



Discover opportunities before the market does

Potential Analysis in New Customer Acquisition



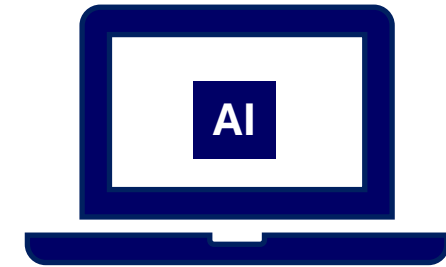
Telesupport



Google Research



AI / Agentic Commerce



AI is moving customer decision-marking further upstream, reducing early sales engagement

2026



Less customer dialogue means less transparency regarding new projects



Needs do not arise from a sales pitch or a phone call

Needs arise from an event at the customer's end

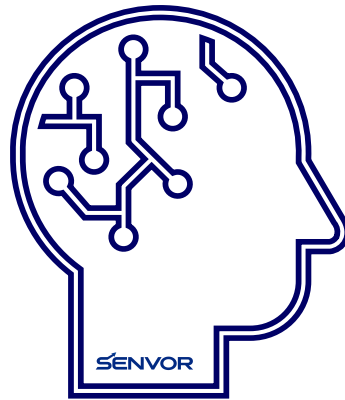


The key is to find out about it while a conversation can still make a difference

Sense Foresight



- 
- Annual Financial Reports
 - Company Registry
 - Press
 - Tenders
 - Job Postings
 - CRM



Business
Opportunities



Vision 2030

- CRM-Integration
- Automatic Lead Generation
 - Lead Lists

Example 1

Company X

- Revenue grows by 25%
- New branch office
- 15 open IT positions
- RFP* for ERP consulting

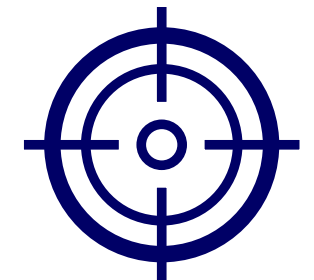


Senvor calculates: Probability of purchase for IT projects: 82%

Possible AI Features

Opportunity Score from 0 to 100

Based on: Growth, Investments, Employee Development, Bidding ,
Activity, Financial Ratios



*RFP Request for Proposal

Example 2

The system links multiple signals

Signal 1

A utility company announces a €400 million investment in the expansion of the medium-voltage grid. That in itself is interesting, but it's not yet a concrete lead.

Then the system detects: **Signal 2**

Several new job openings for substation project managers.

Then: **Signal 3**

Approval process for a new substation.

Then: **Signal 4**

RFP for planning services.

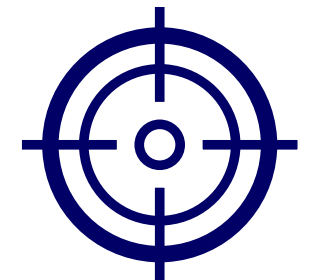
Then: **Signal 5**

An engineering firm is awarded the planning contract.

Now it's getting interesting.



The AI says: Project probability: 87%



Business Model



Option 1: SaaS

- Basic: €199 / month
- Professional: €599 / month
- Enterprise: €999 / month

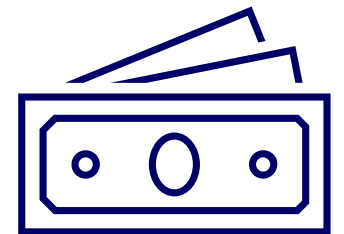
Option 2: Lead-as-a-Service

Senvor delivers qualified opportunities.

Pricing per lead or per successful conversion.

Option 3: Industry Modules

- Senvor Construction
- Senvor Energy
- Senvor IT
- Senvor Public Sector



Lead Generation



Digital Lead Generation (Inbound)

- Content Marketing & Downloads
- Search Engine Optimization (SEO) & Google Ads
- Webinars & Online Events

Traditional Sales & Outreach

- Trade Shows and Conferences
- Social Selling (LinkedIn)
- Targeted Cold Calling (Account-Based Marketing)

Networks & Existing Customers

- Recommendations (Word-of-Mouth)
- Supplier Portals & Marketplaces

“A study by HubSpot analyzed lead costs in the B2B market. The study cited a cost of approximately **\$200 per B2B lead**, which varies by industry. According to the study, the highest lead costs are found in the IT & Services industry, where the average lead cost is \$369.88.”

Source: www.contentmanager.de/wissen/digital-sales/was-kostet-ein-b2b-lead/#Was_ist_ein_B2B_Lead_Definitionen_und_Begriffe

“Lead generation services cost B2B companies roughly **\$2,500 to \$15,000+ per month** for managed programs, or about \$84 to \$400+ per qualified lead, depending on industry, channel, and lead quality.”

Source: <https://saleshive.com/blog/lead-generation-services-what-should-they-cost>

Thank you!



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