



**NEW ZEALAND
TRADE & ENTERPRISE**
Te Taurapa Tūhono

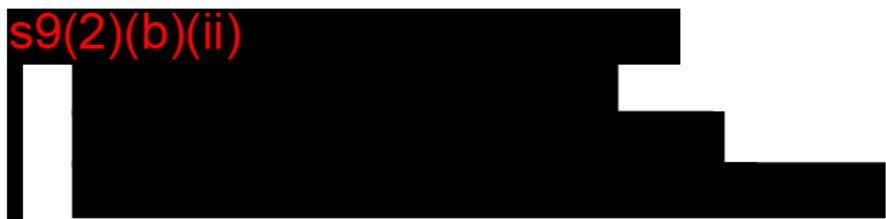
PROOF OF VALUE OPTIONS FOR ADVISOR-LEVEL LIVE DEALS VISIBILITY

OCT 2022

How might we design the customer experience for advisor-level visibility of Live Deals?

Our targets for Live Deals are increasing, and we have static resources. How can we scale and deliver an advisor-level experience of Live Deals?

s9(2)(b)(ii)



The primary objective of this PoV options paper is to understand the full scope of the market landscape, the problem, and the opportunity (size, growth, etc).

What are the outcomes we're looking for from this POV options paper?

User story

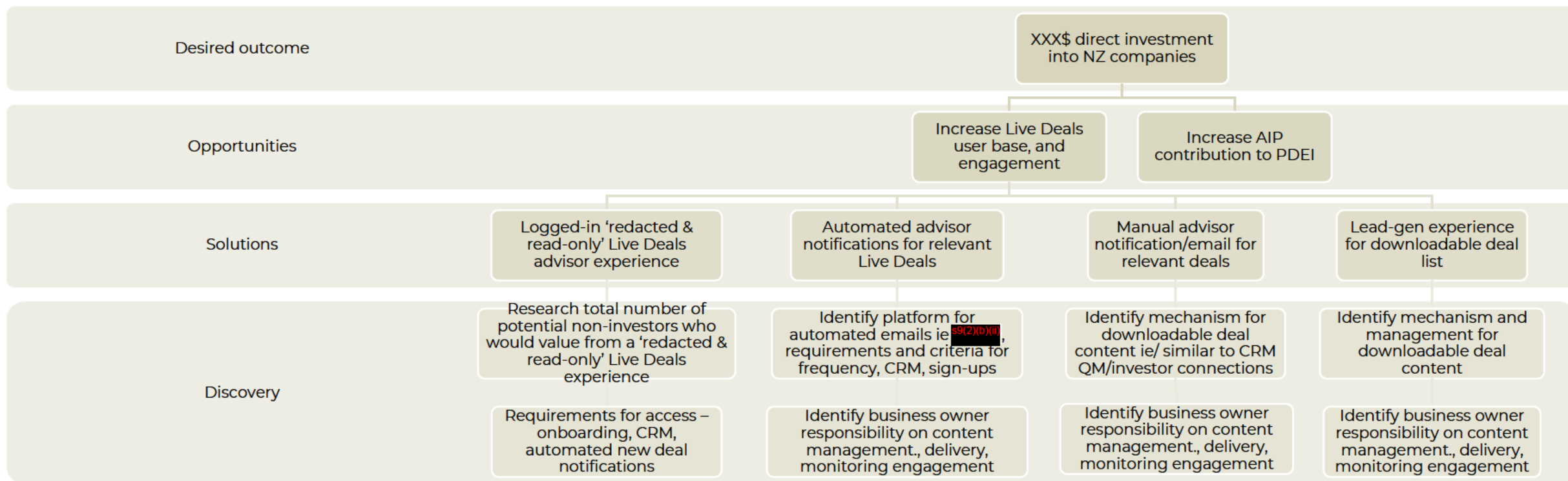
As an immigration advisor to investor migrants seeking an AIP visa, I can access the full list of AIP eligible capital raises currently promoted through Live Deals, so that I can support my investor migrant clients through their visa application more effectively.

What's their 'sharp problem'?

They lack visibility of the investments available to their clients to support decision-making for AIP.

s9(2)(g)(i)

How might you get to the desired outcome?



Product-led growth requirements

Note every market gap can be filled with a product offering. These key requirements must exist before we look at a product solution.

1. **Market landscape:** a product needs to be able to serve a **significant percentage of the market** and fill a **gap in the market**. ie/ the solution should serve a significant % of AIP immigration advisors
2. **Model:** users must be able to sign up online (**self-service customer acquisition**) ie/ solution should serve smarter working goal of 20% less effort
3. **Channel:** how the market will discover the product? ie/ how will advisors know about the solution?
4. **Product:** you need a product with a **broad value proposition**, and very **quick time-to-value** (i.e. low product complexity).

Option 1 discovery considerations

Proposed solution: Logged-in 'redacted & read-only' Live Deals advisor experience

Current state

- *The proposed solution is to implement a User Type framework within Live Deals, which would allow us to restrict access to specified functionality (e.g. EOIs) and content to certain users*
- *This would allow Immigration advisors to self-serve by logging into the platform and viewing a list of available AIP eligible investment opportunities*

Unmet customer need

- *Immigration advisors currently have no way of viewing a list of available AIP eligible investment opportunities*
- *We are not currently able to offer immigration advisors access to the Live Deals platform, as we have no way of restricting or limiting sensitive information to certain users within the platform*

Implications for NZTE

- *This solution would leverage the existing Live Deals Platform*
- *Implementing a User Type framework within Live Deals would allow us to use it for future use cases as well*
- *Introducing a User Type framework would add a significant level of complexity to the system, and would require maintenance moving forward*
- *Utilising Live Deals would most likely require us to onboard Immigration advisors via CRM, and require them to authenticate their account/set a password etc.*
- *Due to the number of technical changes that would be required to implement this solution, the timeframe to launch this solution is significant (multiple sprints)*

Option 2 discovery considerations

Proposed solution: Automated advisor notifications for relevant Live Deals

Current state

- **s9(2)(b)(ii)** are currently our only automated email platforms (**s9(2)(b)(ii)** in PoC at the moment) both platforms have unique challenges to overcome.
- Don't currently have a process for advisors to sign up to receive Live Deals updates so we would need to create this process.
- Channels to the advisor market would need to be considered ie/ websites, stakeholder distribution lists etc.
- The value proposition would be timely updates direct to inbox, and time-to-value would be low effort for advisors, with current email platforms high effort for NZTE set up.

Unmet customer need

- We are currently not providing regular updates on available deals relevant for an immigration advisor supporting AIP visa applications.
- Our current email platforms (**s9(2)(b)(ii)**) are not set up to enable an automated email to advisors with a list of relevant deals, with relevant logic applied. **s9(2)(b)(ii)** is set up to enable automated emails to investors with individual deals.

Implications for NZTE

- **s9(2)(b)(ii)** is set up to enable automated emails to investors with individual deals.
- Several sprints for NZTE to develop and launch solution to impact market – with no engagement lead
- Key risks to monitor include management of email solution, monitoring lists and engagement of email, exposure of content to a wider audience beyond the subscribed user.
- Early assessment build this is a feasible solution

Option 3 discovery considerations

Proposed solution: Manual advisor notification/email for relevant deals (utilising 'one click' CRM extraction)

Current state

- *Proposed solution will be done by a CRM pull by the investment team and be an exportable list. This then has formatting applied to be an NZTE branded customer facing table. (Currently able to do this manually)*
- *The channel to market for this is email, this will be sent out on a reoccurring basis (monthly)*
- *Dev work needed to create a customer facing exportable list, could be done with manual input once email designed*
- *Email list will need to be manually managed.*

Unmet customer need

- *We are currently not providing regular updates on available deals relevant for an immigration advisor supporting AIP visa applications.*
- *CRM is currently not set up to enable a 'one click' formatted exportable list of relevant deals, with relevant logic applied.*

Implications for NZTE

- *This would **not** leverage either existing **s9(2)(b)(i)** work or the **s9(2)(b)(ii)** trial, plus current CRM data on AIP deals (manual email from outlook).*
- *Early assessment to build = 2 sprints for the work required to have a customer facing table from CRM Risks would be email tracking, deals being timely, unsubscribing and managing email lists*

Option 4 discovery considerations

Proposed solution: Lead-gen experience for downloadable deal list

Current state

- **s9(2)(b)(ii)** has manual confirmation for Lead gen form completion
- Similar to events, advisor would fill in form and receive confirmation email.
- Website channel to market
- Utilising existing functionality provides faster time-to-value than other solutions
- Still requires manual review and approval for email send.

Unmet customer need

- We are currently not providing regular updates on available deals relevant for an immigration advisor supporting AIP visa applications.

Implications for NZTE

- NZTE has **s9(2)(b)(ii)** account that could be leveraged.
- Faster timeframe for NZTE to develop and launch solution to impact market
- Key risks to monitor include resourcing

Next steps

End-to-end process mapping of how **option 2** might work, utilising existing processes where possible.

1. Onboarding for advisors
2. Email send (customer journey) logic
3. Email content logic
4. Managing engagement, analytics and tracking
5. Investment case management resourcing and process

s9(2)(g)(i)

User research:

1. Define advisor user group
 - a) Started to define who this user group is: Lawyers, licensed immigration advisors (LIA): 2000 (with a focus on immigration), approx. 100 are specifically AIP focused
2. Understand their needs
 - a) Frequency of new deals –New and/or existing deals? (Panel 1/month, Investment committee 1/fortnightly) - fortnightly
 - b) Deal type - AIP deals, or all deals? – all deals
 - c) Do they only advise investor migrants, or do they advise other investors? Ie/ would other investment advisors want to receive this email, and/or would investor migrant advisors find all deals visibility useful for their other clients? - tbc
 - d) How does visibility play a role in their engagement? – pre/post application depending on the risk-appetite of the investor migrant
 - e) Is any other additional value for this advisor group in getting visibility on deals? – NZTE gains value through activation/champions
 - f) How do NZ companies feel about sharing their capital raises with this group? - tbc

Advisor user group discovery

Discovery on who might make up the advisor user group, and what role they play in Investment

Understand their role and needs: How do they work with investors, or companies who are capital raising?

Interview field guide link: [s9\(2\)\(b\)\(ii\)](#)

Interview dates: Monday 8 May – Wednesday 10 May 2023, initial interview group of six 'advisors', mix of immigration and investment.