

# SYNATURE

- Synature is developing a new approach to target marketing and consumer profiling designed to replace traditional broad-brush market segmentation processes. Delivering rich customer insight based on innovative psychological profiling techniques adapted to the on-line environment, it enables greatly-enhanced customisation of on-line sales offerings, increased profitability and long-term customer loyalty.

## □ AT A GLANCE

- Established by ANGLE in 2005
- Intellectual property developed by a Cambridge-based team of psychologists and world-class pattern-recognition experts
- Product currently in development

## □ CONTACT DETAILS

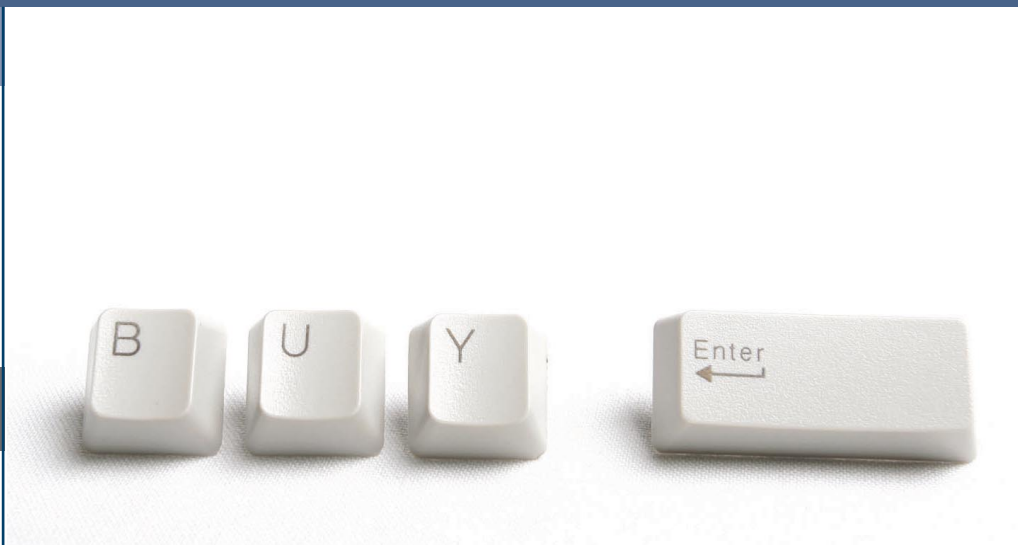
Synature Limited  
 Surrey Technology Centre  
 The Surrey Research Park  
 Guildford  
 GU2 7YG

T: +44 (0) 8701 909550  
 www.synature.com

## □ ABOUT ANGLE

Founded in 1994, ANGLE is an international Consulting, Management and Ventures company focusing on the commercialisation of technology and the development of technology-based industry.

ANGLE Ventures founds, develops and operates its own technology-based businesses. Utilising our in-house Progeny® process, we commercialise intellectual property developed by technology partners in the academic, private and public sectors.



After the false dawn of the 'dot.com' era, on-line sales and internet advertising have come of age. The rapidly maturing technology, however, has far outstripped the capabilities of a 40-year old off-line marketing toolkit. Synature was established by ANGLE in 2005 to meet precisely this need. It helps e-tailers and portal owners capitalise on the opportunity for new sales, market share and, especially, the 'holy grail' of long-term 'value-laden' customer relationships. The company is developing and exploiting a set of intellectual property created by a Cambridge-based team of psychologists and world-class pattern-recognition experts. Estimates suggest a \$1 billion market by 2008 and as yet no sign of a competitive entrant employing psychological profiling.

### CONTEXT AND OPPORTUNITY

How much do you and your neighbour really have in common? 'A lot', according to the necessary - if surprising - presumptions of conventional marketing practice. Such strategies classify customers into broad groups or 'segments' as the precursor to targeting each with an appropriate mix of communications. But traditional classification is 'coarse grain'.





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At best it relies on classic demographics (age, postcode etc) and/or secondary psychographics (e.g. magazine buying habits) as crude behavioural predictors. You and your neighbour, for example, may both be 50-year old Times readers but such coincidences are unlikely to indicate, say, identical choices of wines or holidays! Little surprise then that considerable wastage occurs in most marketing programmes.

Synature, by contrast, starts with you alone - or, alternatively, your neighbour. Its focus is an individual's choice and patterns of choices. Each 'choice set' provides 'fine grain' variables to predict more accurately likely perceptions, preferences and, ultimately, behaviours. The model integrates key theories from cognitive psychology with a stream of insights from advanced pattern recognition. By extension, runs the Synature hypothesis, the more personalised the experience, the more satisfied and, thereby, the more 'sticky' or loyal the customer to a given hub or advertising source. And such loyalty is the ultimate marketing 'hard currency'.

## SYNATURE MANAGEMENT TEAM

**John Woods**  
CEO

John Woods is an experienced technology entrepreneur with a background in Internet marketing optimisation, data analysis and decision support systems. He holds an MBA and a doctorate in Astrophysics.

**Andrew Fraser**  
Co-founder

Andrew Fraser is co-founder of Synature. He has led pioneering research and technology initiatives throughout his career, culminating in the creation of the award-winning innovation underpinning Synature.

**Professor William J Fitzgerald**  
Consultant technical advisor

Professor Fitzgerald is Head of the Signal Processing and Communications Laboratory at the University of Cambridge and consults for a number of successful high technology companies in both the UK and USA.

## SYNATURE AND ANGLE

The creation of Synature marks a further major extension of ANGLE's Progeny<sup>®</sup> process which is designed to help companies commercialise the value of their intellectual property. ANGLE itself is a category pioneer, leader and expert in technology wealth creation (TWC). Spanning the worlds of technology, finance and management, it applies this core expertise in three ways to:

- Enable companies to participate effectively in TWC (Management Services);
- Help firms decide how to optimise and progress the value of their engagement in TWC (Consulting); and finally, as with Synature, to
- Deliver successful direct results from TWC (Ventures).

By working closely with the Cambridge-based Synature team, ANGLE has enabled the company to progress successfully through each phase of its development to date and to establish a strong, robust platform for future development. It has recently expanded the management team with the appointment of a sector specialist into the CEO role.

