

Model of Excellence Profile – Savio

Company Name:	NY AMA Communications Svcs. Inc.	ICG#	34518
Address:	234 Fifth Avenue, Suite 303, New York, NY 10001		
Product Name:	Savio		
URL:	www.savio.pro	President Name:	Lukas Pospichal, Managing Director
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Locate – Marketplace		<i>Business Model:</i> Transactional -- Marketplace
	<i>Content Models:</i> User-Generated – Community Clearinghouse & Exchange -- Transactional		<i>Distribution Model</i> Direct Response – Web-based
Company Overview	Savio is an online marketplace where marketing research buyers and research experts connect, transact and communicate. In simplest terms, Savio is a talent marketplace where buyers can discover qualified sellers and transact business, all on a single platform.		
Product/Service Description	<p>Savio is interesting not only because it offers a full marketplace in a B2B services industry, but also because it is an evolution of a print buying guide, the well-known GreenBook Directory. We've long noted that buying guides got the job done back when print ruled, but they've always had a modest value proposition for both their users and their publishers. In our view, the highest value expression of this type of information is in a marketplace model. That's because buyers and sellers can conveniently conduct business on the platform, and the marketplace operator has the potential to earn significant transactional revenue driven by the amount of business the marketplace generates. Indeed, there is no fee to be included on the Savio platform.</p> <p>Interestingly, Savio is not meant as a replacement for the GreenBook Directory. Rather, it is seen as a way to bring sellers to an increasingly automated market. In the short-term, Savio is working to collaborate and eventually integrate with existing online research tools and platforms in order to provide convenient access to the skills and talent needed to obtain maximum value and insight from this advanced technology. Ultimately, Savio's goal is to hook into the online procurement systems of the largest research buyers. Thus, Savio is designed to reach multiple segments of the online market: sophisticated, high volume buyer organizations and "do it yourself" buyers who lack all the needed skills to truly do it themselves. Also of interest is that, to the extent Savio is disruptive, it's disruptive from within. That means that Savio is built on deep industry knowledge and relationships, so it supports the existing industry, and does not force the industry to operate in an entirely new way – the downfall of many B2B marketplaces.</p>		
Year Founded:	2017	BizDev Contact:	Leonard Murphy
Employees:	5 (est)	Main Telephone:	770-985-4904
Profile Date:	9/15/2017	Primary Market Served:	54 – Professional, Scientific & Technical Services
Ownership:	Private	Funding Source:	Self-Financed
MofE Class:	2017		