



Company Information:

Company: EventIQ inc.
Contact: Dave Bodnarchuk, dave.bodnarchuk@eventiq.com
Website: www.skoochie.com
Hours & Time Zone: 8-5pm MST
Established: (1999) **IDN Membership:** Premier & 2002
QuickBooks Integration: Via payments for events
Integration with other software: Contact management applications, MS Office Suite (Word, Excel, Office)

An Interview With

EventIQ inc. – skoochie
(www.skoochie.com)

I am now a skOOchie evangelist. Thanks for saving my time in the organization of my family reunion and other meetings. And I can't believe how quick it was to do my 2nd get-together. You guys say that it was 20 seconds; it was more like 2! Thanks!

Kevin Connors – Director of IT Lilydale foods

At a Glance:

- Organizes guests and get-togethers
- Free if you pick a sponsor
- 100's of predefined templates
- Builds sharp looking invitations that can be emailed or printed
- Tracks your RSVP's and guest list
- Helps guests show up by sending a calendar reminder and a map
- Doesn't require contact uploading
- Integration with Contact Managers email and Excel
- Great with Blackberries and Treos

Why was skOOchie developed?

We wanted to give something back to our customer base by reducing the cost to make our software more accessible to non-profits, charities and the general public. So, we took the best from eventIQ and made skOOchie. skOOchie helps you organize guests for get-togethers like parties, meetings, customer events, sporting events. Anything where you need to know who is coming and who isn't. It saves time, boosts attendance and improves service for you, the organizer and your guests.

The fun fact – the name skOOchie stands for scheduling and organizing events, but it was really suggested by a friend at an after work get-together who said "skooch over". And the name stuck!

Who is Your Target Market and Why?

Anyone who needs to manage get-togethers. We have over 800 event organizers, many we call "hidden event planners" – corporate administrative professionals, party planners, non-profit and associations directors, school teachers and administrator. These folks are our best skOOchie spokespeople! It also helps ProAdvisors manage their customer functions and is an easy way to advertise and reach their target market!

How does skOOchie Work?

Go to www.skoochie.com. Select a template, answer some questions, and skOOchie builds a sharp looking invitation and emails the invitation to you. You forward the invitation to your guests via email or printing. Guests respond with a single click and receive a map and a calendar reminder so they know when and where to show up. skOOchie emails you the responses and builds your guest list.



Who is your competition and how does skOOchie differ?

Our competition includes other invitation services like Evite.

- * skOOchie doesn't need your contact list to send invitations
- * Simple and easy to setup in under 2 minutes
- * invitation comes from your own email, increasing read rates
- * 2nd get-together takes 20 seconds
- * online response webpage is fast to fill for your guests
- * Our customers say it's easier to learn
- * Invitation can be printed, and still looks good
- * Ties into Google maps, spreadsheet, and contact management software and CRM solutions
- * works great with palm treo and RIM blackberry
- * Many types of get-togethers (more than parties), like job interviews, professional sporting events (taking your customers to a game), staff functions, volunteer round-up, course scheduling, parent teacher interviews, team game tracking
- * Accept phone and fax RSVP's into your guest list in your skOOchie account.

A mini customer case study:

An executive wanted to save time and effort when inviting guests to sports events, yet attracting their key prospects to ensure best use of the seats. For the hockey season, they uploaded their season ticket schedule into a template and sent out invitations. Guests picked games they could attend, and received a calendar reminder to get them to the game. Once picked, the game is removed, so extra people can't attend. Faster than phoning, better responses rate, and the right number of guests! See www.skoochie.com

QuickBooks Integration:

Contact manager integration today.

Payments will be tied to the Sales Receipt process when accepting online credit cards (just like in EventIQ does today). This functionality is planned for release in November.

Installation & Setup:

skOOchie is an online service, with not installation or setup time. You do not need to upload your contacts either.

The typical learning curve of skOOchie is about 2 minutes; you learn by setting up a get-together.

Demonstrations & Trials

Screen shots and Flash demonstrations are available at www.skoochie.com, to help you get started right away. Best of all, skOOchie is free to use if you pick a sponsor!

Pricing, Support, Enhancements & Updates:

skOOchie is free to use if you pick a sponsor or \$25/month for personal parties and seeded templates.

Business process creation and inclusion of your company logo is extra. If you have a template idea, let us know, and we will update it.

Customers drive our enhancements, and a some really great things are coming out in the next couple of months; including paid event management, which includes QuickBooks integration, meeting scheduler (to co-ordinate and pick a meeting times), as well as more user defined capability.



How can skOOchie help Advisors with their clients?

Advisors can use skOOchie like a promotional item/thank you gift to give to their clients, think of offering skOOchie just like you would a hat or a pen. skOOchie ties into their website via a link, and appears with your branding. skOOchie can also be shared via a business card message, included in an email, and really increases traffic to a website. So whether the ProAdvisor gives it to their clients, or uses it themselves for their own get-togethers, gives it to charities, associations, and non profit groups or their friends and neighbors, it is a great way to get their brand out!

Closing – What is the most important point you would like to make?

We have no major horn tooting to do here, as skOOchie speaks for itself!

We just encourage you to go to www.skoochie.com and give it a try for free!