ImRix

Do better with the right index

WHAT IS ImRix.com?

ImRix.com empowers communities to connect with their members in a whole new way.

It is an online platform providing services to communities and their participants based on modern data processing algorithms. It is an effective and multi-functional tool for analysing and personalising user data of professional communities or interest groups.

WHAT DO WE OFFER?

Using modern integrated solutions, ImRix.com platform provides users with a wide range of functionality starting **from €13,13 per user per month.**

The basic plan includes:
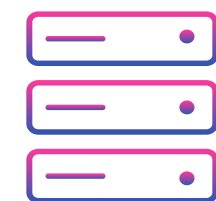
User data hosting

Multilingual user personal account

Extensive analysis and statistics tools

User's ratings and statuses tracking system

User's personal data management

Chat for users communication

24/7 technical support

WHY ImRix.com?

The platform provides unique features and technological solutions:

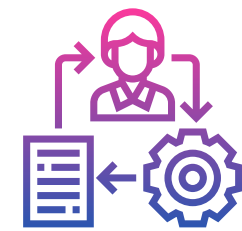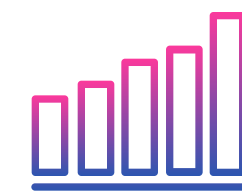|					
01	**02**	**03**	**04**	**05**	**06**
Customisation of the platform for any type of community	Effective big data digitisation	Multi-channel user notifications	Managing platform from any device	Multi-level security system	Processing for up to 10 million users per day

HOW YOU BENEFIT WITH ImRix.com?

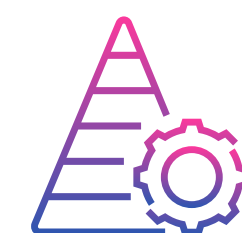Simplifies and systematises the workflow of community members

Makes starting quick and accurate for beginners
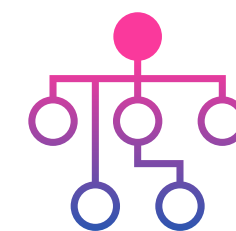
Boosts new member recruitment

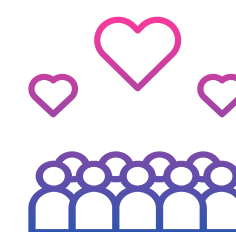Strengthens your community through better collaboration

Shows the complete view of all those involved in the community

Contains tools and modules for automating communities

Allows you to build your own personal analytics for users

Meets all needs and increases the loyalty of community members

Provides data visualisation of personal activity

YOU'RE SAFE WITH US

Data security is the basic core of any community's development. We use the most up-to-date information system security standards. All ImRix accounts are securely protected by a multi-level security system, encryption system, and are backed up daily.

The collection and storage of user data with the ImRix platform meets all international requirements and standards in the field of data protection (including GDPR).

GDPR

ImRix

Secure Socket Layers (SSL). All accounts work using an SSL certificate issued by a recognised international certificate authority (Thawte). Using the https Protocol guarantees secure encrypted data exchange between the server and the user's computer.

Independent shared storage. All accounts work independently of each other thanks to Modern dockers containerisation technology. Containerisation guarantees the timely allocation of resources, eliminates the possibility of monopolisation of resources, and also eliminates the possibility of data leakage.
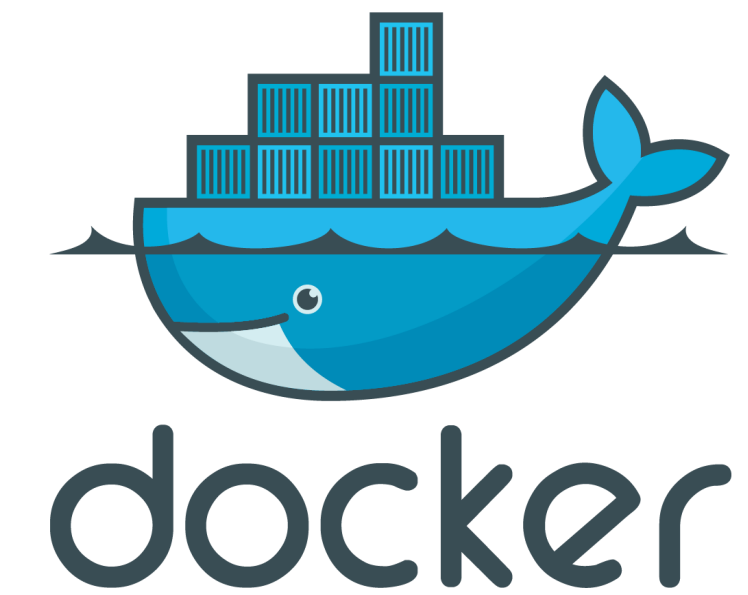
Real-time backups. Real-time backups are performed on separate backup servers, which the system automatically switches to in the event of an accident. This seamless switching takes place without the user even noticing. In case of an emergency in the data center as a whole, we carry out daily backups to another data center located on a different continent.

ImRix.com WILL BE LAUNCHED IN EUROPE
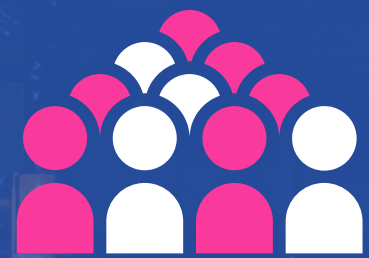
100 million+ current members of different non-profit associations, communities and fan clubs
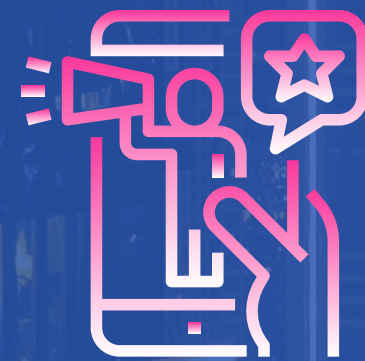
76% of adults owning a smartphone

220 million people with broadband internet connection

ROAD MAP

STAGE 1

2019

2019.10 — Idea Development, planning.

2019.11 — OIrganization of a technical and business team.

2019.11 — Focus group Testing.

2019.12 — Feedback Phase.

STAGE 2

2020

2020.01 — Creation of the first prototype, testing.

2020.04 — Customization of the platform for sports communities.

2020.05 — Launch on the European market.

2020.07 — Collaboration with 10 sport communities.

STAGE 3

2020.08 — Customization of the platform for professional communities.

2020.09 — Expansion of the development and marketing team.

2020.10 — Attracting 100+ professional communities.

2020.11 — Entering the Asian market.

STAGE 4

2021

2021.01 — Set of key team members to scale around the world.

2021.02 — Development of a template for commercial organizations.

2021.03 — Entering the North American market.

2021.06 — Growth of up to 30 thousand users.

STAGE 5

2021.06 — Entry into the market of South America.

2021.06 — Update of the platform and statistical algorithms.

2021.09 — Testing the platform for NPOs.

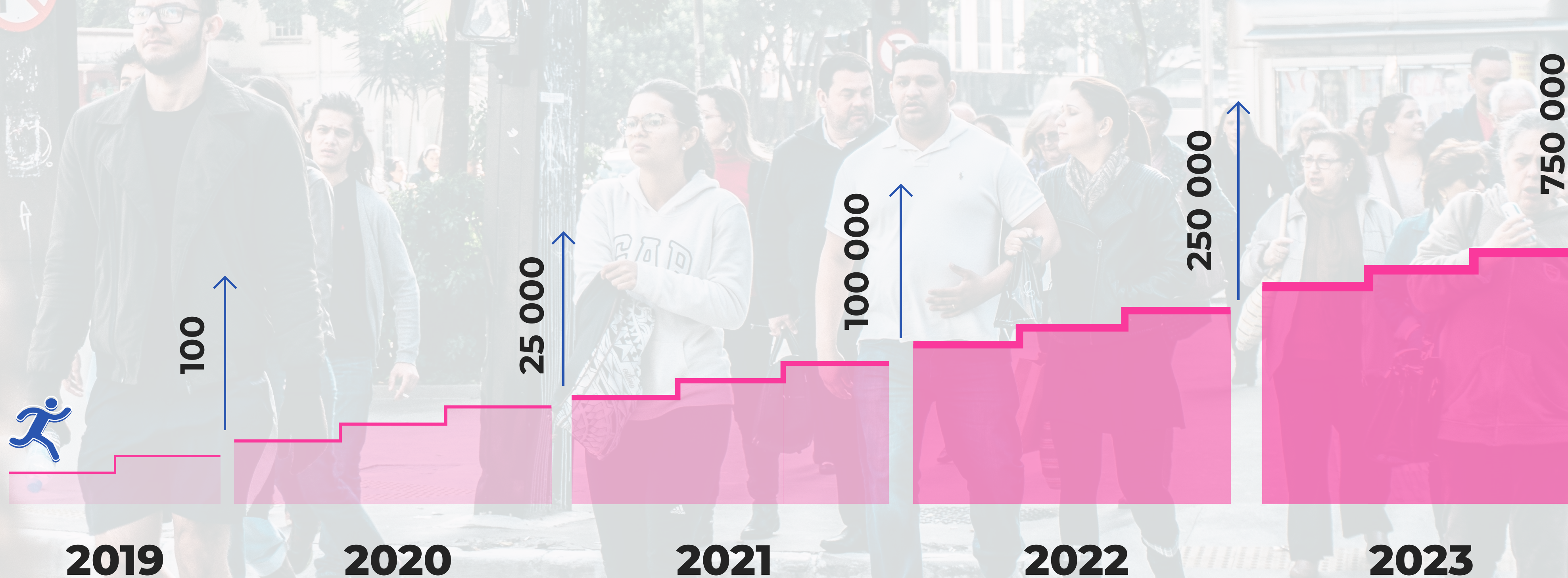2021.12 — Growth to 100 thousand users.

STAGE 6

2022

2022.03 — Active users in 50+ countries around the world.

2022.12 —Growth to 250 thousand users.

USERS GROWTH
ImRix.com

100

25 000

100 000

250 000

750 000

2019　2020　2021　2022　2023

Successful competitive projects are already working with professional partners and business organizations

EXAMPLES OF COMPETITIVE PROJECTS

https://www.salesforce.com

CRM platform Salesforce Customer 360. Provides customized solutions for improving marketing, sales, Commerce, service, IT, and more. It targets both commercial and non-commercial audiences.

https://www.communitycrm.com.au

The content management system CiviCRM. It offers managing relationships with project users, tracking their activity, managing memberships, managing online fundraising, and more. It is aimed at a commercial audience.

https://www.memberclicks.com

CRM platform with the ability to connect additional solutions for user management. They offer to manage their membership, virtual conferences, online training, peer-reviewed materials, registration and events, and others. It focuses on non-profit organizations and professional communities.


https://hivebrite.com

CRM platform that helps non-profit organizations attract their supporters. Offers the ability to analyze and manage subscriptions. It focuses on non-profit platforms and professional organizations.

THE GLOBAL MARKET FOR CRM PLATFORMS HAS REACHED $50 BILLION IN 2019
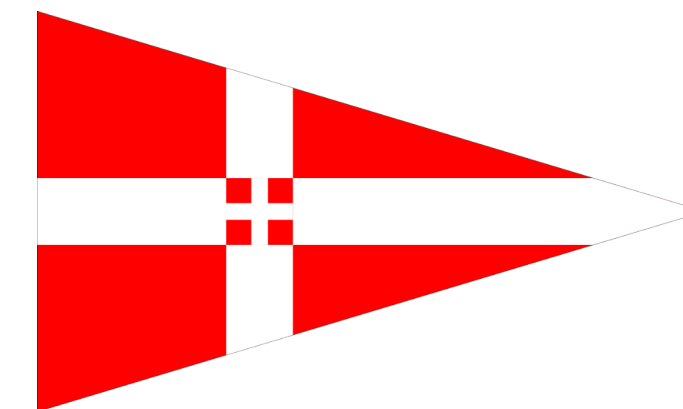
Gartner.com

IN 2020 THE WORLD IS READY FOR **ImRix - INTELLIGENT MEMBERSHIP RATING INDEX**

Connect **ImRix.com** to effectively analyse your performance in professional communities or interest groups.
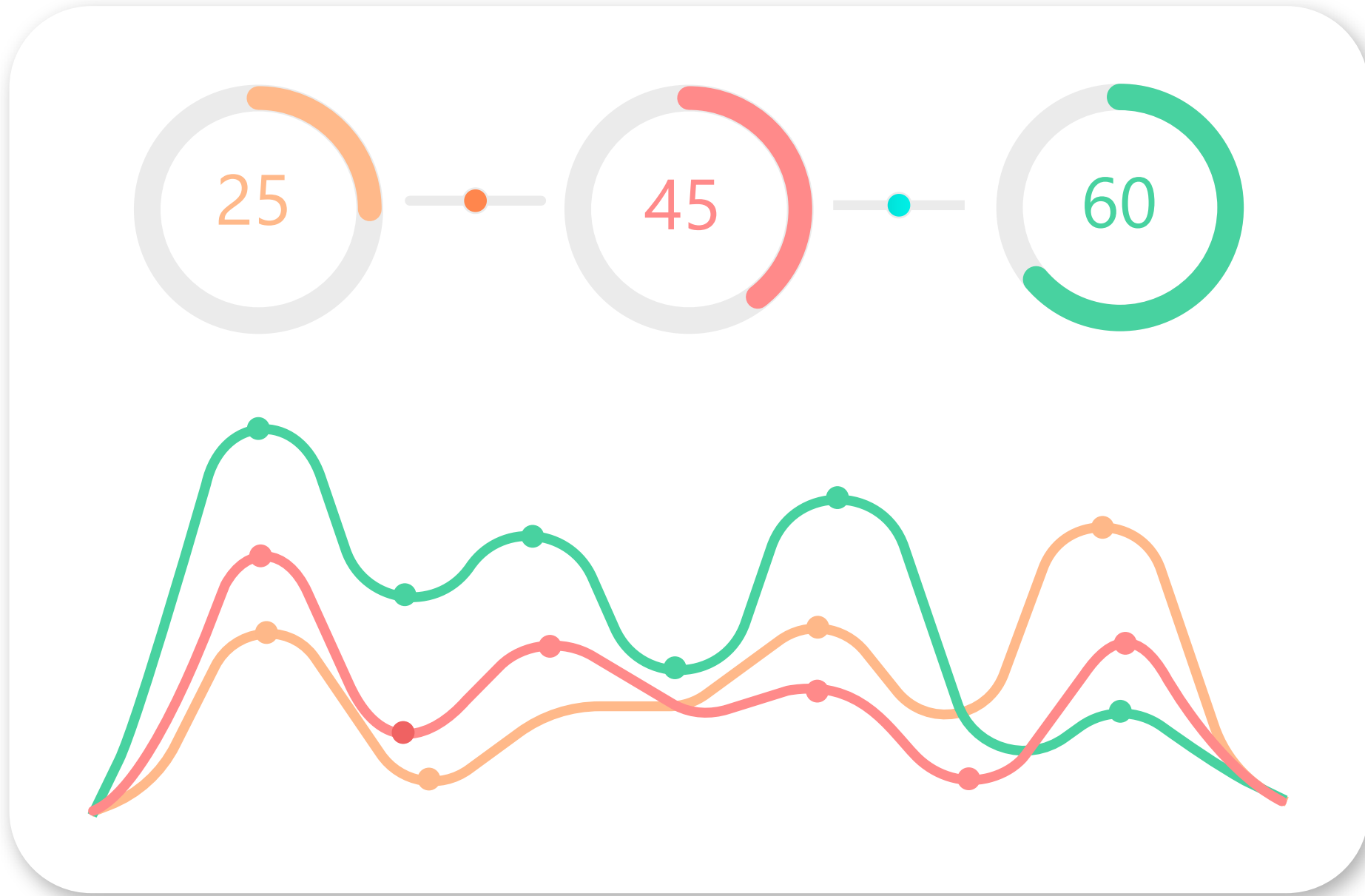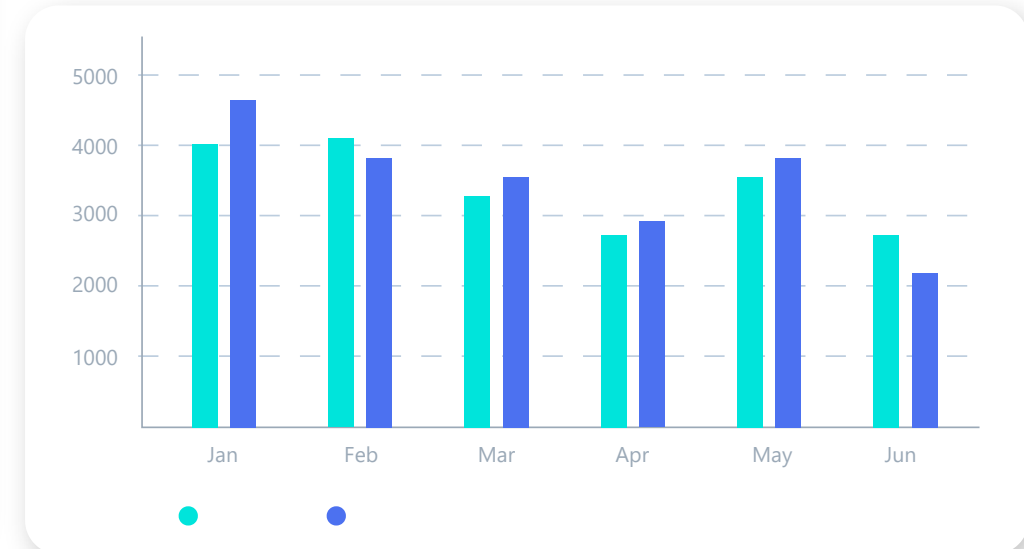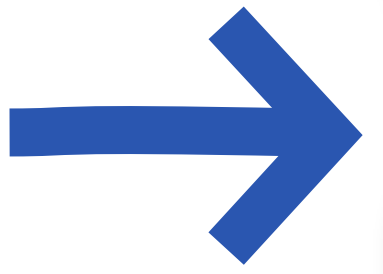
OUR POTENTIAL CLIENTS

ImRix.com platform can be adapted to meet the needs of any type of community, from professional associations to interest groups.

LIMERICK TRIATHLON CLUB, IRELAND

https://limericktriathlon.com

Possible functionality:

1 Calculation of activity results for any period

2 Filter data according to running, swimming, and other activities

3 Comparative analysis of data between participants for any period

4 Forecast of activity dynamics based on current indicators

5 Calculation of the necessary indicators to achieve the goal

6 Calculation of calories burned in relation to user activity

7 User rating in the General table of community members

8 View a profile with the results of other athletes

9 Counting statistics for a group of athletes

CLUB MINI QUÉBEC, CANADA

http://www.clubminiquebec.com

Possible functionality:

1 Fixing the mileage covered by the car during the operation period

2 Measuring the use of consumable car parts

3 Analysis of statistical data collected for any period

4 Calendar to replace the vehicle's consumables

5 Planning external tuning or chip tuning of your car

6 Ratings of community members in various categories: the fastest, the farthest, the most accurate, the most souped up and others

7 Mutual assistance of community members and exchange of resources

8 Plan and remind about General events and meetings

THE BEEKEEPERS CLUB IN MELBOURNE, AUSTRALIA

https://beekeepers.org.au

Possible functionality:

1 Statistical recording of the harvest for any season

2 Measurement of crop results between different seasons

3 Analysis of statistical results for any period

4 Planning a season based on certain results indications

5 Calendar of key dates for the start of the harvest

6 Ratings of community members in various categories

7 Mutual assistance of community members and exchange of experience

**8** Plan and remind about General events and meetings

AMERICAN APARTMENT OWNERS ASSOCIATION

AAOA
AMERICAN APARTMENT
OWNERS ASSOCIATION

https://www.american-apartment-owners-association.org

Possible functionality:

1 Fixing leases of premises for any period

2 Analysis of customer activity and price increases for any period

3 Planning periods for housing and utilities payments, replacement of supplies, etc

4 Reminder of key dates for rent collection and housing inspections

5 Ratings of community members in various categories: the cleanest housing, the most profitable housing, the most popular housing, the highest rating among residents, and etc

6 Mutual assistance of community members and exchange of resources

7 Plan and remind about General events and meetings
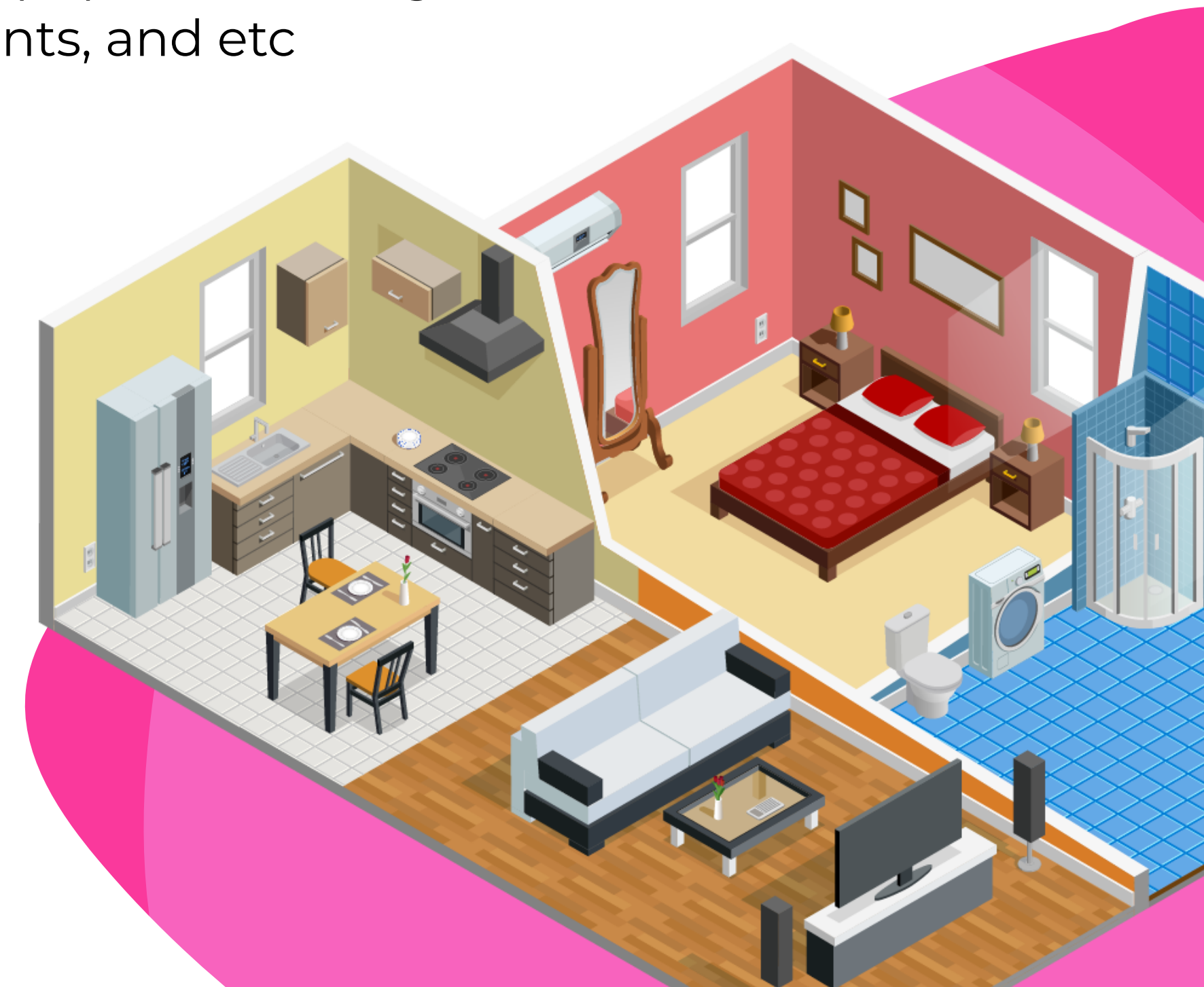
HARLEY-DAVIDSON CLUB BIG TWIN IN SPAIN

https://bigtwin-club-spain.com

Possible functionality:

1 Fixing the distance traveled on a motorcycle during the operation period

2 Metering the use of consumables, motorcycle spare parts

3 Analysis of statistical data collected for any period

4 Calendar replacement of motorcycle consumables

5 Planning external tuning or chip tuning of your motorcycle

6 Ratings of community members in various categories: the fastest, the farthest, the most accurate, the most souped up

7 Mutual assistance of community members and exchange of resources

8 Plan and remind about General events and meetings

YACHT CLUB ITALIANO IN GENOVA, ITALY

YACHT CLUB ITALIANO

https://www.yachtclubitaliano.it
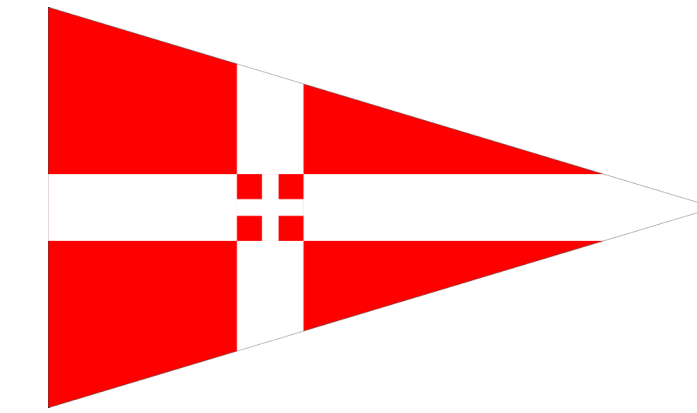
Possible functionality:

1 Recording completed nautical miles for the period of the yacht's operation

2 Measuring the use of the yacht's spare parts

3 Analysis of statistical data collected for any period

4 Calendar for replacing yacht supplies

5 Ratings of community members in various categories: the fastest, the farthest, the most accurate

6 Mutual assistance of community members and exchange of resources

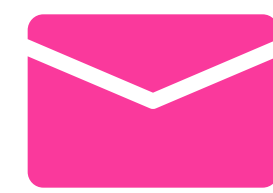**7** Plan and remind about General events and meetings

CONTACT US

Identify your members right in time!!

🌐 www.imrix.com　　✉ info@imrix.com