USD2,000**

### PATH 2

Select our bespoke Documentary-style video format, which is 30mins to 1hr in duration



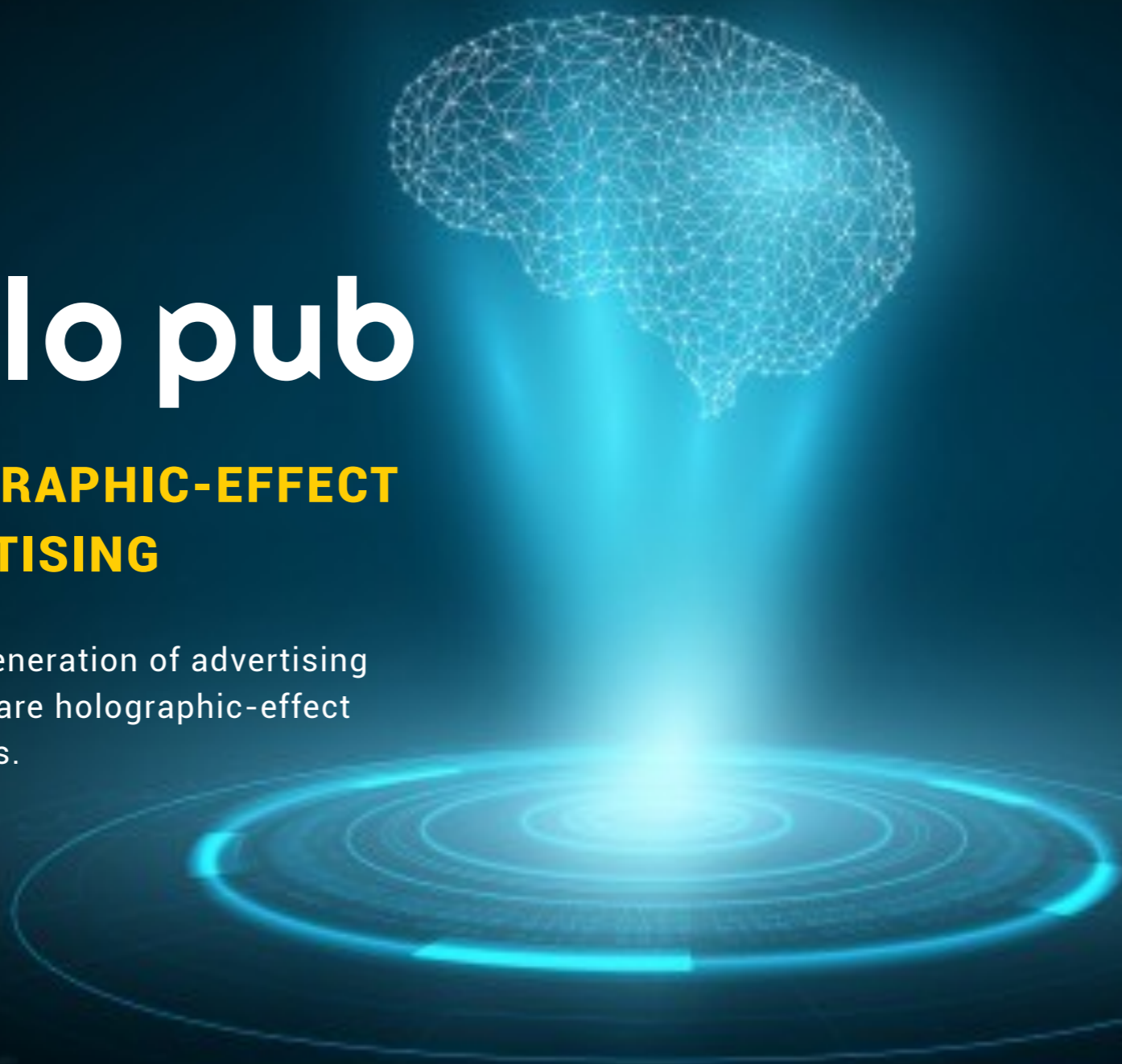
Production (non-refundable): **USD500**

Deposit: **USD500** for 1,000 - 5,000 views\*

- 5,001 - 10,000 views: **+USD300**
- 10,001 - 15,000 views: **+USD300**
- 15,001 - 20,000 views: **+USD300**
- 20,001 - 25,000 views: **+USD300**
- 25,001 - 30,000 views: **+USD300**

**CAPPED TOTAL: USD2,500**

\*If we achieve less than 1,000 views we pro-rata refund you. All views must be achieved in a month following release. Views refers to 3 sec-views on Facebook.



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# holo pub

## HOLOGRAPHIC-EFFECT ADVERTISING

The new generation of advertising billboards are holographic-effect 3D displays.

1

3D graphic production or use your own.

2

Hardware installation and maintenance.

3

Software scheduling and support.



1

In **Publicity Spots**, you pay for minutes for peak and off-peak traffic in shopping malls and other high traffic areas. The campaign is purchased on a monthly or discounted quarterly basis.

2

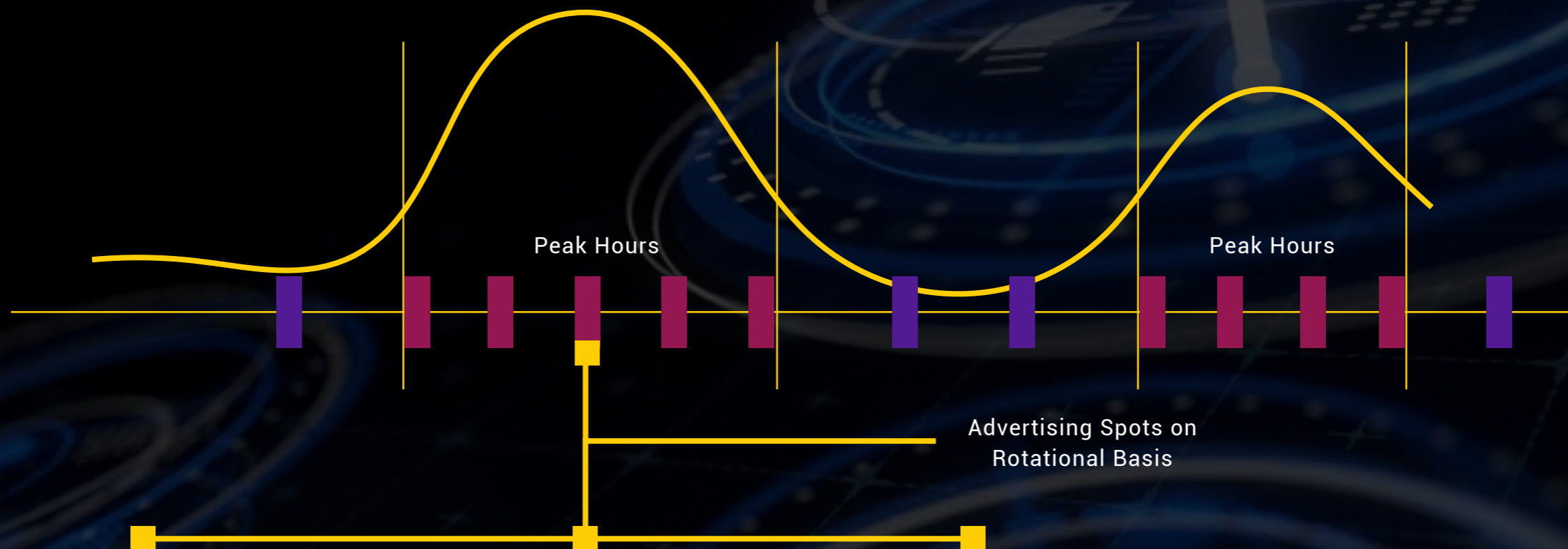
In Rent or Buy, package, you pay a rental fee for the machine, or buy the device with 3D software-handling support included for 12 months.







# The anatomy of publicity spots & distributions



**Option 1\***: Rs9,000/mo. for 3 months

Peak and Off Peak Spots

**Option 2\***: Rs15,000/mo. for 3 months

Longest Peak & Off Peak Spots

**Option 3\***: Rs3,500/mo. for 3 months

Off Peak Spots

\* Excludes design work, if required.





## RENTAL & PURCHASE

**BEST FOR BUSINESSES THAT WANT TO PROMOTE THEIR PRODUCTS IN THEIR STORE**

(e.g., bars, shops, casinos etc. )

### RENTAL

Small machines.....**Rs20,000/unit/mo.**  
Large machines.....**Rs30,000/unit/mo.**

The rental comes with our full-suite service package, which includes 5 sub-campaigns and technician support.

### BUYING THE MACHINE

Small machines.....**Rs80,000/Unit**  
Large machines.....**Rs120,000/Unit**

You must buy our full-suite services package for at least 12-months. This includes 10 sub-campaigns per month and technician support for Rs10,000 per month.







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THE MARKETING AGENCY THAT'S LIKE YOUR OWN IN-HOUSE MARKETING TEAM.

We have a subscription-based program and also cater to the traditional one-off campaigns.

We use our **XTM Mirror platform** to communicate, organize tasks.

See your work evolve from start to finish and contribute when you want to. **You're in control!**

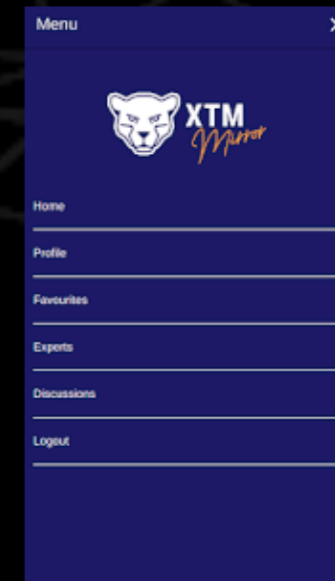
**We're here for you.**

1

5 Hours Per Month - Rs10,000.

2

Free Access to XTM Mirror App.





**XTM**  
*Mirror*

**WANT TO KNOW MORE?**



[sales@ducorp.co](mailto:sales@ducorp.co)



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