



You're missing out on huge market share that could and SHOULD be yours. We can give you the means to take it. Our unique tech will transform your customer relationships, utilizing the viral dynamics of collective behavior to help you take your market by storm.

## What is Collective Behavior?

People are wired to act in unison, even if they're not aware that they're doing so.

Think of the last time you were at a show. Who started the Standing Ovation? How did you know precisely when to stand up? Who told the other people to stand and clap?

At scale, these well-studied dynamics of collective behavior are how and why new ideas and trends take hold in and influence wider society. Today, digital technology allows these dynamics to occur with greater speed and scale than ever before in human history. This is how things go viral.

## Some Examples

- MrBeast - A billion-dollar empire built on virality
- "Mmm Corn" Kid - Now partnered with Green Giant
- ALS Ice Bucket Challenge - \$115 million raised

And yet very few brands are leveraging the power of virality -- a tremendous power which is sitting entirely untapped within their own customer base.

Why? Because no tool has existed to let you do so on-demand... until now.

## It Is Time to Innovate

Now you know it -- but what can you do about it? We got you covered. GoVi's patented and groundbreaking technology is the first and only platform that allows you to reliably, predictably, and consistently tap into this enormous value that your company has yet to unlock.

It's time to claim more mind share and more market share. We want to show you how to unleash the untapped virality of your brand through our revolutionary Mass Customer Mobilization technology. Get in touch and let's light this rocket.

Get in touch: [contact@govi.io](mailto:contact@govi.io)

**>\$6 Trillion**

In annual spend is driven by advocacy

**95%**

of consumers are more influenced by friends and family than any other source

**90%**

of purchases are driven by word of mouth

**50x**

impact for word-of-mouth vs traditional marketing

**2x Revenue**

from only 12% increase in advocacy