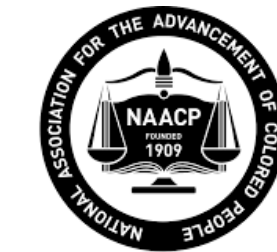




Hi, I'm Cale.

creative professional with experience in advertising, marketing, graphic design, creative direction, design management, web design, dot coms, mobile, start-ups, big companies, B2B, B2C, app design... well... a lot really.



NAACP



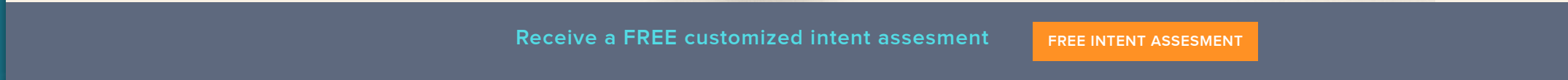












Target accounts

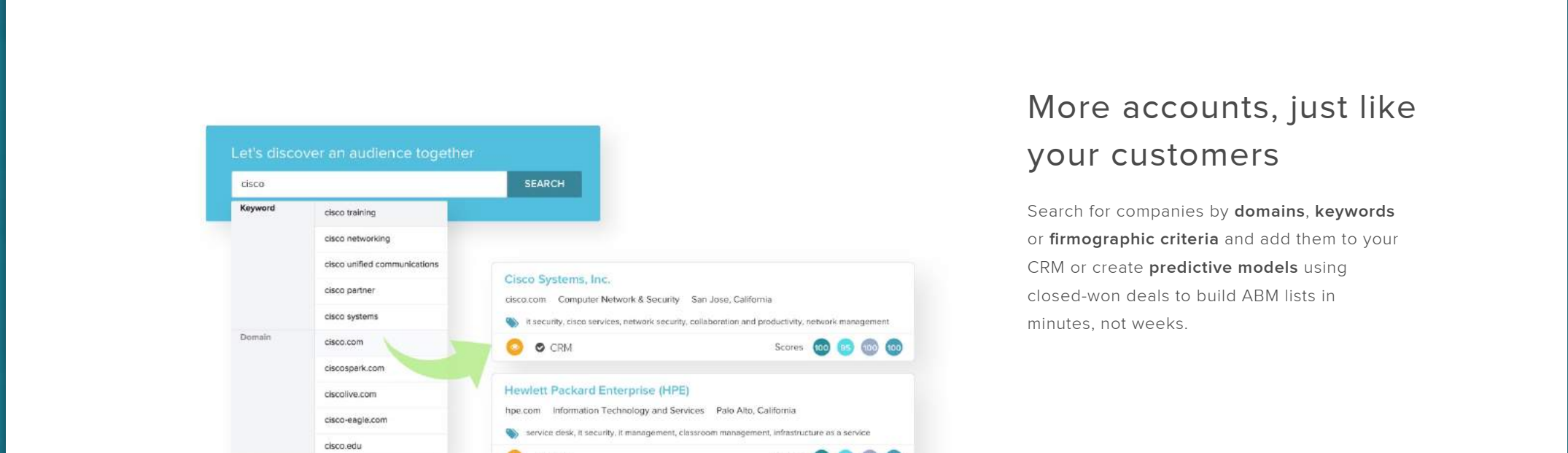
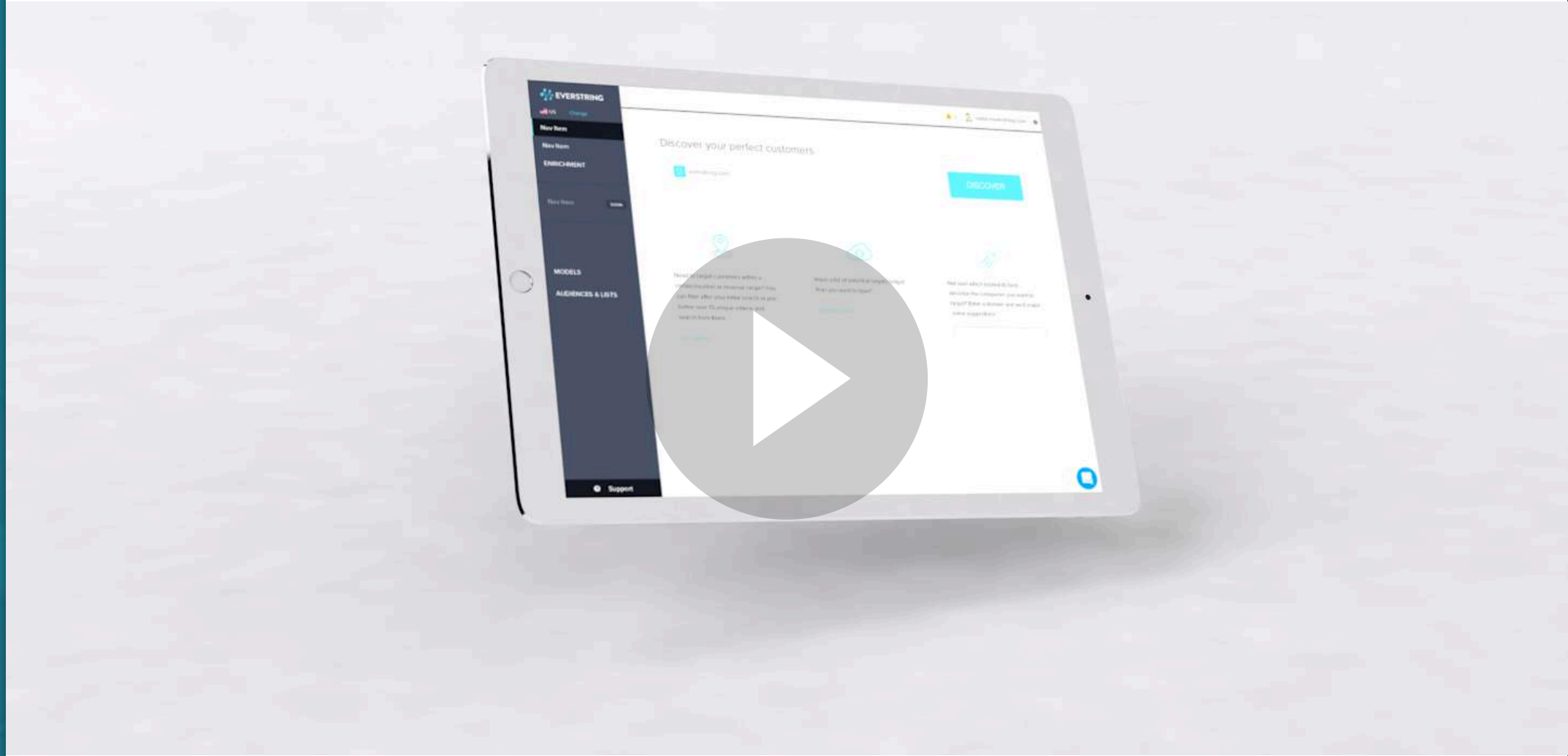
EverString helps marketing and operations teams identify **target accounts** and **prospects** in-market.

Deep sales intelligence

EverString integrates with any sales CRM to **streamline** your team's entire sales cycles

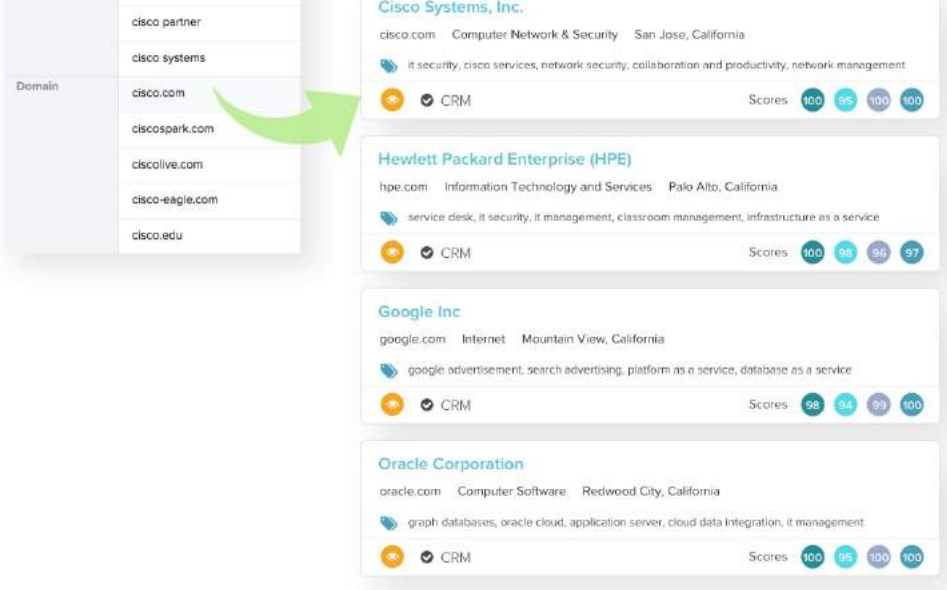
Direct API access

Everstring API gives access to our **data cloud**, **AI**, and **machine learning** components as a **micro services**



More accounts, just like your customers

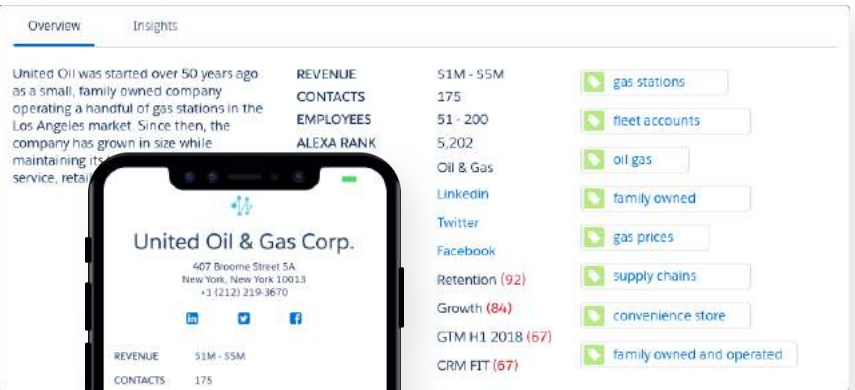
Search for companies by **domains**, **keywords** or **firmographic criteria** and add them to your CRM or create **predictive models** using closed-won deals to build ABM lists in minutes, not weeks.



Surface the insights you need to start a conversation

View **company details**, **technographics**, and other insights without ever leaving your CRM.

Search and filter contacts by: **Seniority**, **Department**, and **Title** so you can tailor your conversations to the right person.



closed-won deals to build ABM lists in minutes, not weeks.

Fit Score + Intent = High Quality Accounts

Run reports in your CRM with EverString's custom **Fit Score** and **Intent** fields and you have a powerful and **actionable** list of **high-fit accounts** who are actively in market for your product.

EverString

Sr. Director User Experience

EVERSTRING F.I.R.E.

FIT INTENT RELATIONSHIP ENGAGEMENT

GET STARTED



Fit

We typically start with the EverString FIT Model that you've already built, but you can choose any model you've created. If you haven't created any you can start the process here by uploading a CSV of companies.

Upload

- EverString FIT Model
 - H1 2018 Model
 - H2 2018 Forecast Model

1

model

NEXT



Intent: Competitors

Based on the models you've built, these look like some of your likely competitors. Make sure your TOP 5 are selected before we move to the next step. If don't see the right 5, you can add them here.

- Infer, Inc
- Minitgo
- Lattice Engines Inc
- Leadspace
- Radius intelligence Inc
- DiscoverOrg
- Act-On Software
- Marketbridge Corp
- Flind Inc

5

competitors

NEXT



Intent: Topics

Knowing what's important to you is what EverString FIRE is all about. We've suggested a few important topics but we also belive the Human-in-the-loop should have the most control. About 20 topics is the sweet spot for most companies.

- predictive scoring
- account-based marketing
- demand generation
- predictive marketing
- marketing and sales
 - sales and marketing
- sales development
- sales intelligence
 - sales prospecting

17

intent topics

BACK

NEXT



Intent: Groups

Intent groups help us understand related objects and how important they are to you. You can re-arrange the groups AND the objects in them based on importance. Make sure the most important items are at the top!

COMPETITORS	
::	Infer, Inc
::	Minitgo
::	Lattice Engines Inc
::	Leadspace
::	Radius intelligence Inc

UNAMED GROUP 1	
::	predictive scoring
::	account-based marketing
::	demand generation
::	predictive marketing
::	marketing and sales
::	sales and marketing
::	sales development

3

intent groups

BACK

NEXT



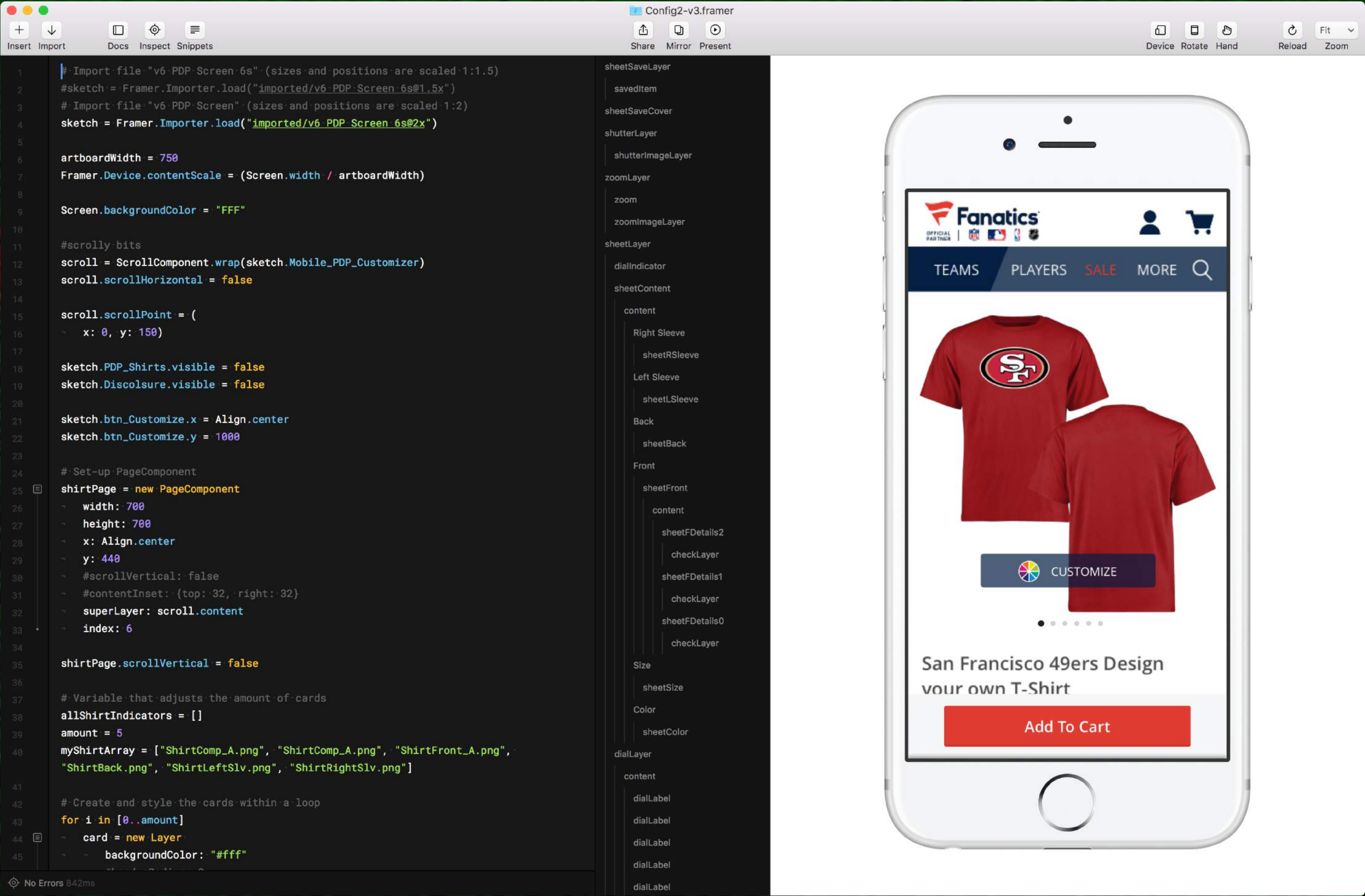
Relationships

Relationships can be complicated. Give us some time to get this ready for you... you won't regret it.



BACK

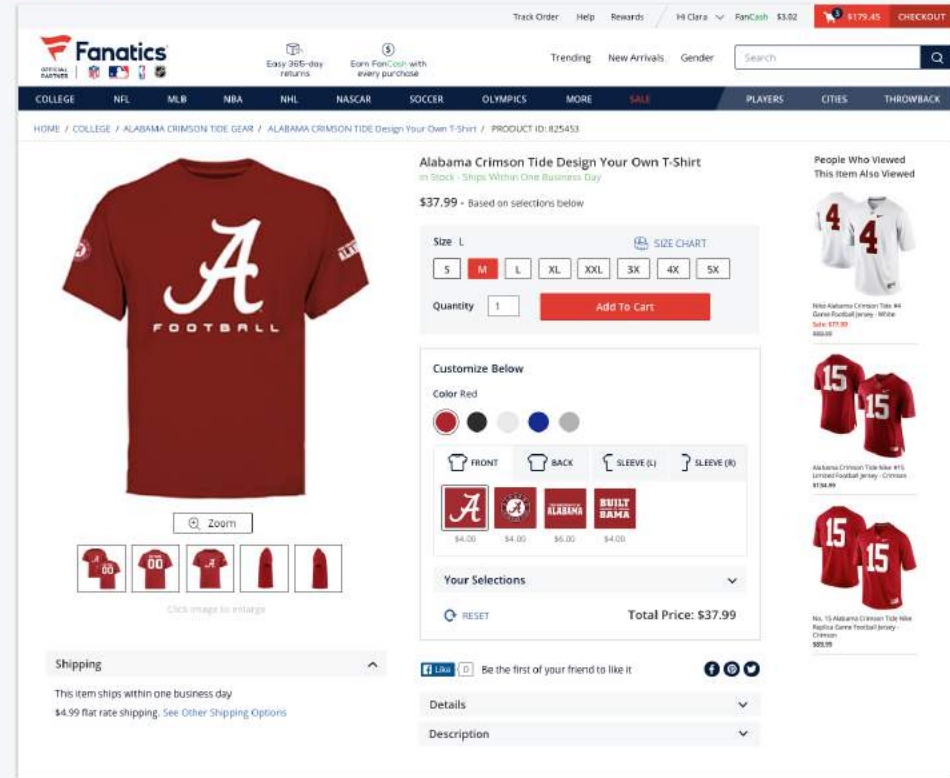
NEXT



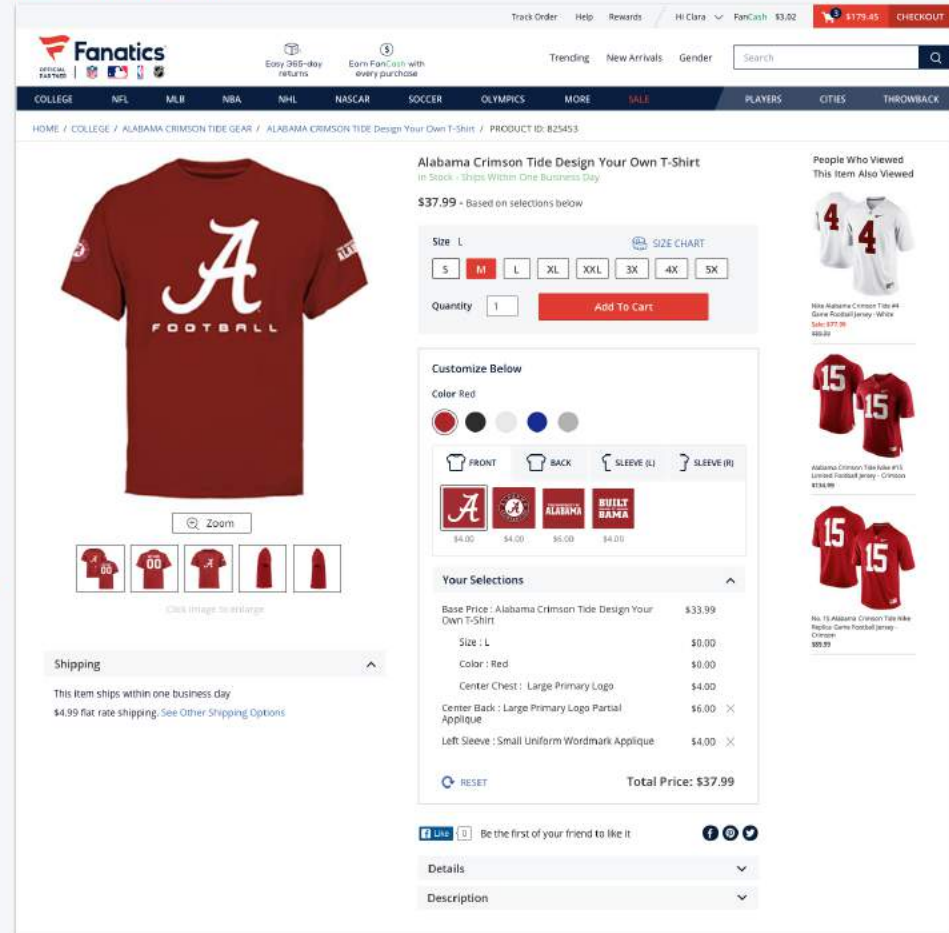
Fanatics
Consultant

Desktop @media 1366px

First Screen

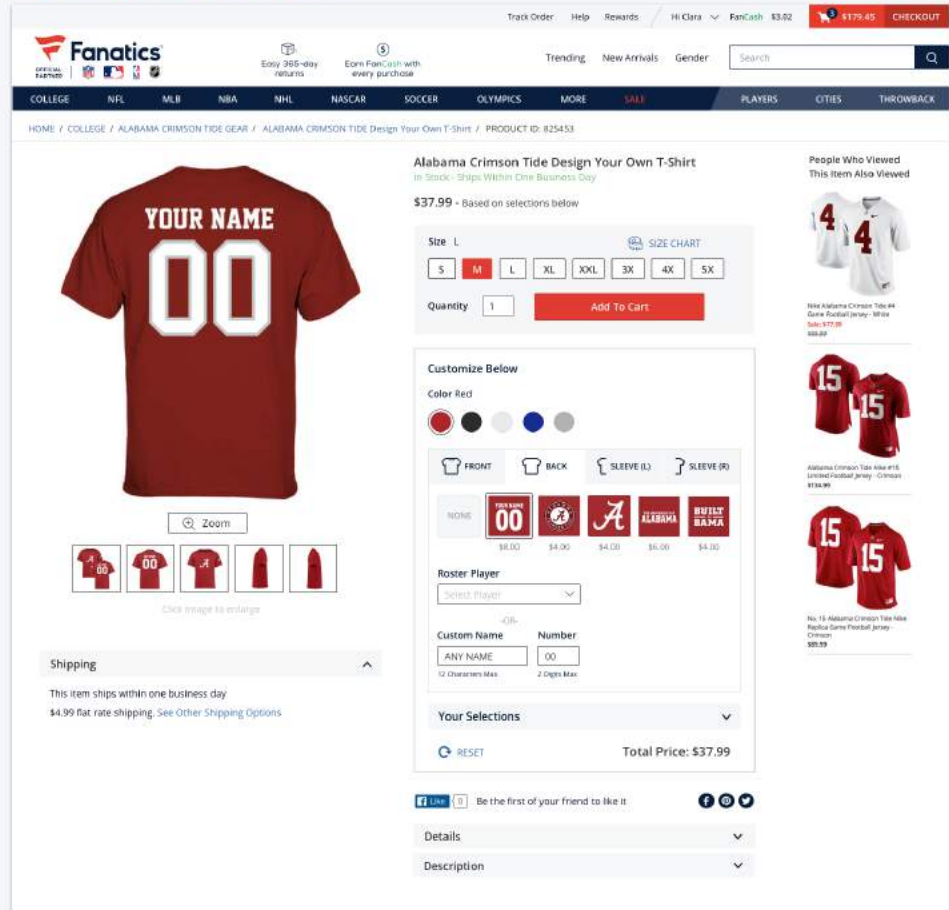


Your Selections Expanded



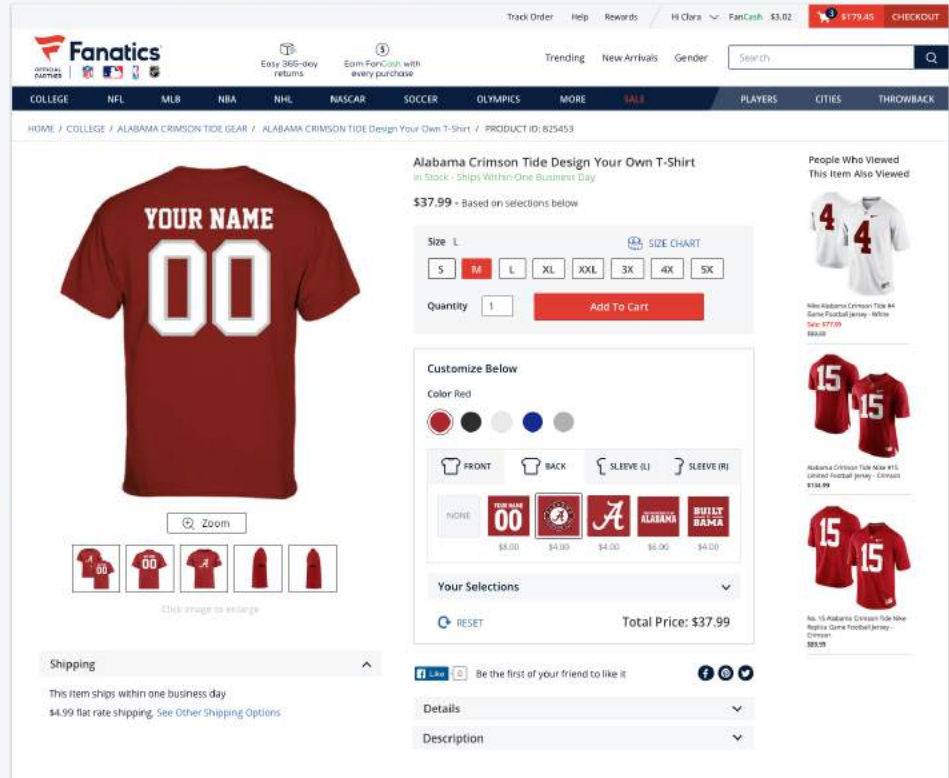
User Expands Accordion
Your Selections accordion is collapsed

Back Tab - Customize Name & Number



User clicks on BACK tab

Back Tab - Non Customizable Thumbnail Selected

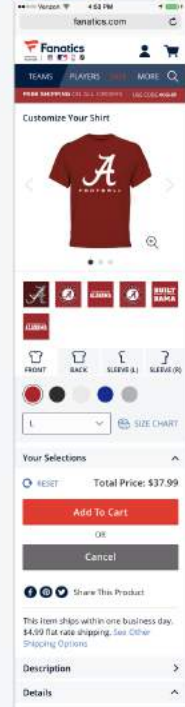


User clicks on another thumbnail that has no customization
Default on custom name & number thumbnail if it is an option

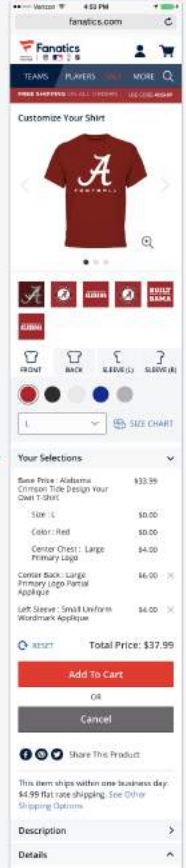
Input boxes disappear if there is no customization

Mobile @media 320px

First Screen



Your Selections Expanded



User Expands Accordion

Back Tab - Customize Name & Number

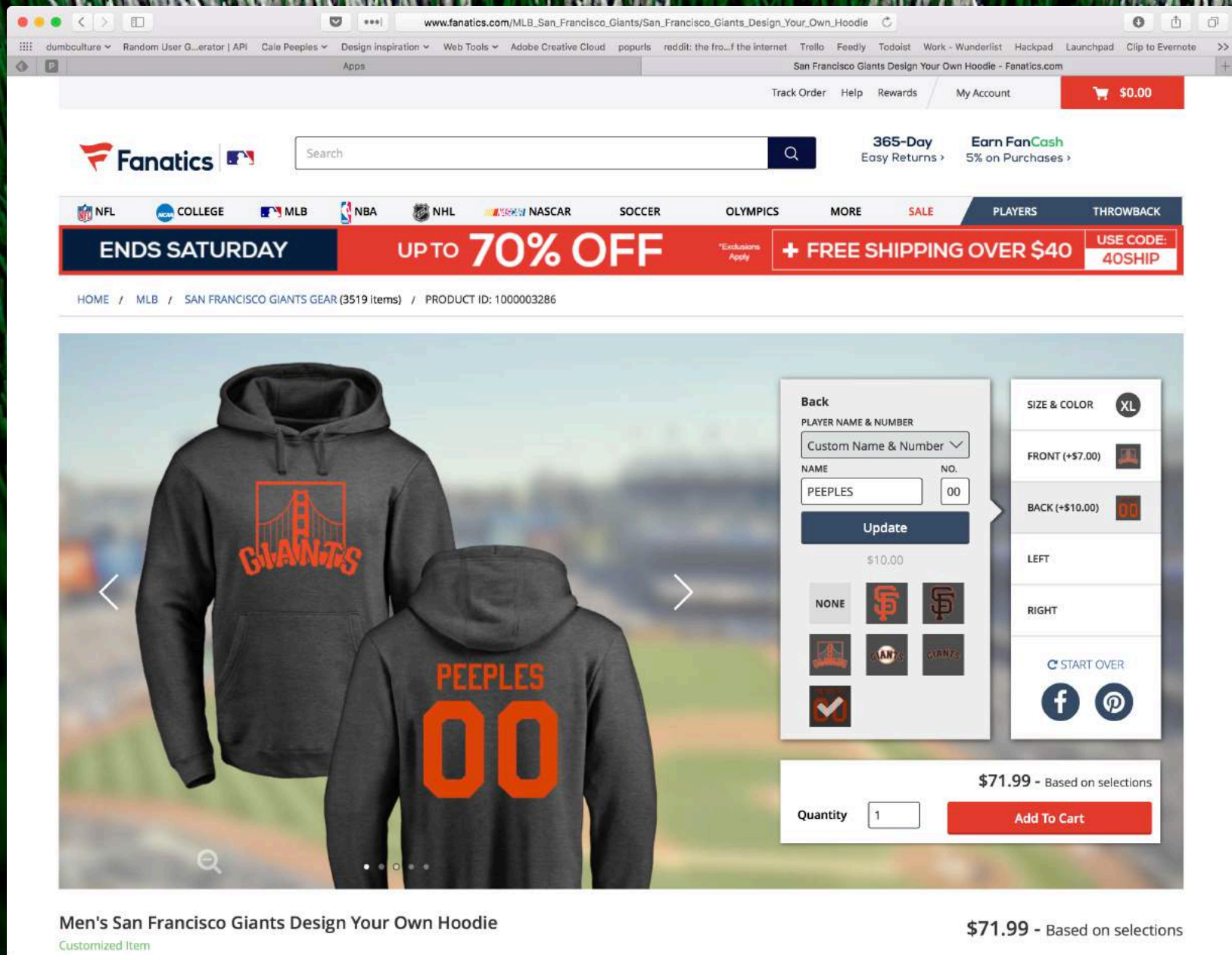


User clicks on another thumbnail that has no customization
Default on custom name & number thumbnail if it is an option

Back Tab - Non Customizable Thumbnail Selected

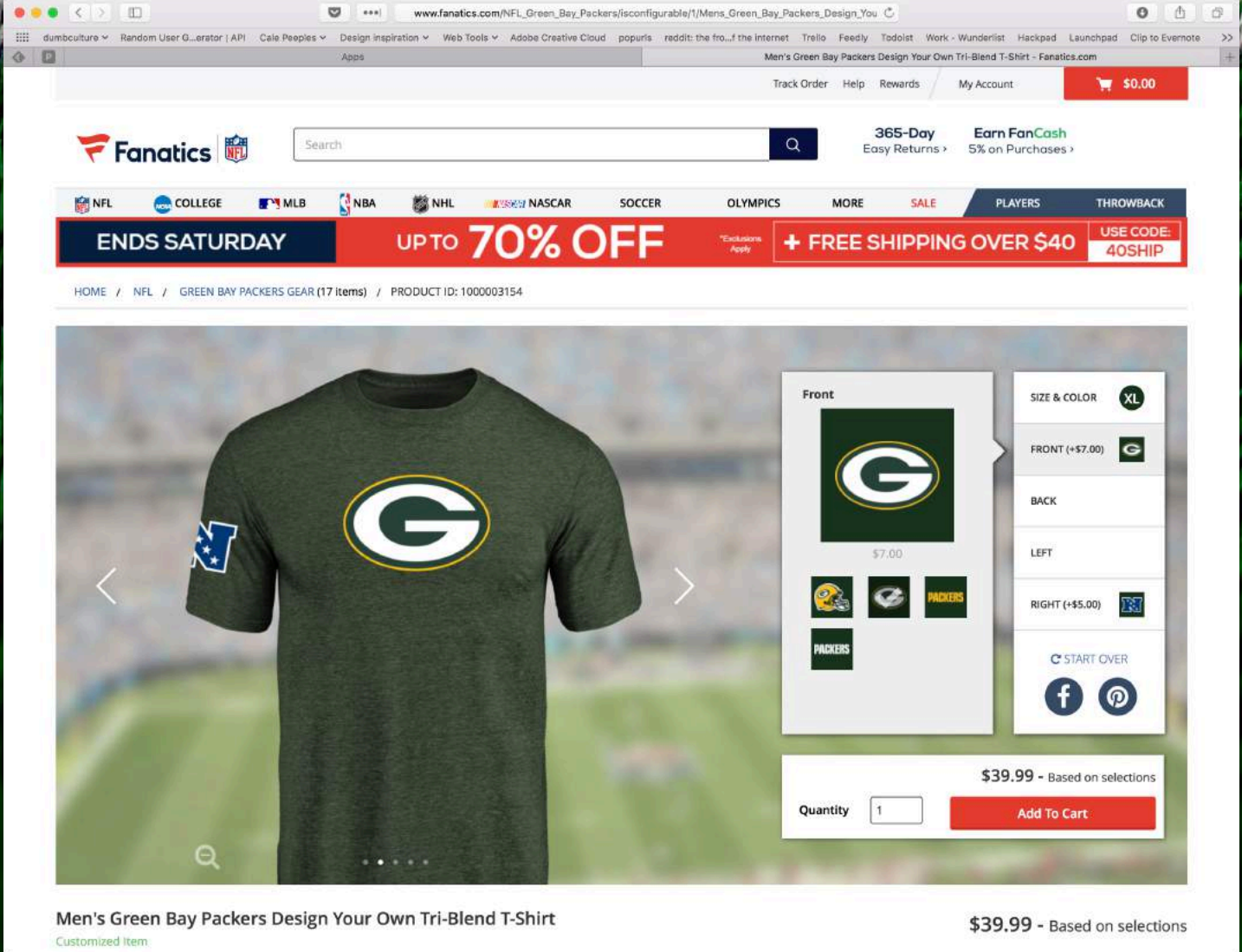


Input boxes disappear if there is no customization



Men's San Francisco Giants Design Your Own Hoodie
Customized Item

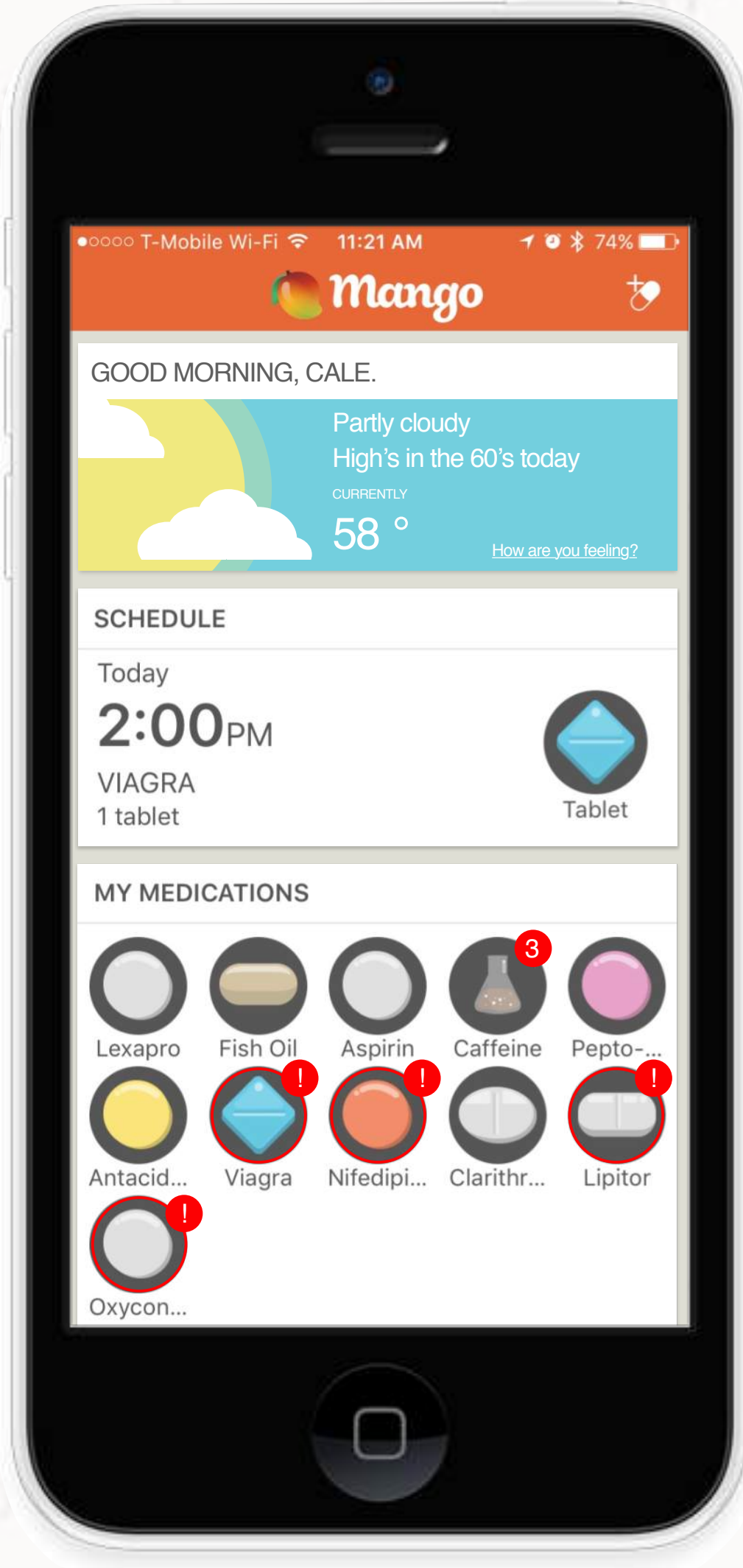
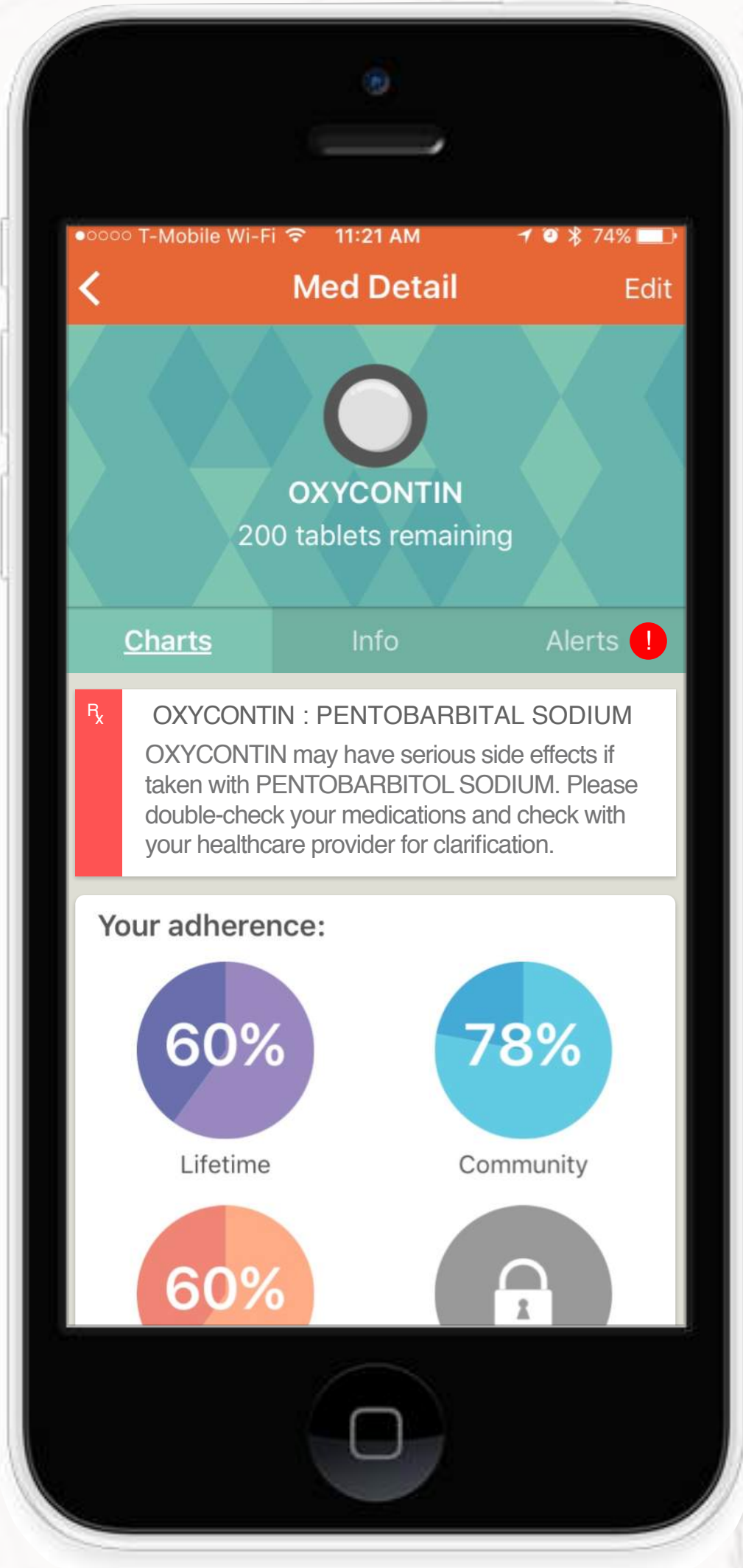
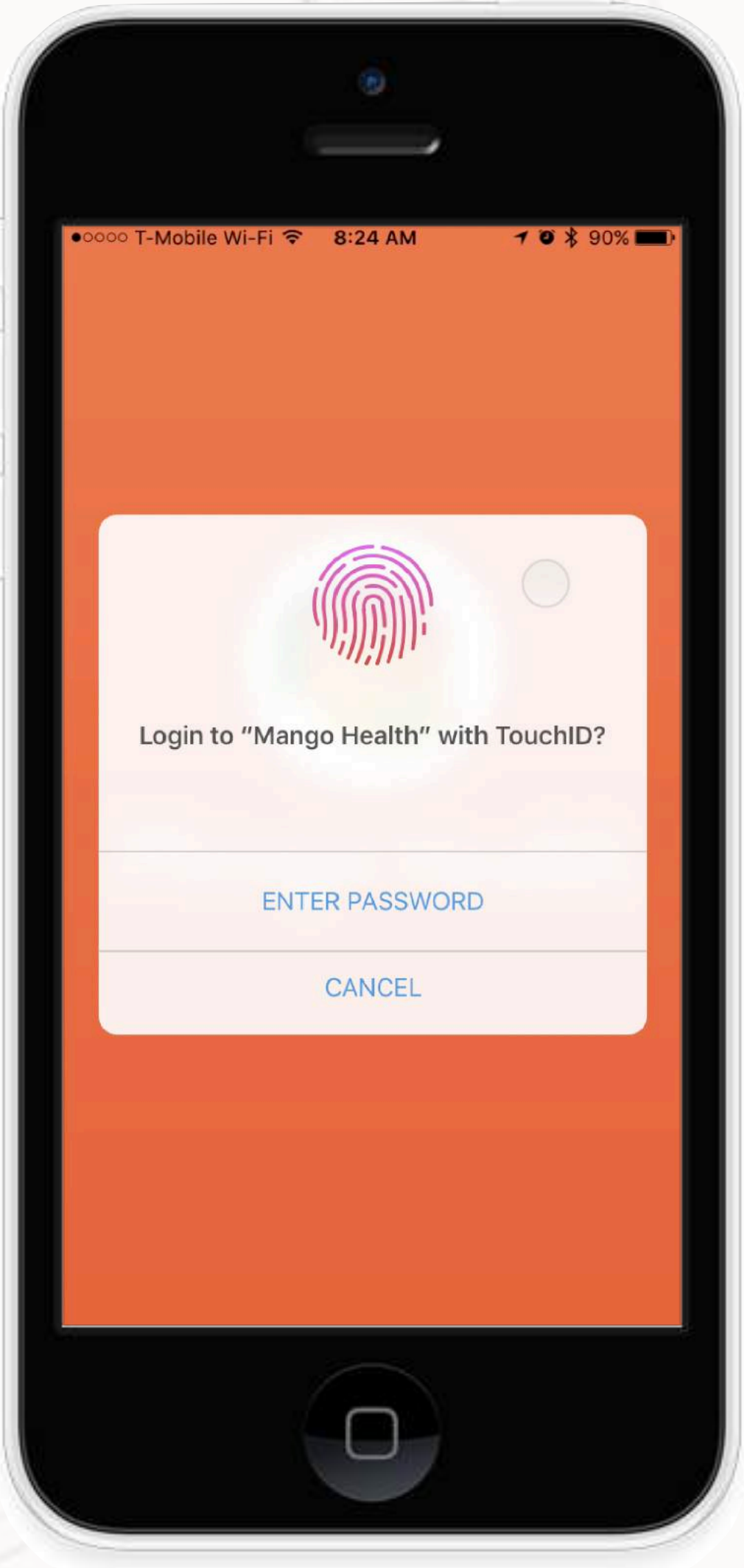
\$71.99 - Based on selections



Men's Green Bay Packers Design Your Own Tri-Blend T-Shirt
Customized Item

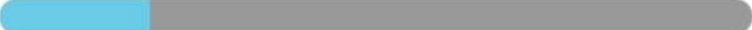
\$39.99 - Based on selections

Mango Health
Consultant




POINTS

TOTAL POINTS 10



LEVEL 1

40 POINTS TO NEXT LEVEL


 GRAND ROUNDS

Home


My Health

My Documents

BigCo

²

Mark M.



Welcome to Grand Rounds, Mark.

Even if you're active and healthy, you should still have access to the best healthcare. That's why we're here.

We're Grand Rounds and we're here to help.

[< Learn more about Martin's story.](#)

Here are some great ways to get started with Grand Rounds.

Find a new primary care doctor

Find a new pediatrician


Find a specialist to see in-person

Get a second opinion on a diagnosis

Get a second opinion on a course of treatment

Evaluate a medication regiment

Evaluate the option of surgery



Need to talk to a doctor right now?

If you'd like to speak with one of our Staff Physicians, schedule a video chat or phone call now.

SCHEDULE A CALL OR CHAT

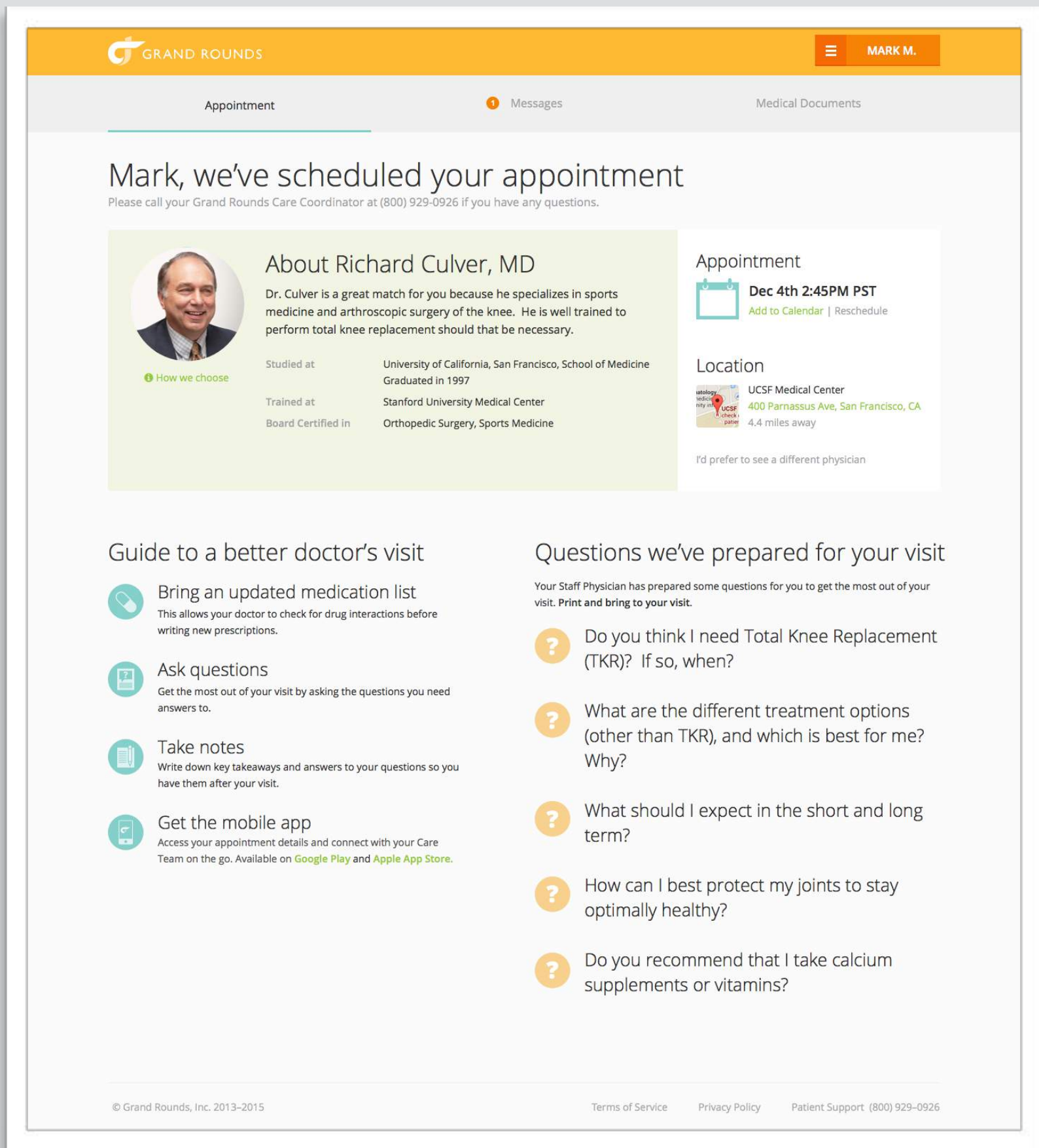
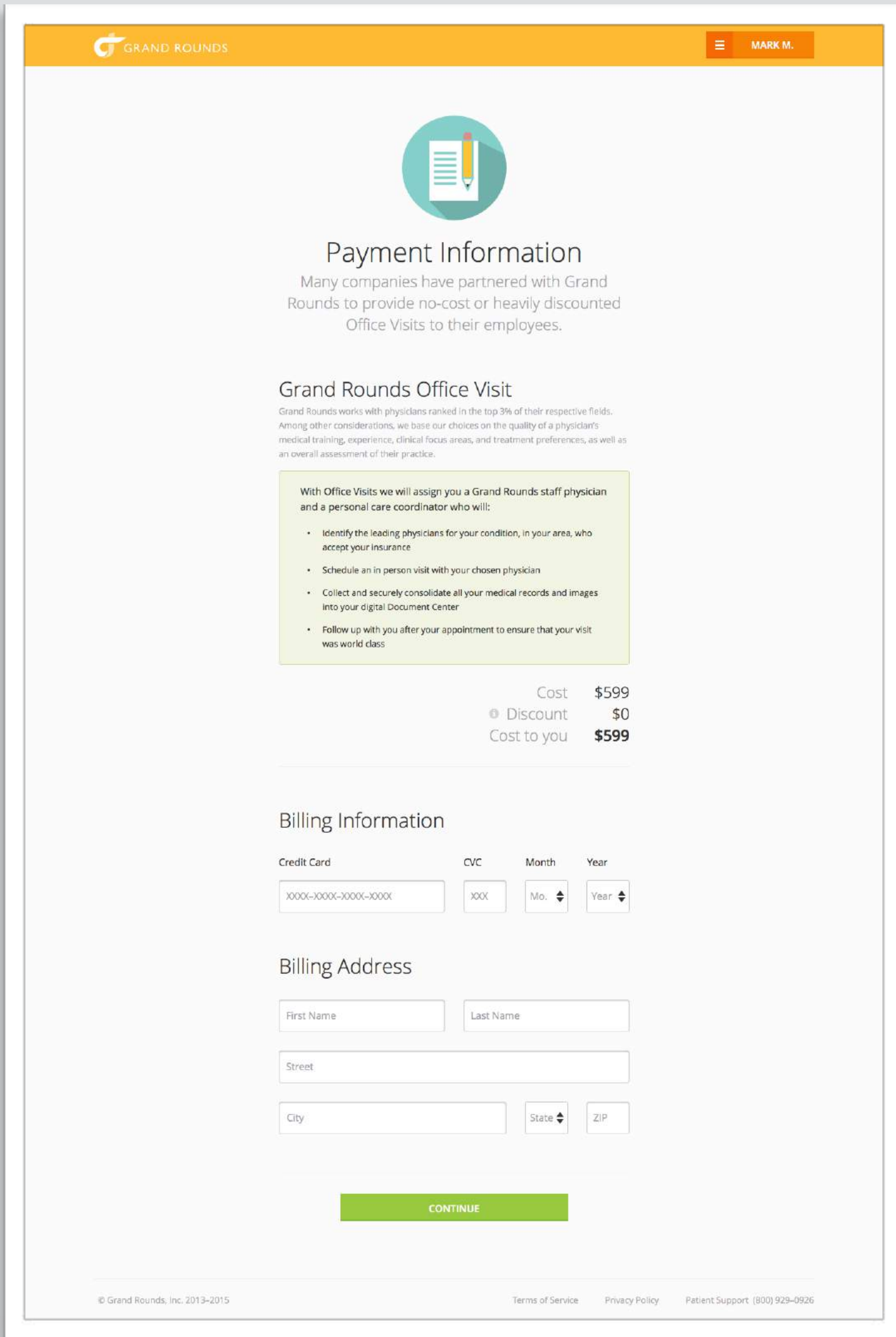
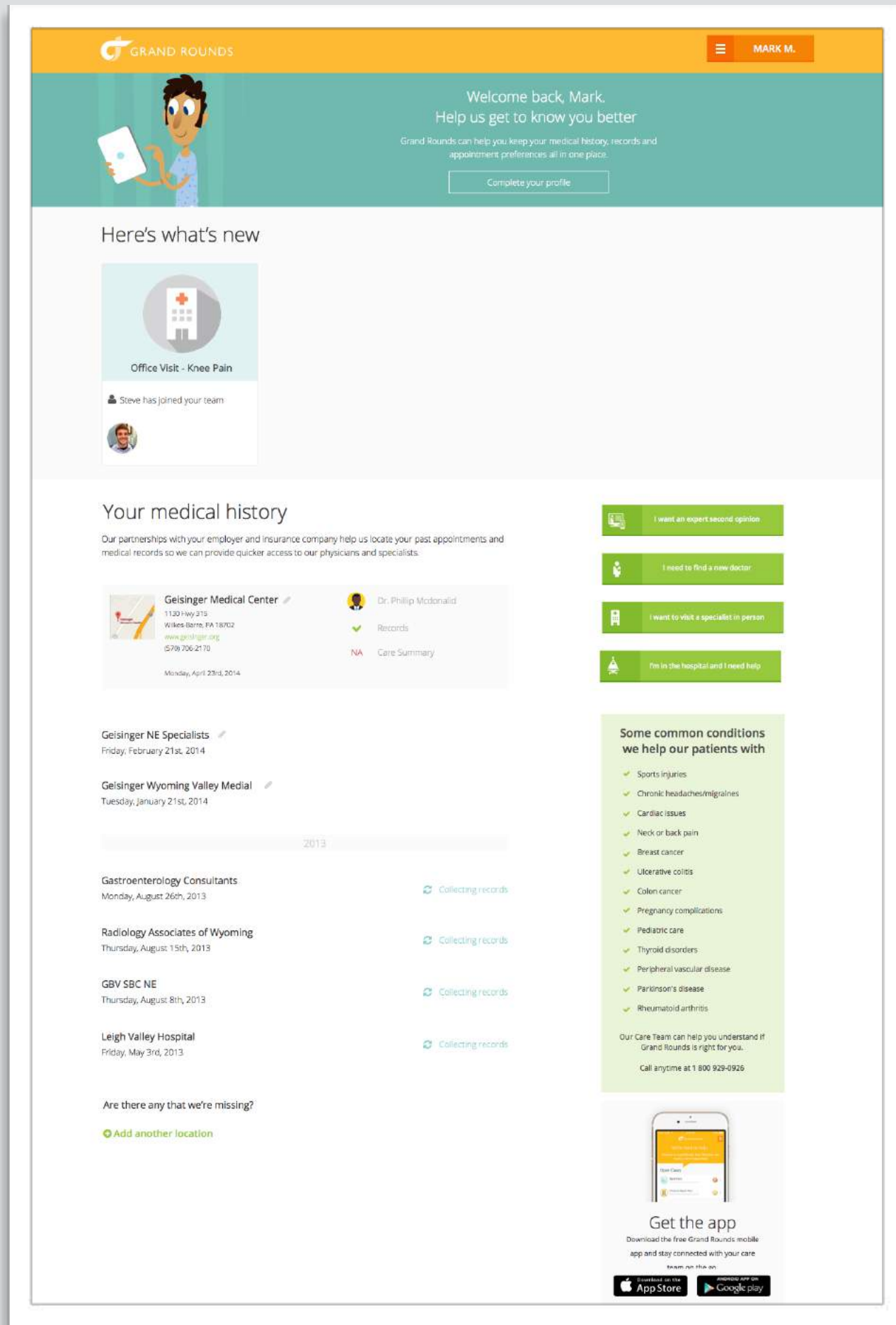
Not sure what you need? Tell us how we can help you, Mark?

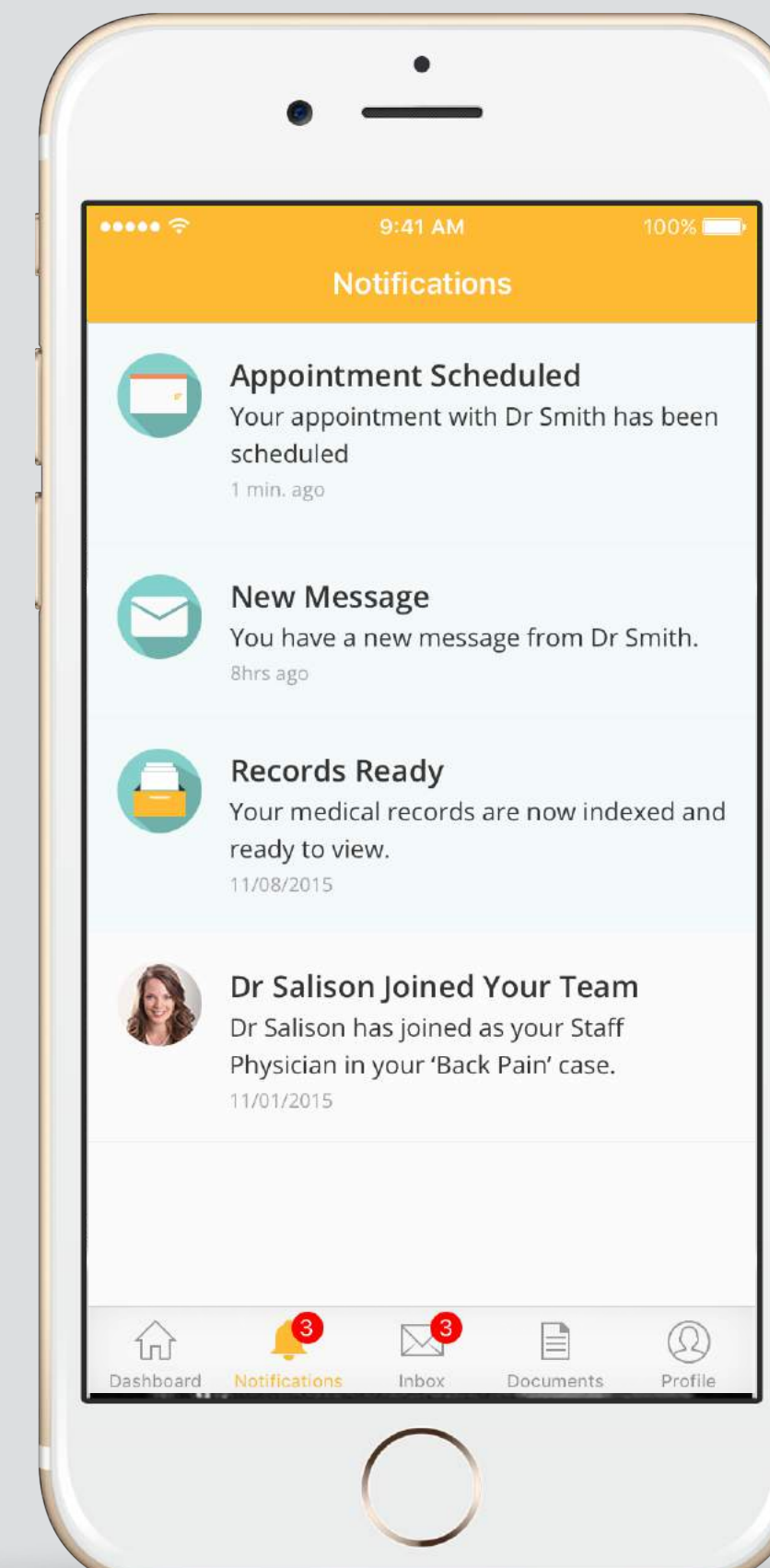
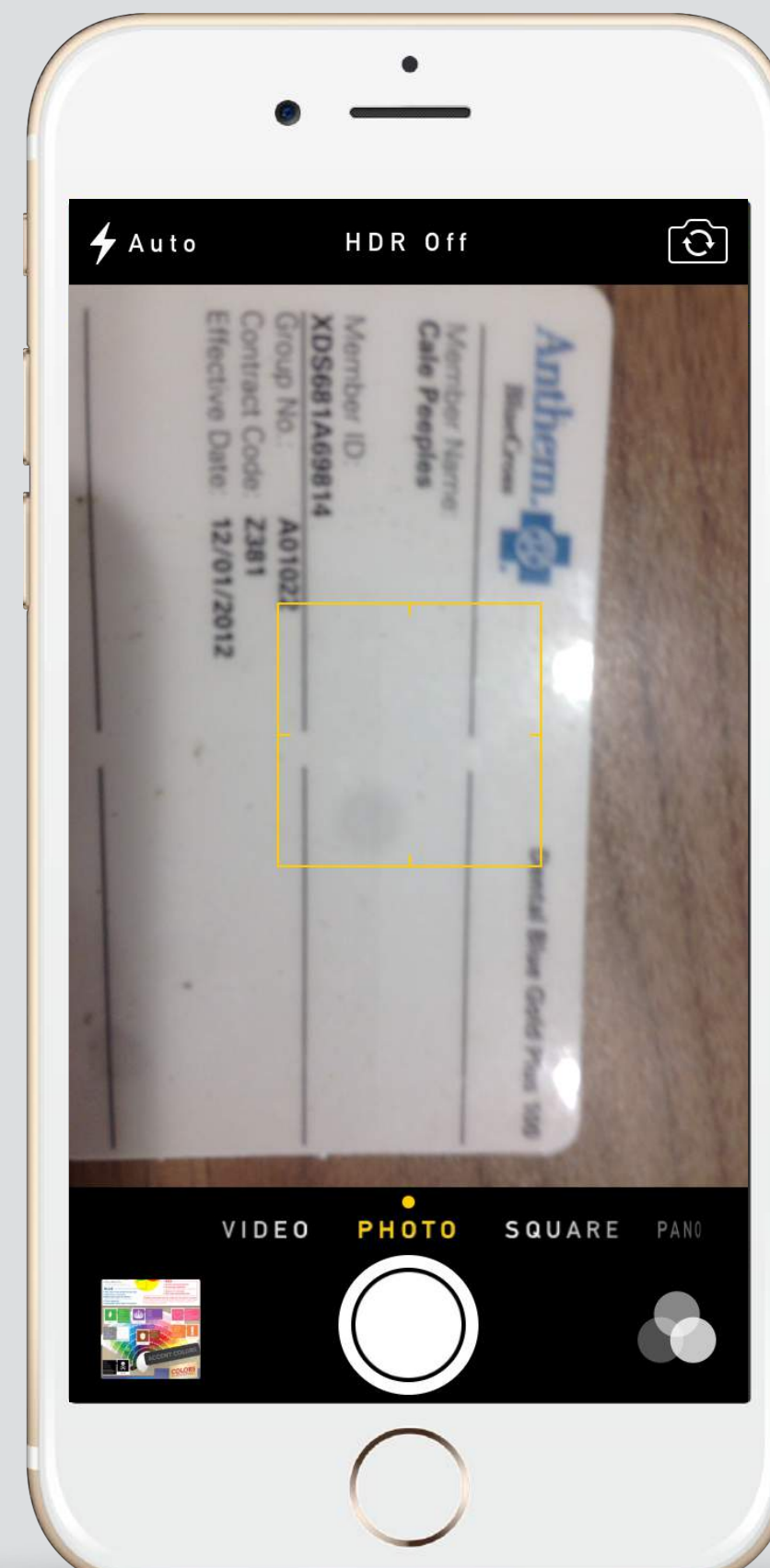
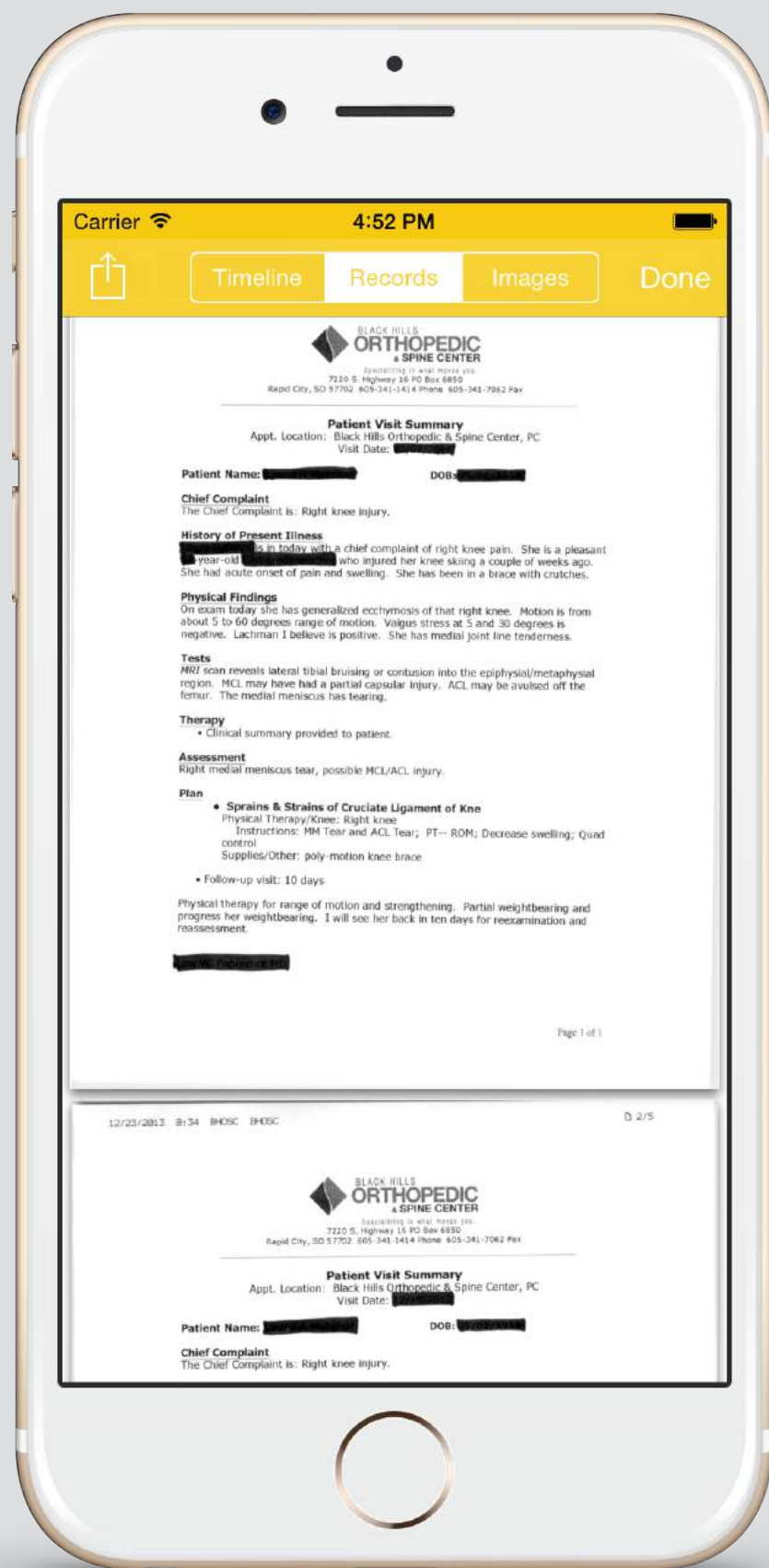
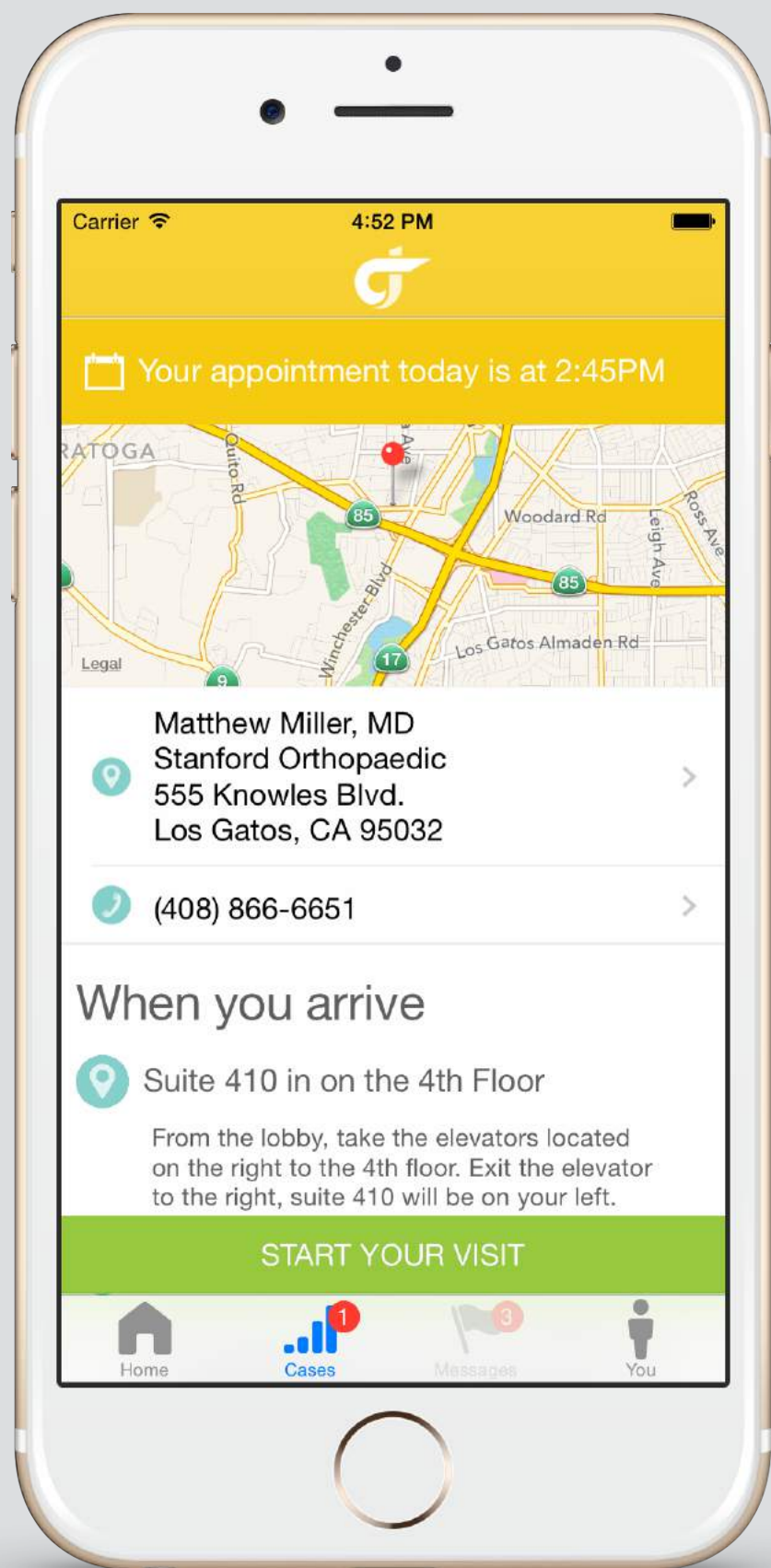
Find a doctor for

Mark (me)

▼

GET STARTED





Desktop
14pt Base 8:4 perfect fourth

H1
Light 59pt, Leading 70

H2
Light 44pt, Leading 48

H3
Light 33pt, Leading 40

H4
Light 25pt, Leading 32

Title
Medium 19, Leading 28

Subhead
Regular 16pt, Leading 28

Body (bold)
Medium 14pt, Leading 20

Body
Regular 14pt, Leading 20

Caption
Regular 11pt, Leading 20

Button
MEDIUM 16pt

Mobile
14pt Base 8:9 perfect fourth

H1
Light 40pt, Leading 44

H2
Light 30pt, Leading 38

H3
Light 25pt, Leading 32

H4
Light 20pt, Leading 32

Title
Medium 19, Leading 28

Subhead
Regular 16pt, Leading 28

Body (bold)
Medium 14pt, Leading 20

Body
Regular 14pt, Leading 20

Caption
Regular 11pt, Leading 20

Button
MEDIUM 16pt

Mobile @2x
14pt Base 8:9 perfect fourth

H1
Light 80pt, Leading 88

H2
Light 60pt, Leading 76

H3
Light 50pt, Leading 64

H4
Light 40pt, Leading 64

Title
Medium 38, Leading 56

Subhead
Regular 32pt, Leading 56

Body (bold)
Medium 28pt, Leading 40

Body
Regular 28pt, Leading 40

Caption
Regular 22pt, Leading 40

Button
MEDIUM 32pt

Icons for action as well as service

Opinion - Aphasia

Dr. Agbi is reading your records

Opinion - Aphasia

We can't move forward until you sign your medical release

Opinion - Aphasia

We can't move forward until you sign your medical release

Opinion - Aphasia

Erica has joined your team

Opinion - Aphasia

Your opinion from Dr. Agbi is ready to read

Opinion - Aphasia

Your opinion from Dr. Agbi is ready to read

Opinion - Aphasia

Your opinion from Dr. Agbi is ready to read

Opinion - Aphasia

Erica has joined your team

Opinion - Aphasia

Invite your Family Members to Grand Rounds

Opinion - Aphasia

Medical Records

Opinion - Aphasia

We couldn't find you in our files, but we're looking into it

Opinion - Aphasia

There was an error

Opinion - Aphasia

There was an error

Grays

Brand Colors

Scaffolding

Buttons

Button groups

Forming

Justified list variation

Model title

Dropdowns

Text Input States

Controls

Error States

Google

42% would NOT look up their doctor on the internet |

Google Search | I'm Feeling Lucky

28% believe that a doctor who DOES NOT LISTEN is a bad doctor

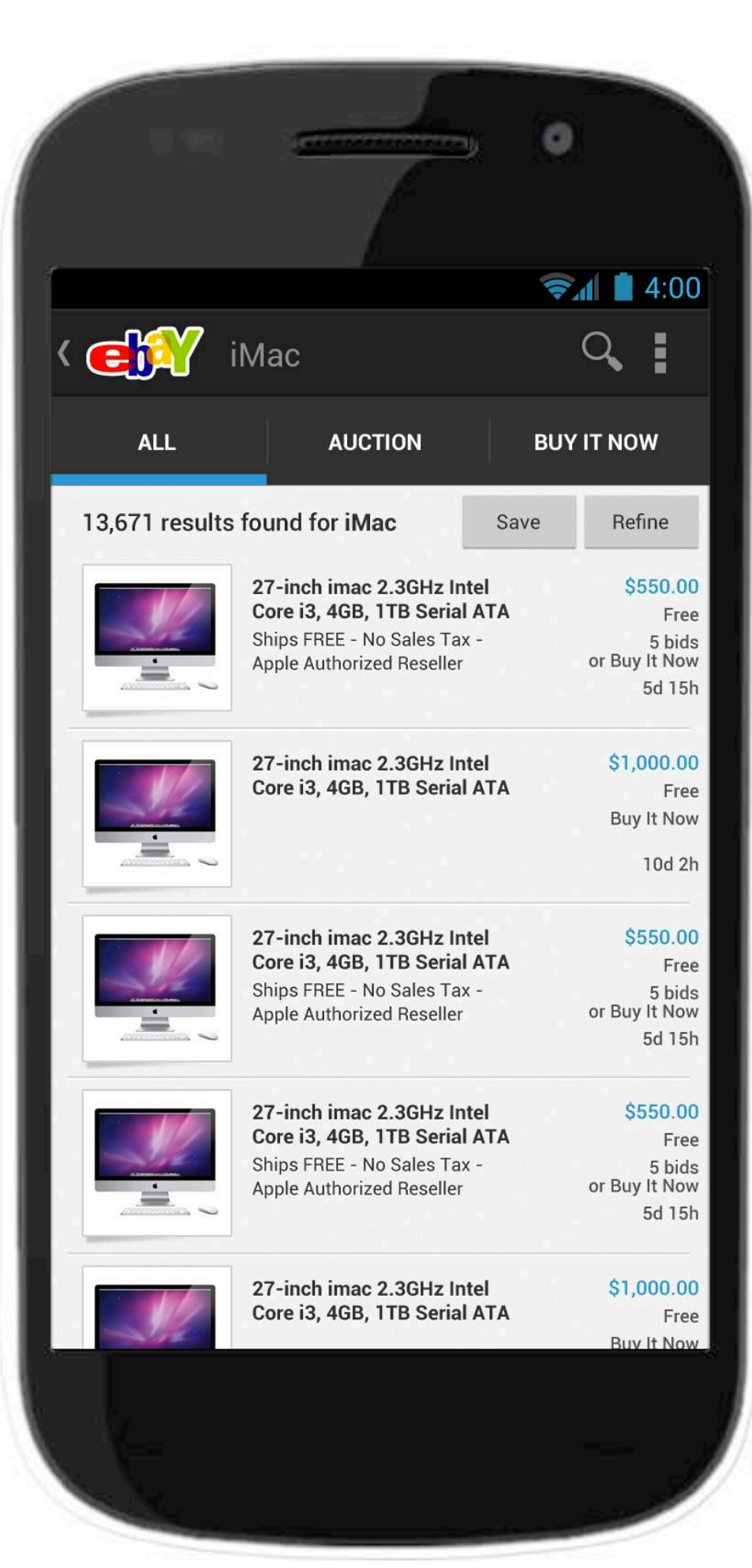
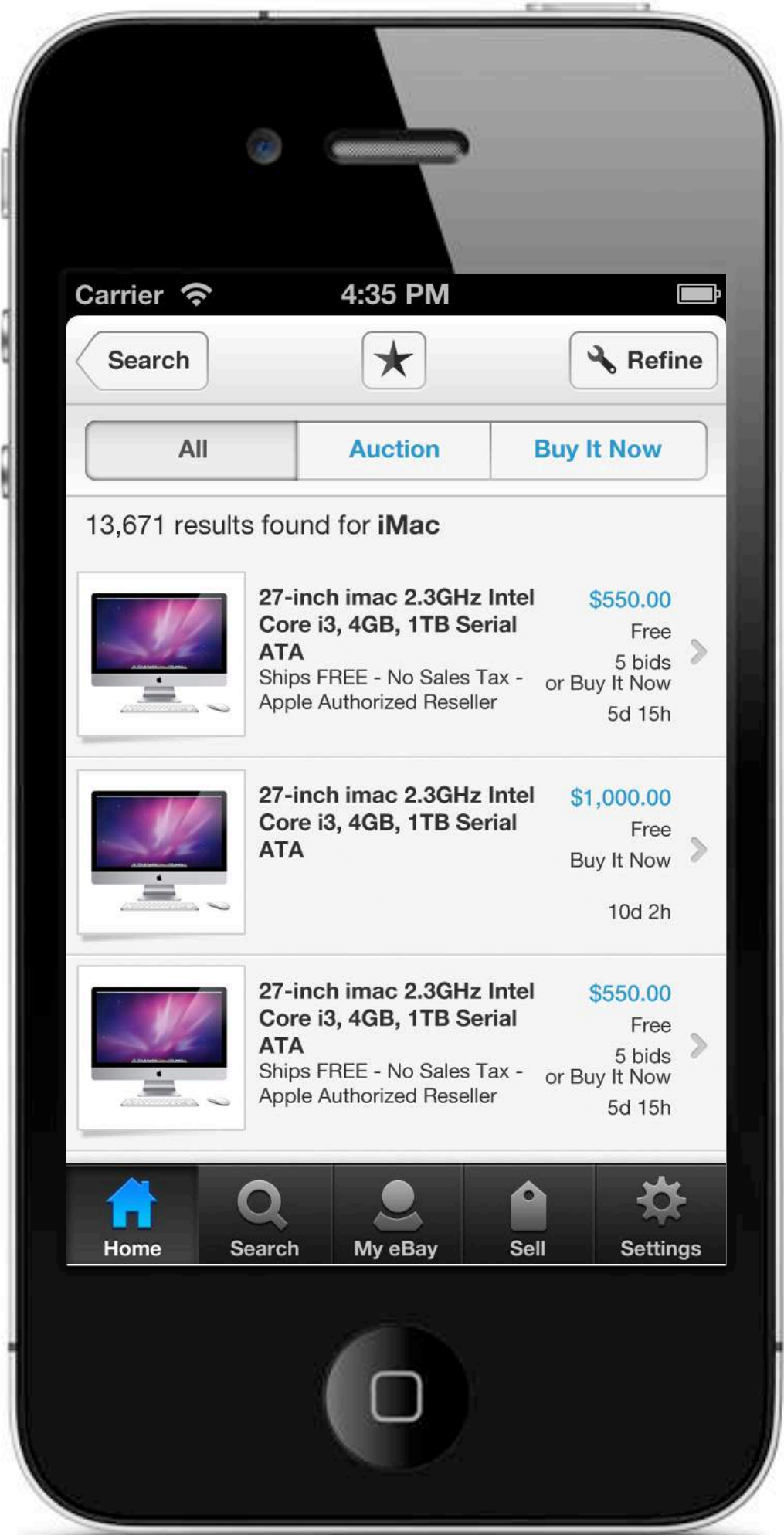
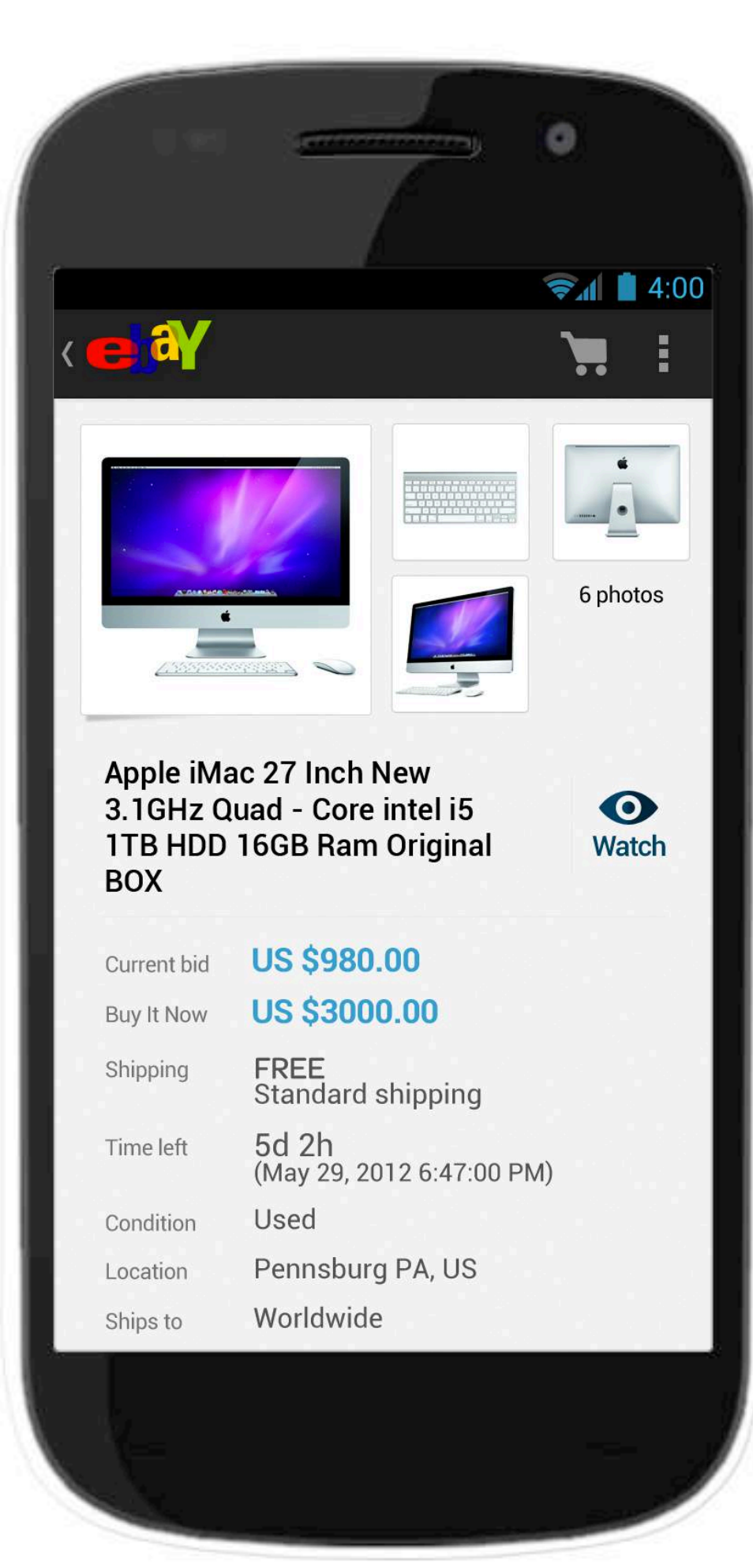
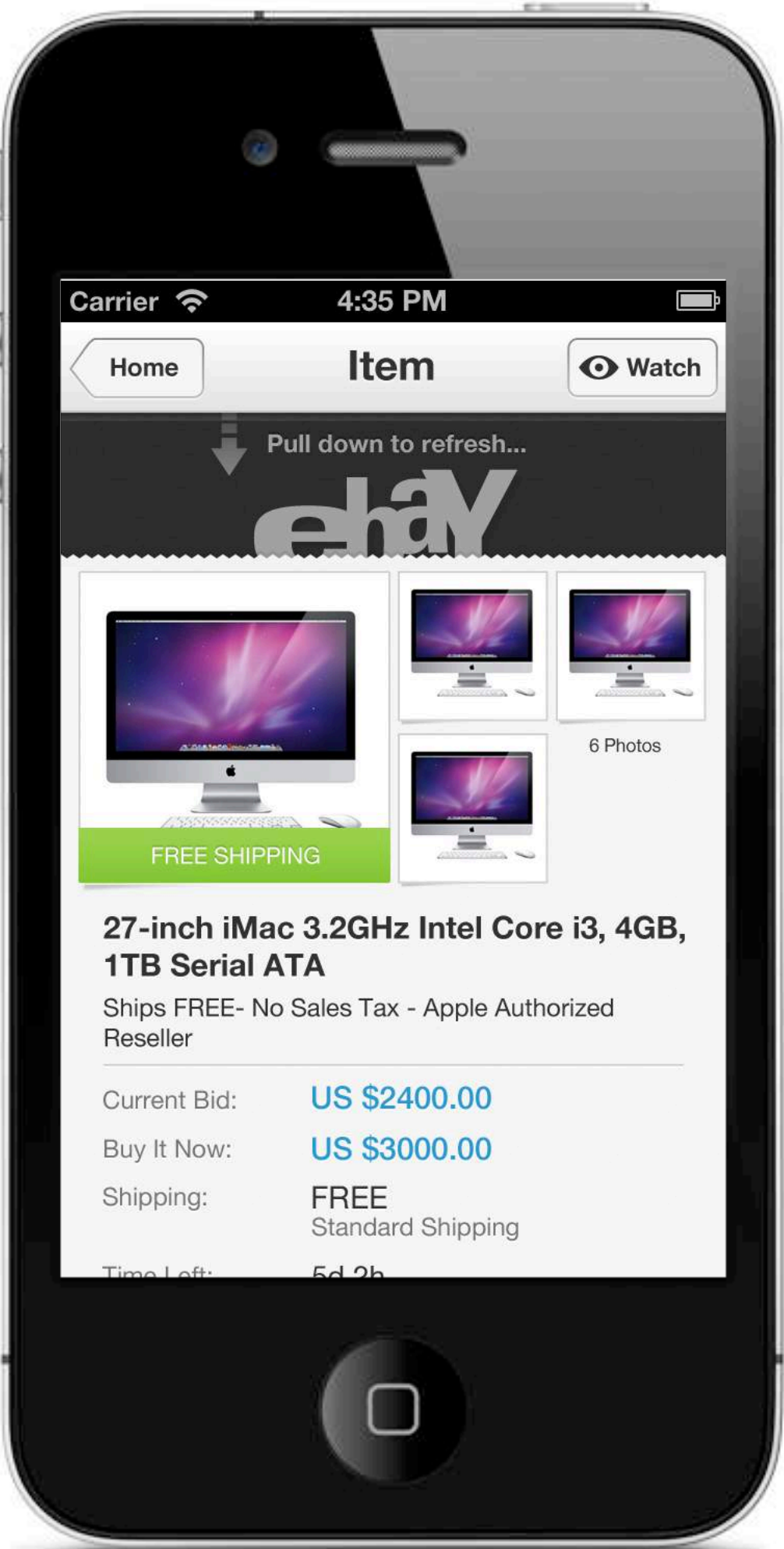
\$

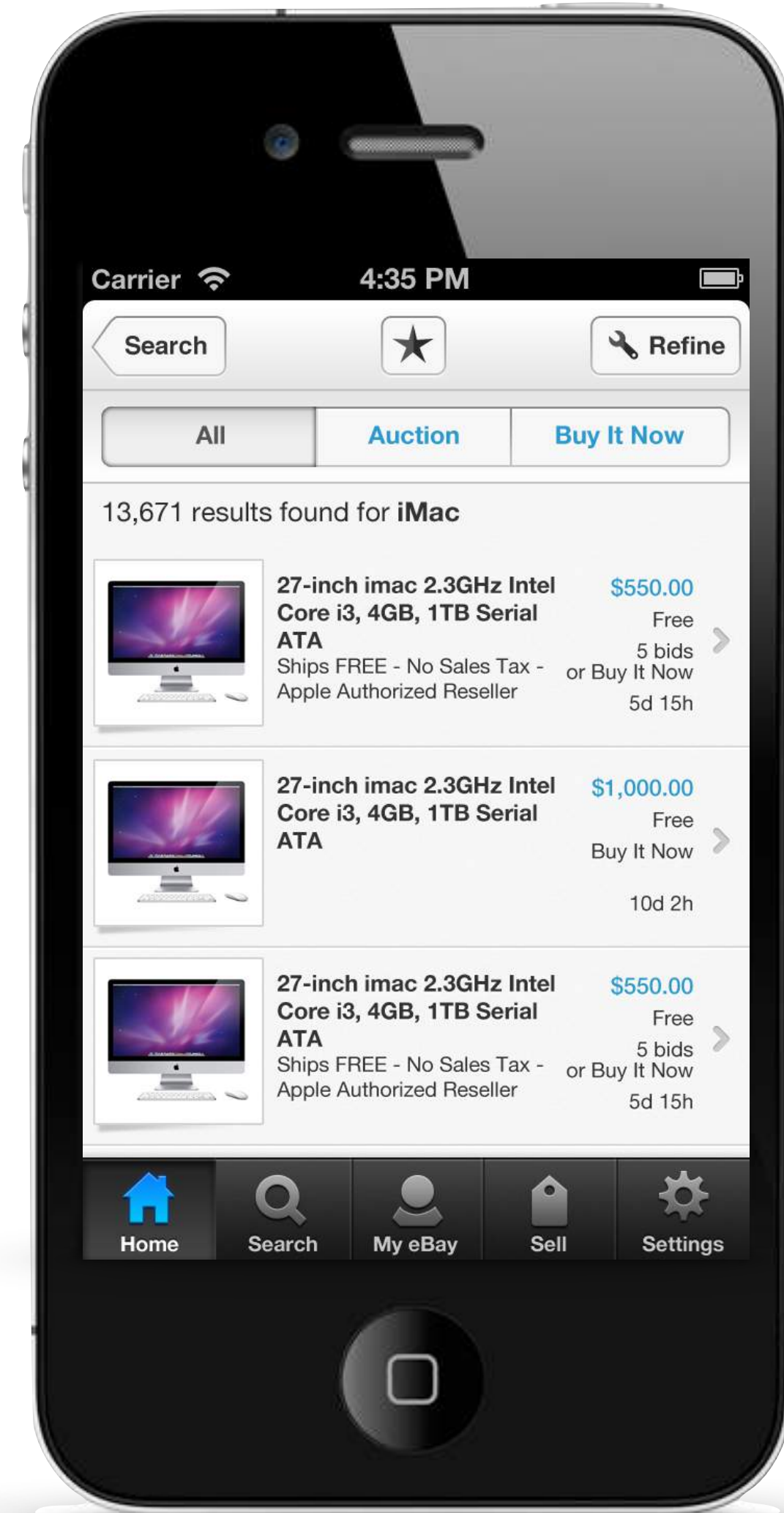
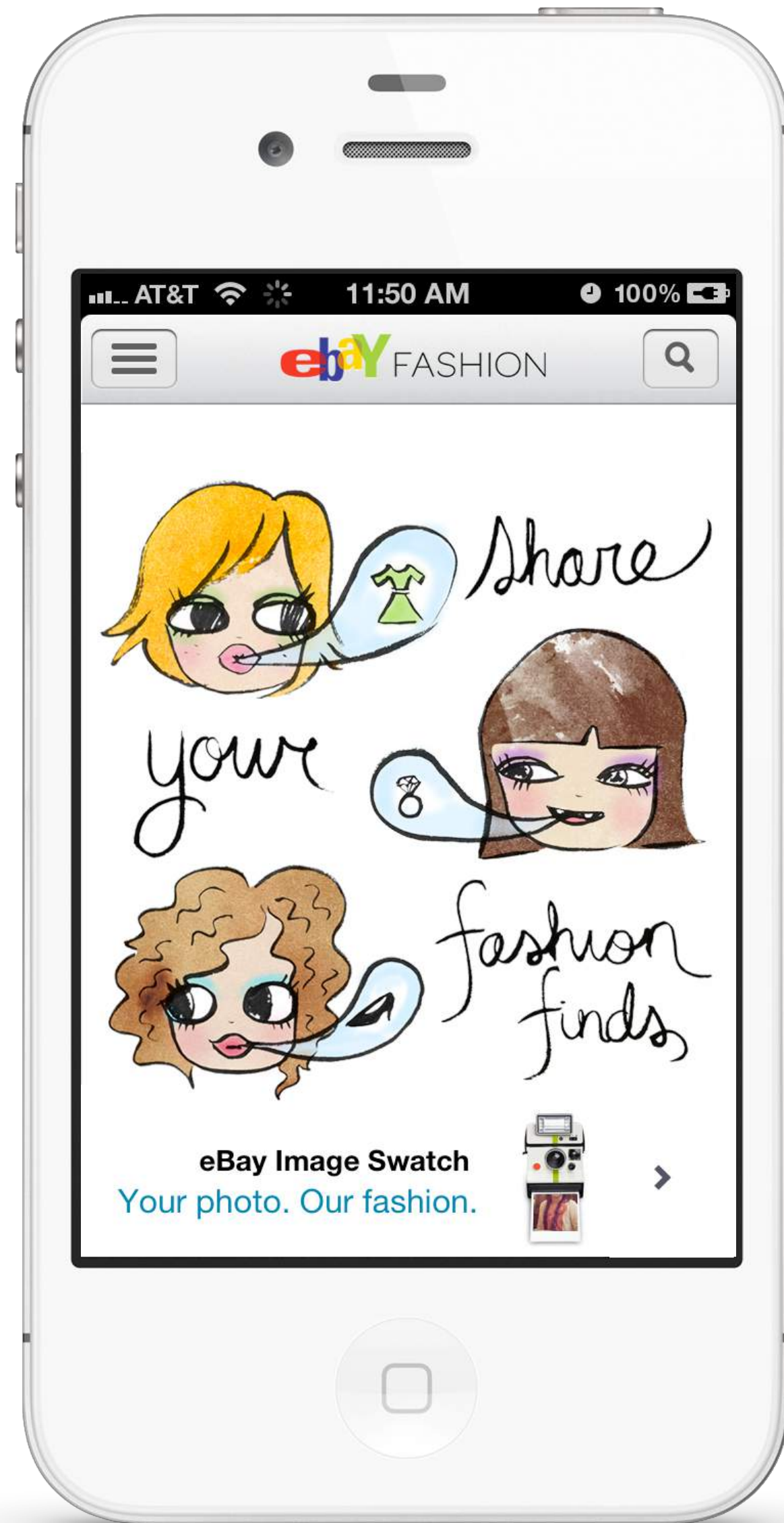
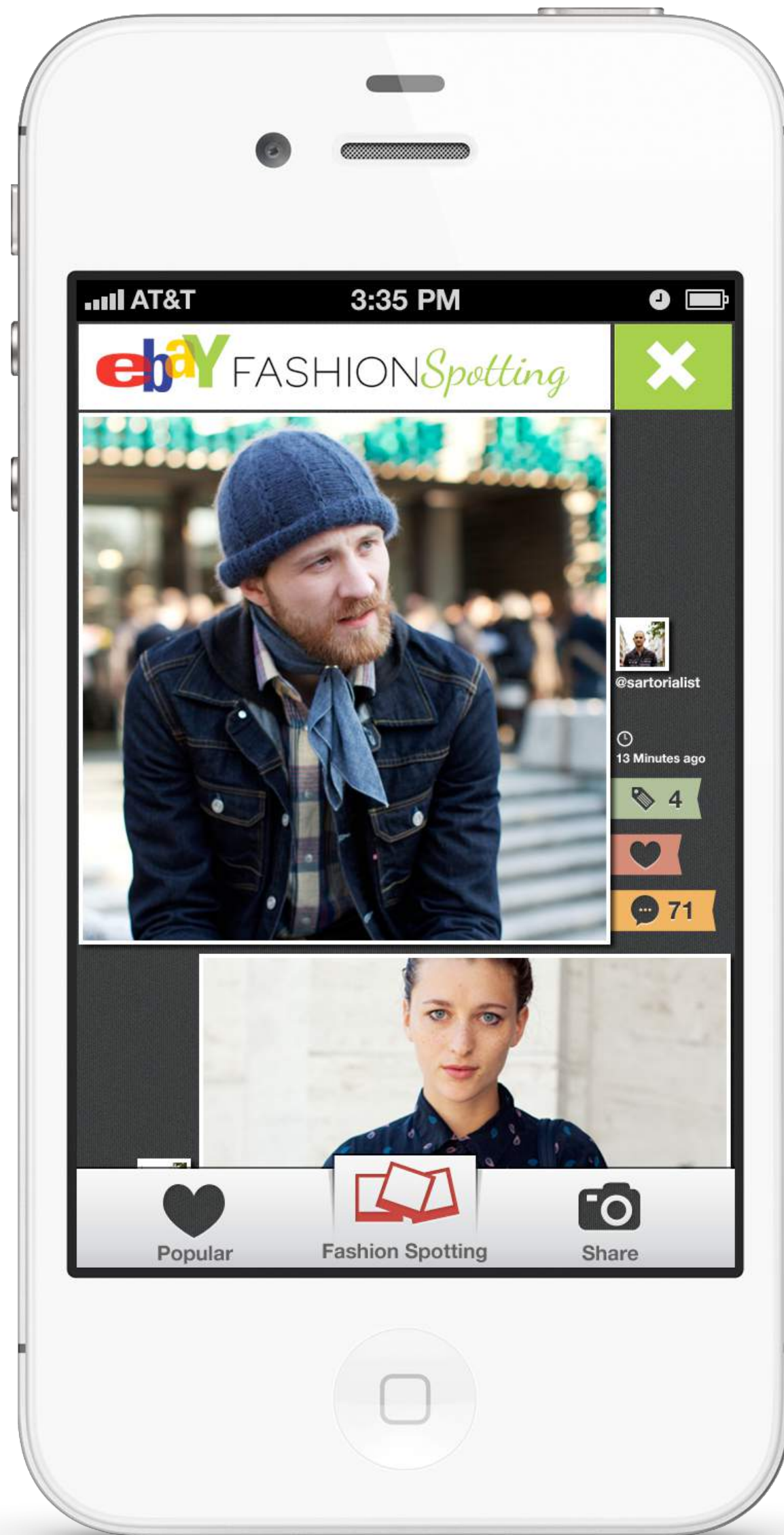
Diploma

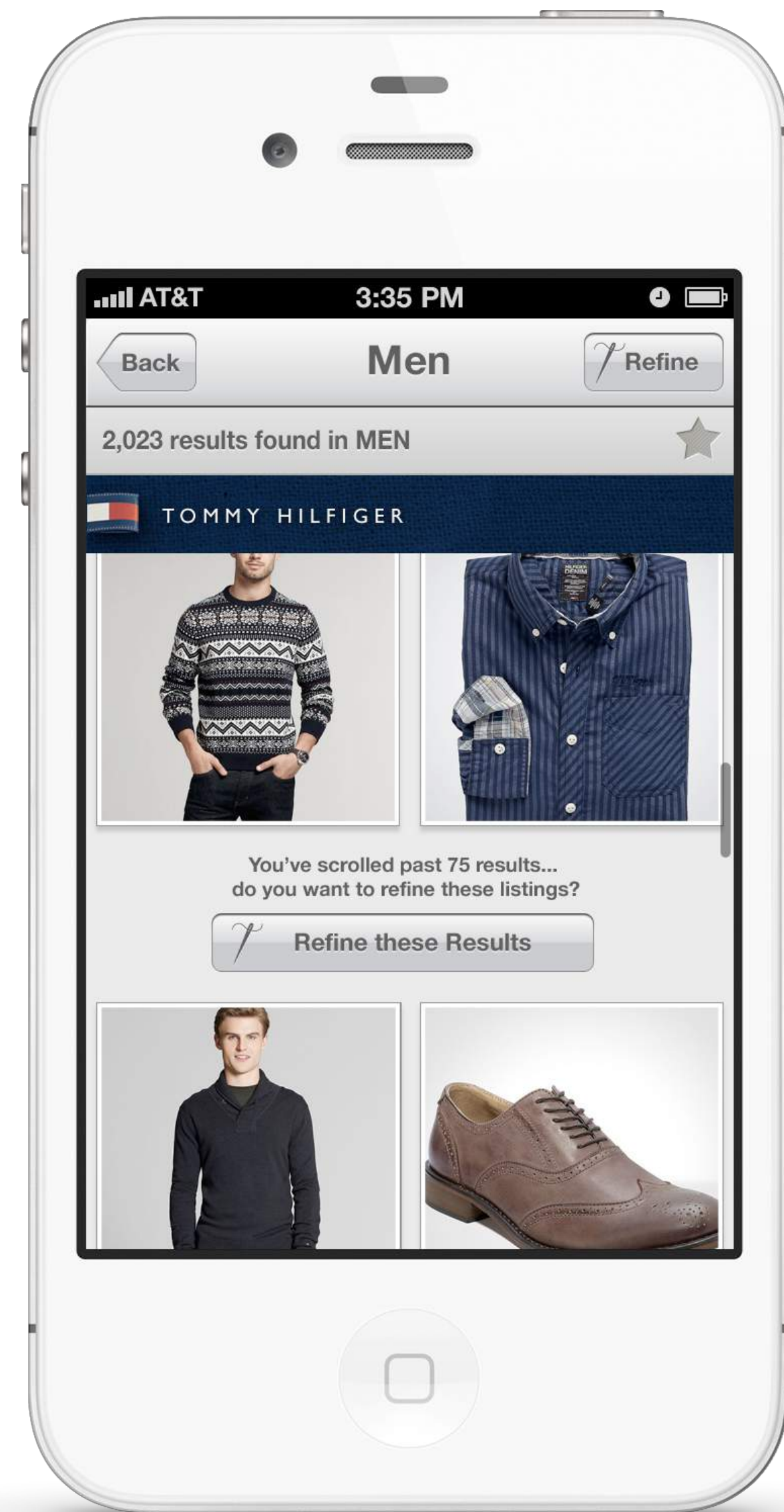
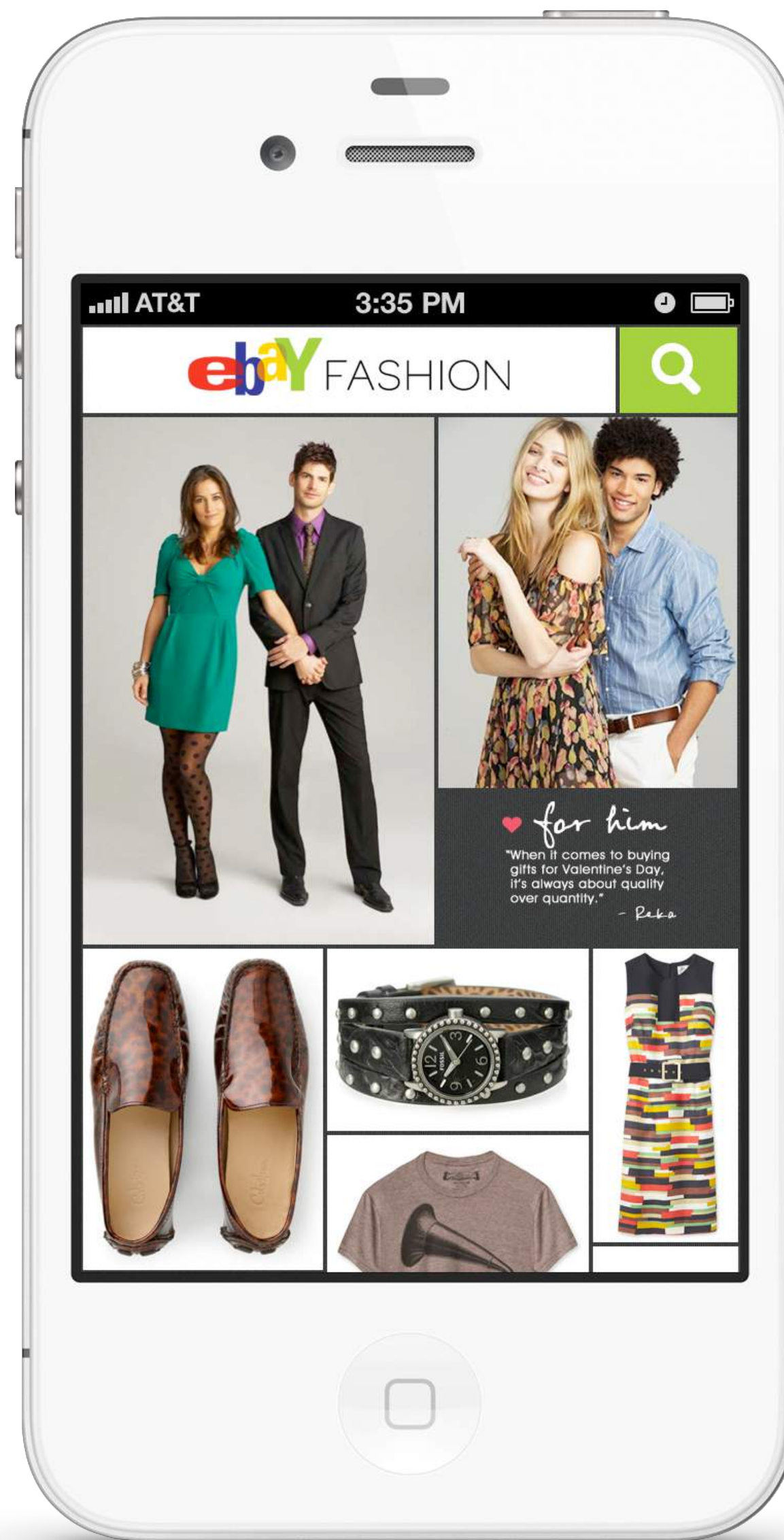
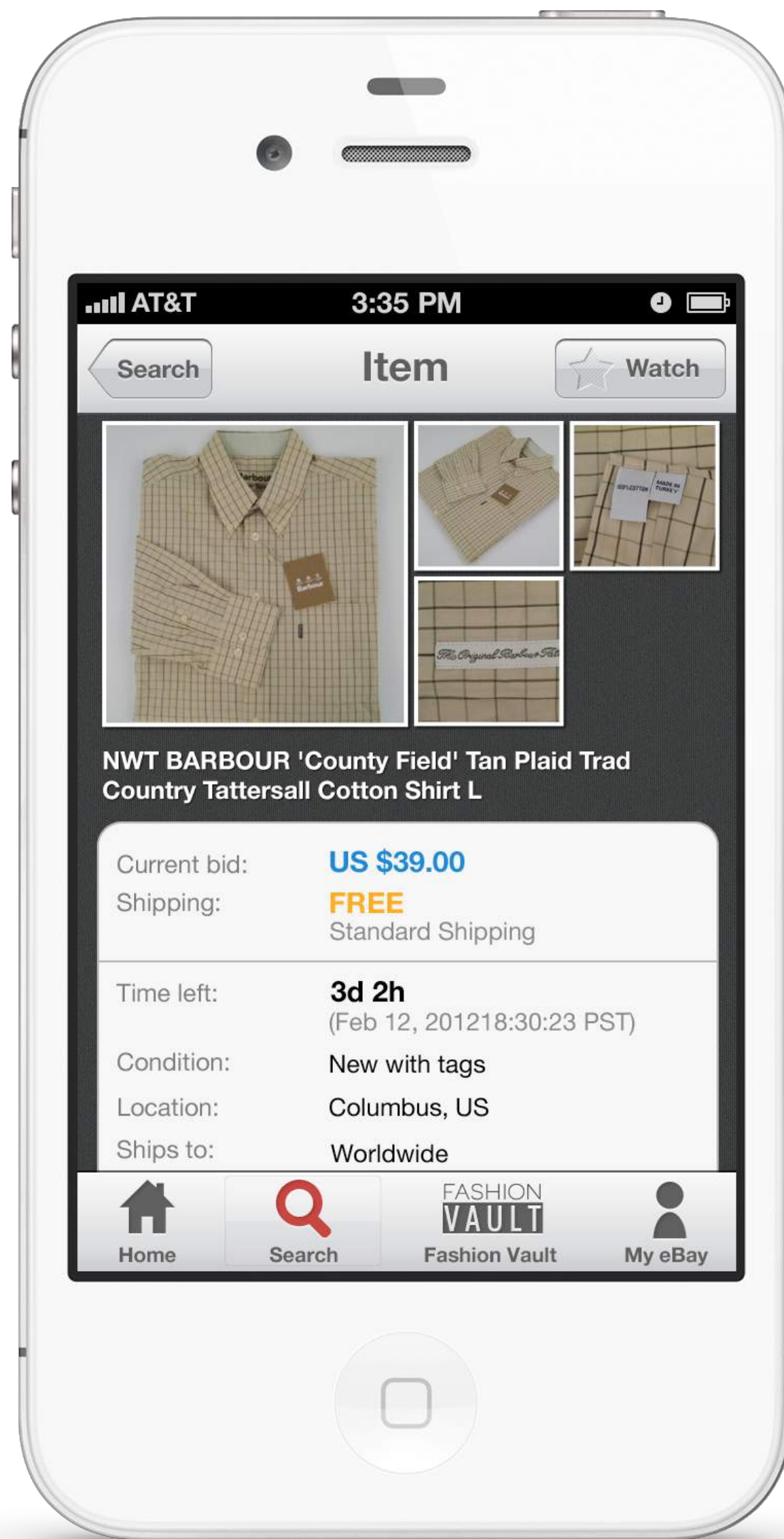
INCOME LEVEL and EDUCATION have very little effect on these numbers

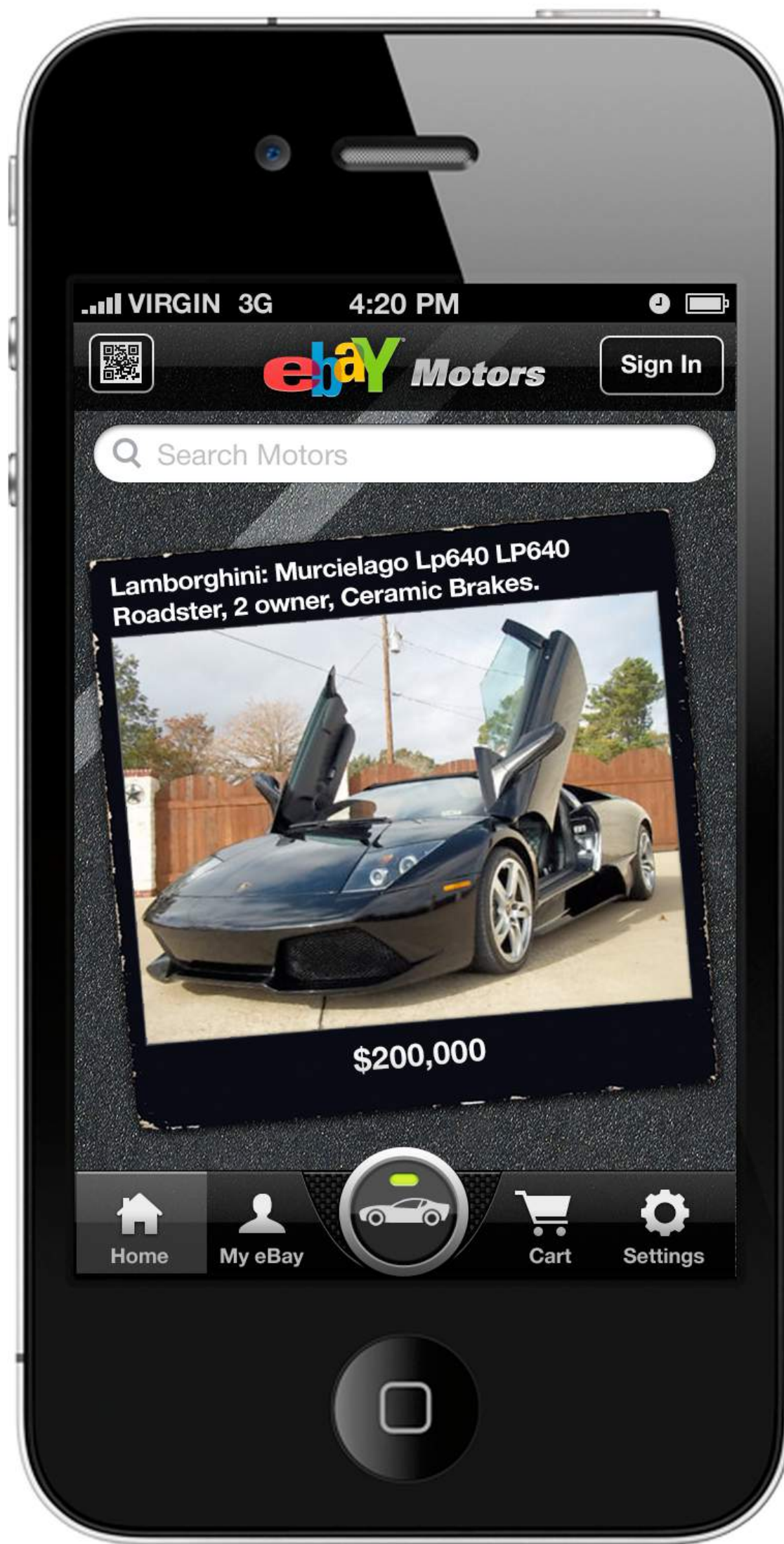
ebay Mobile

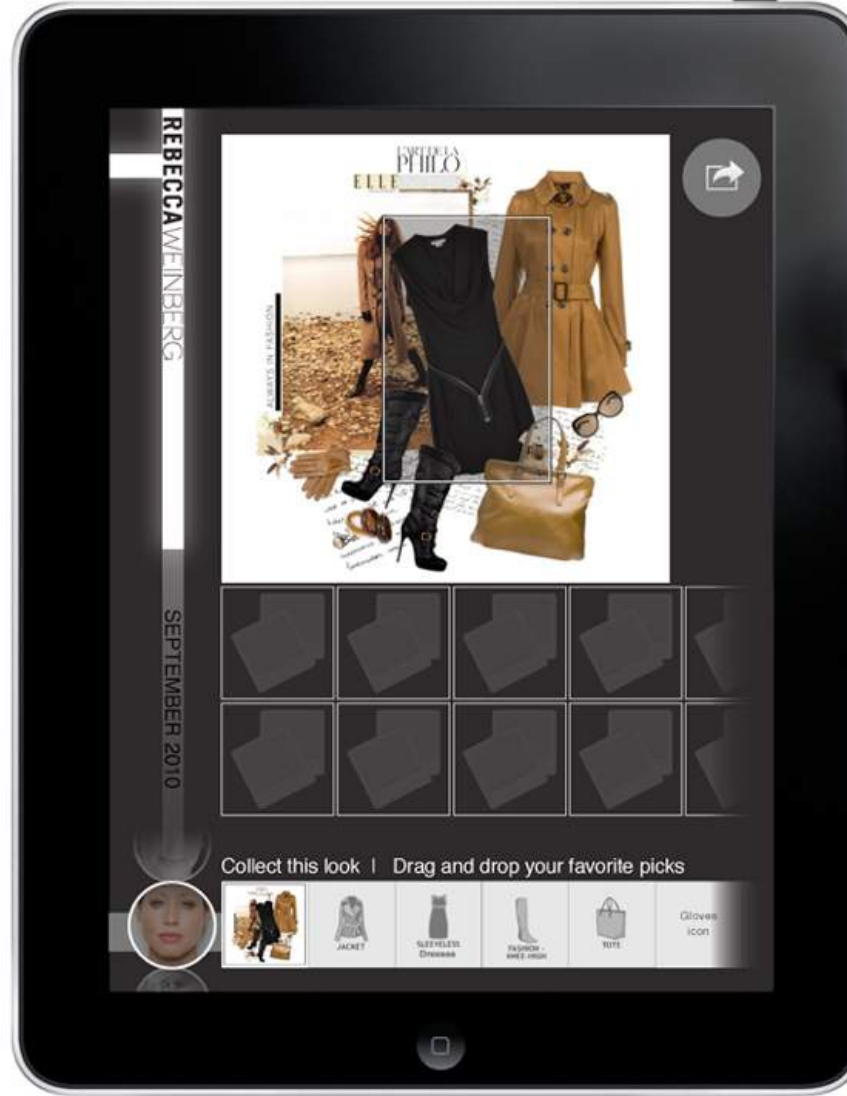
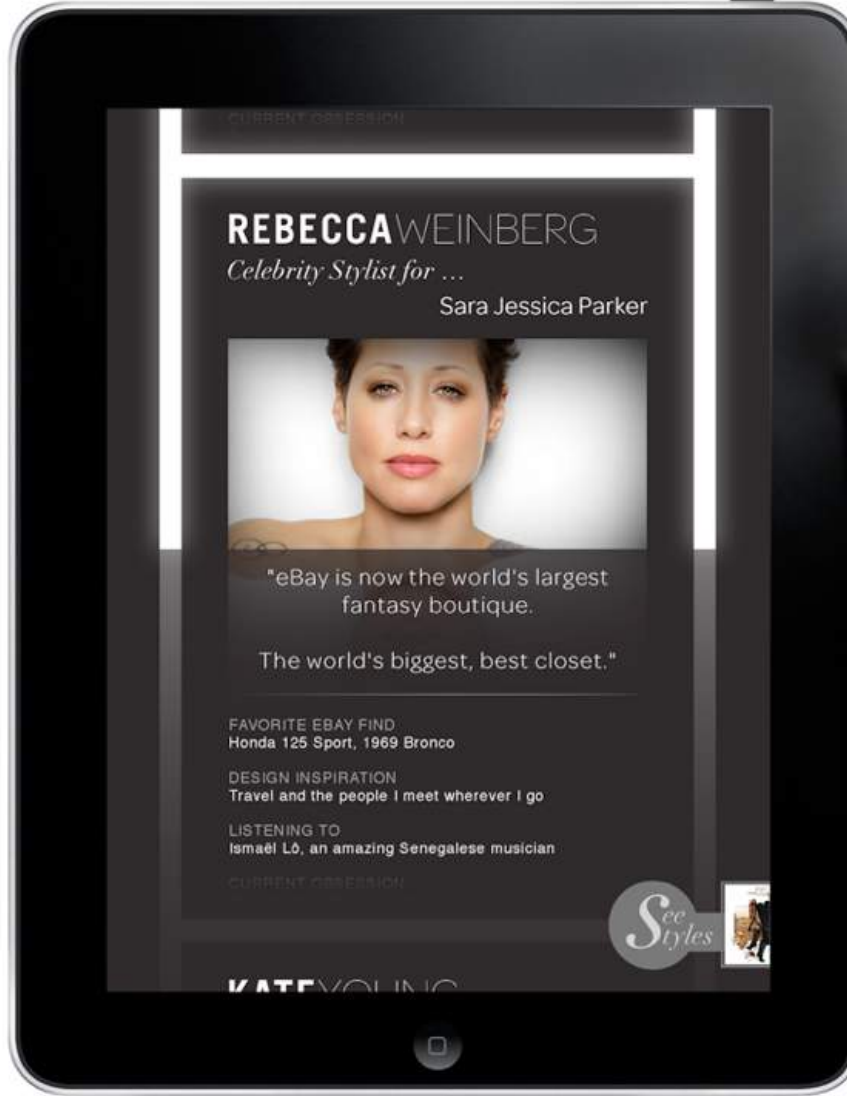
Sr. Manager Design

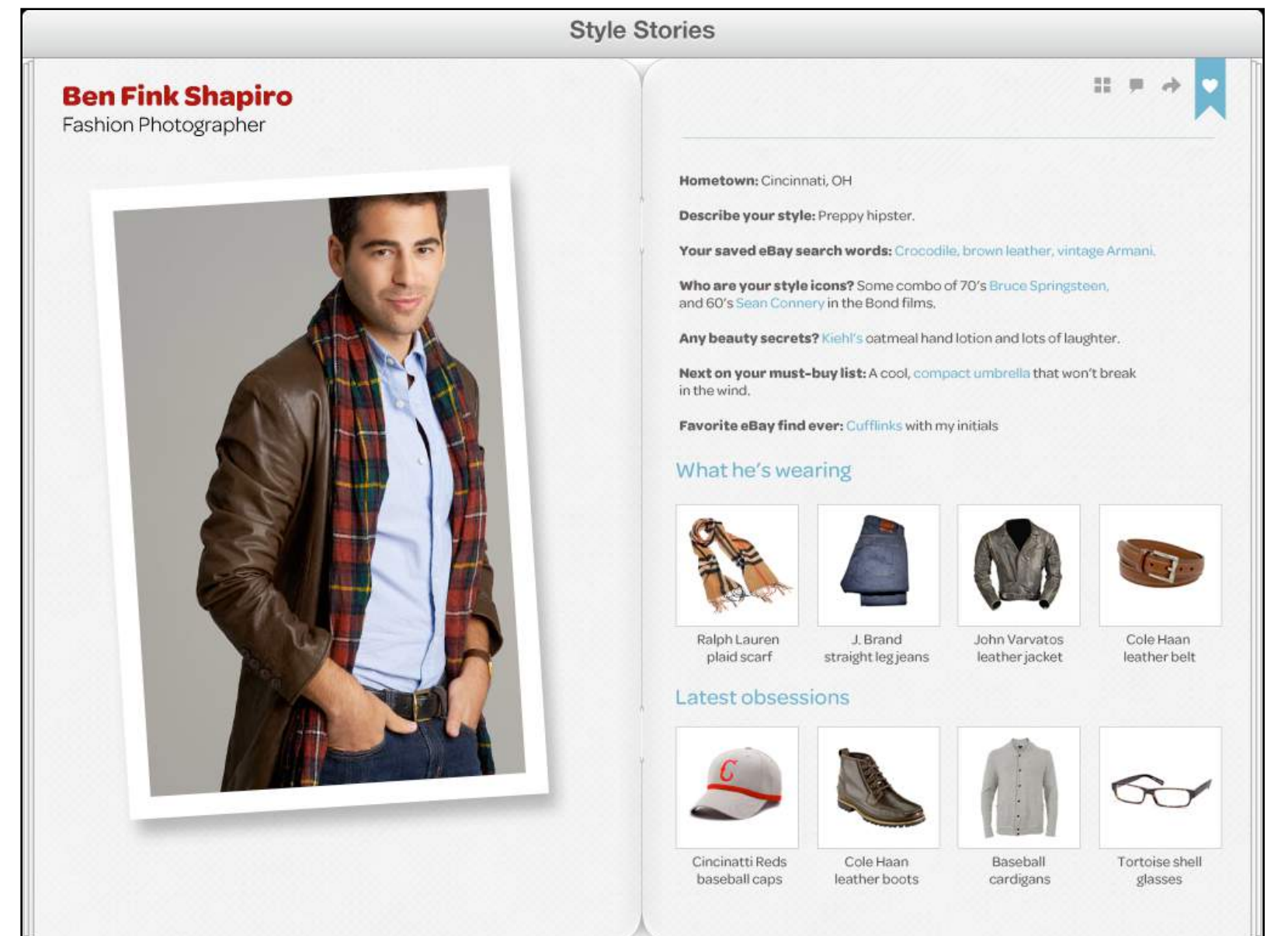
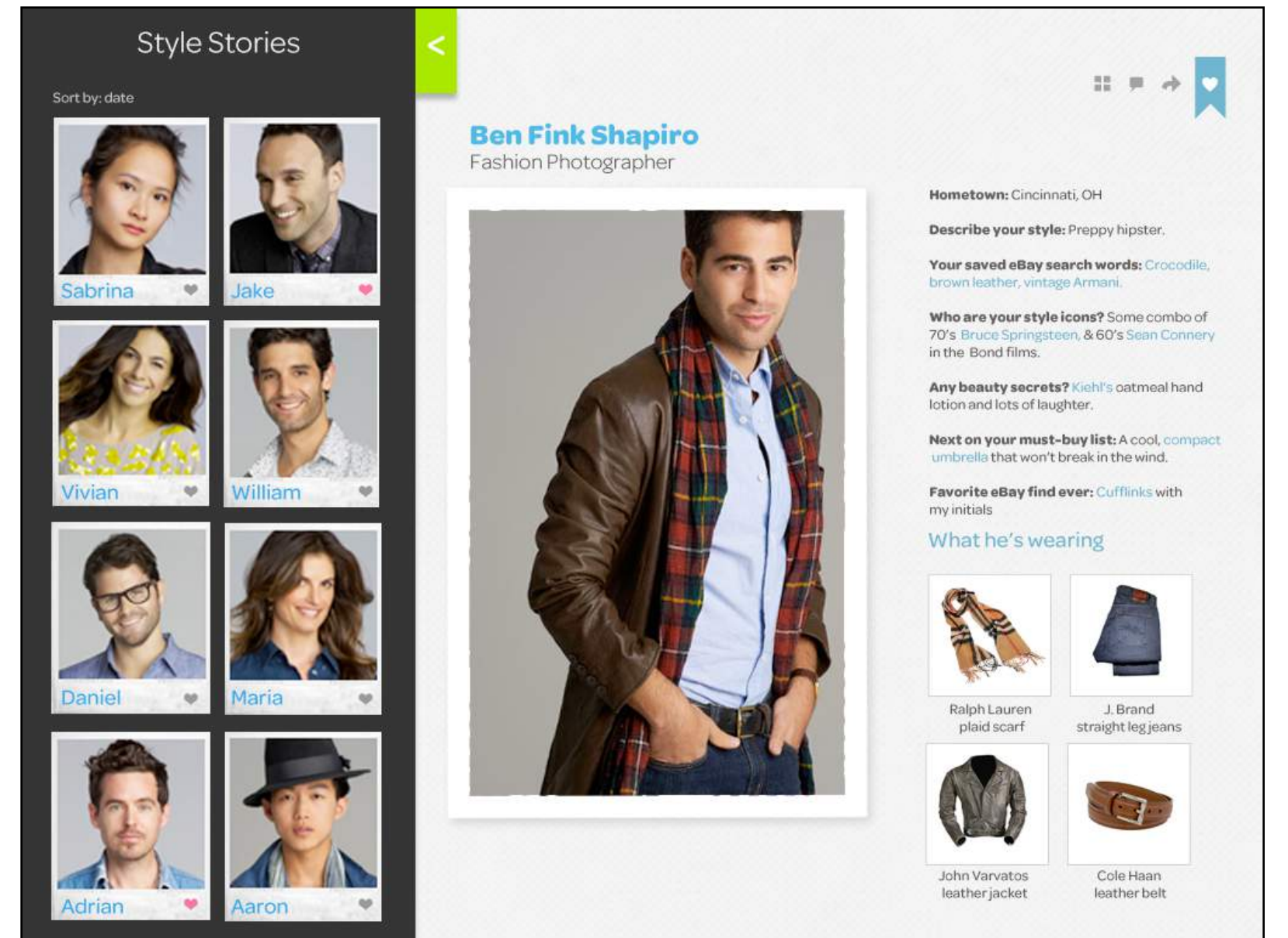
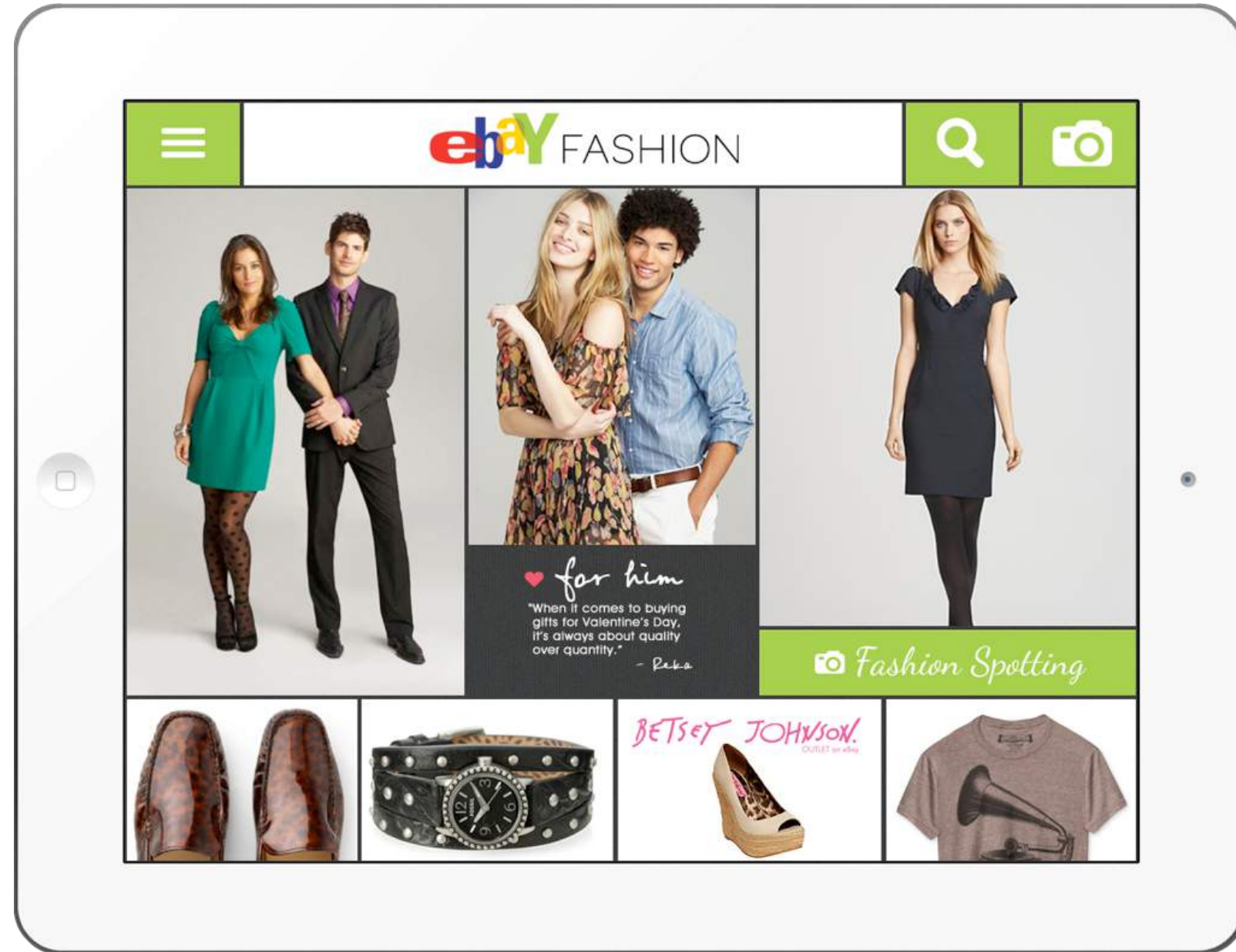


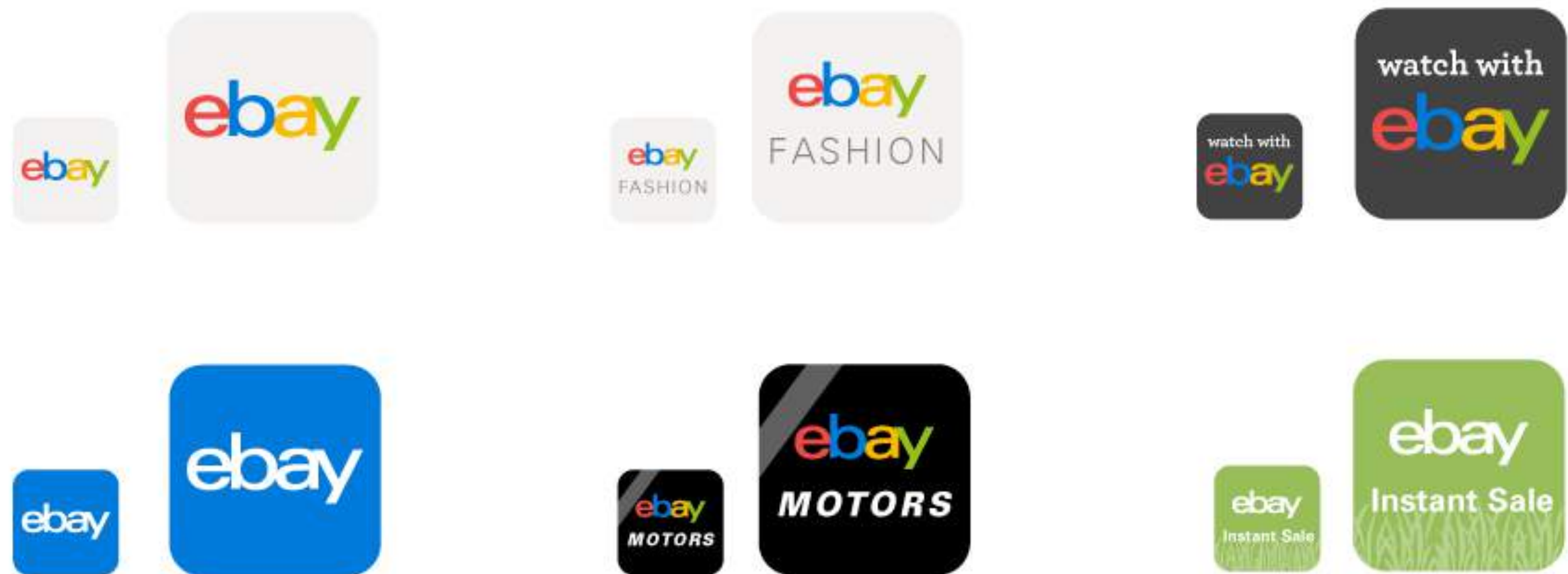
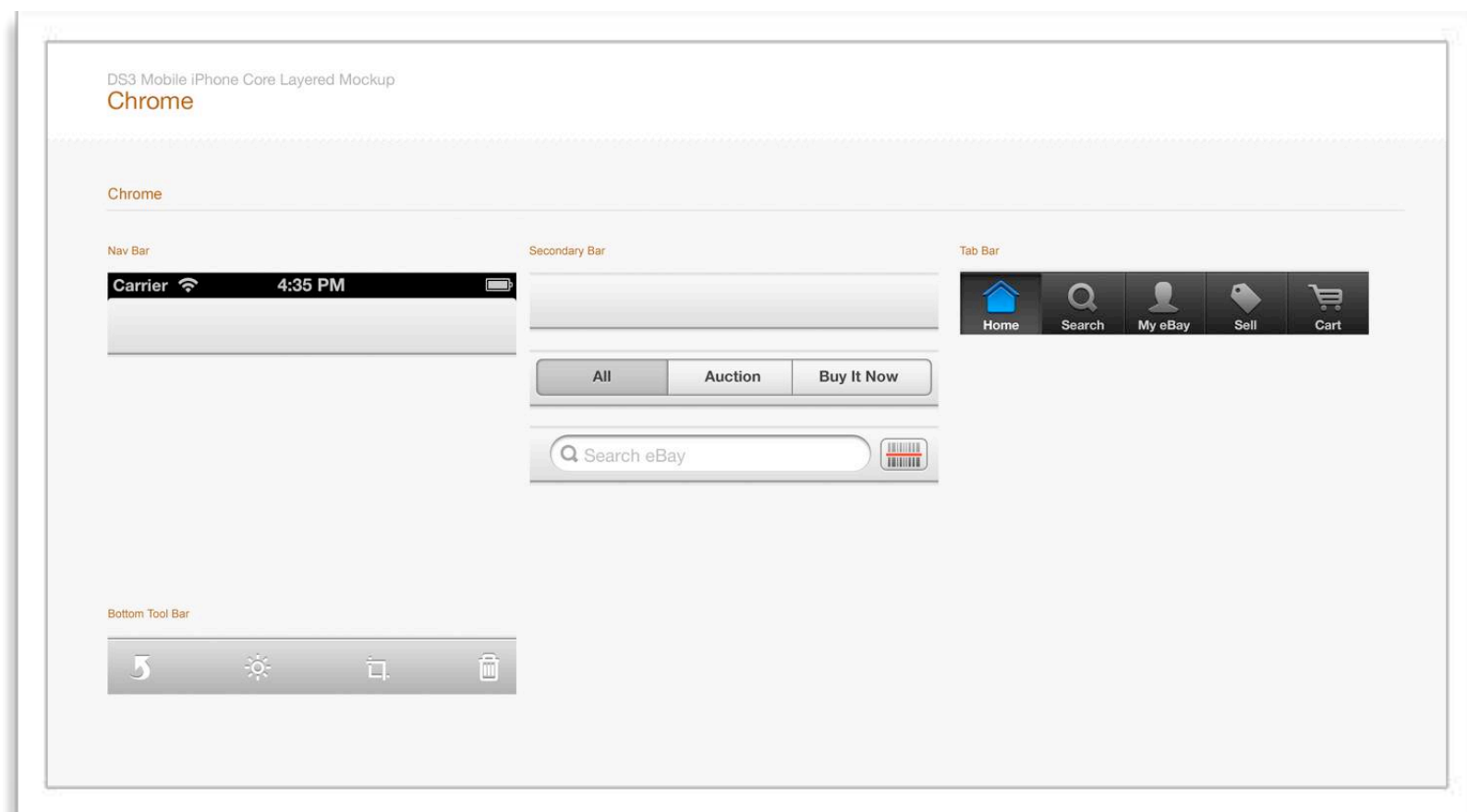
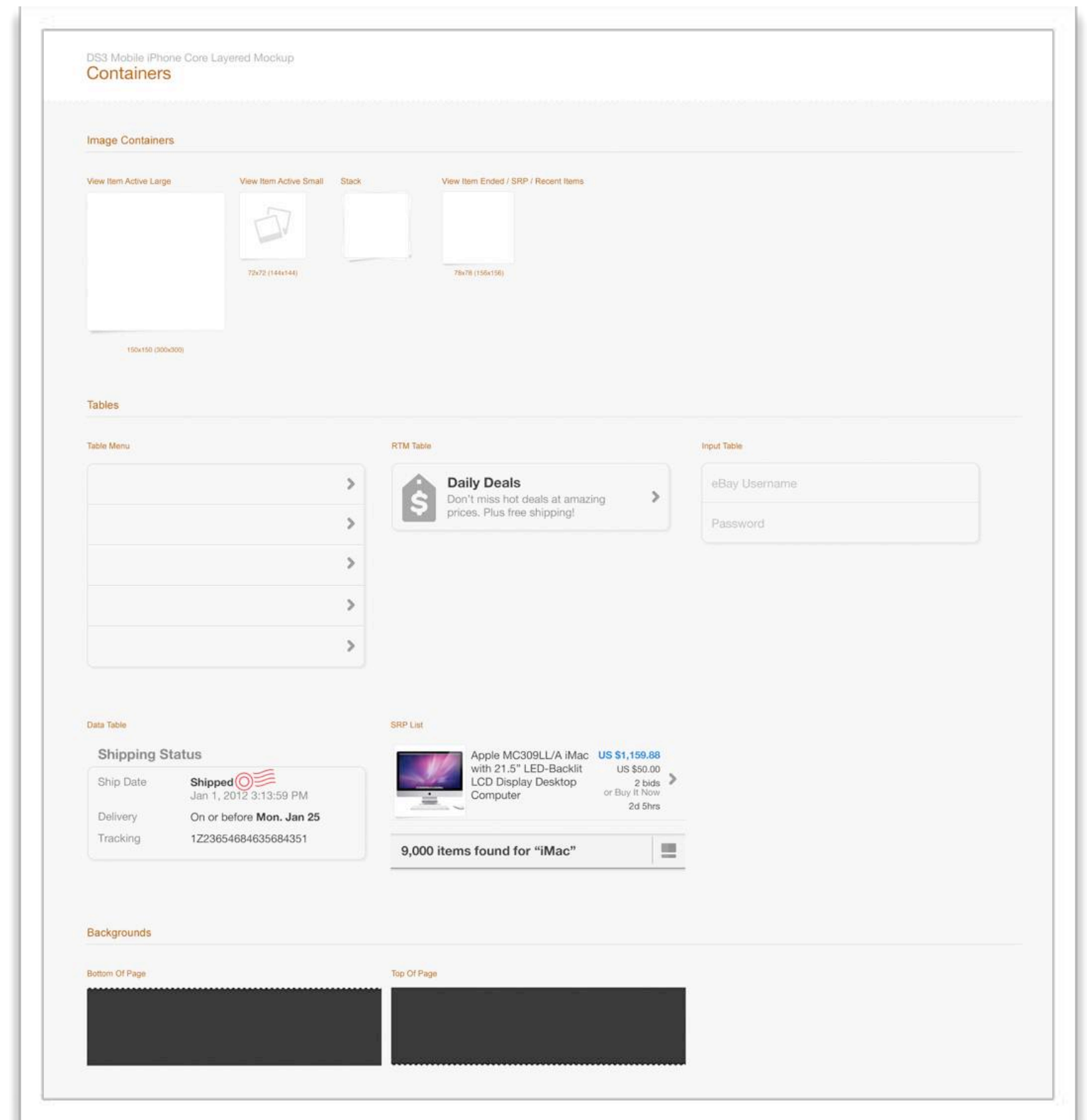
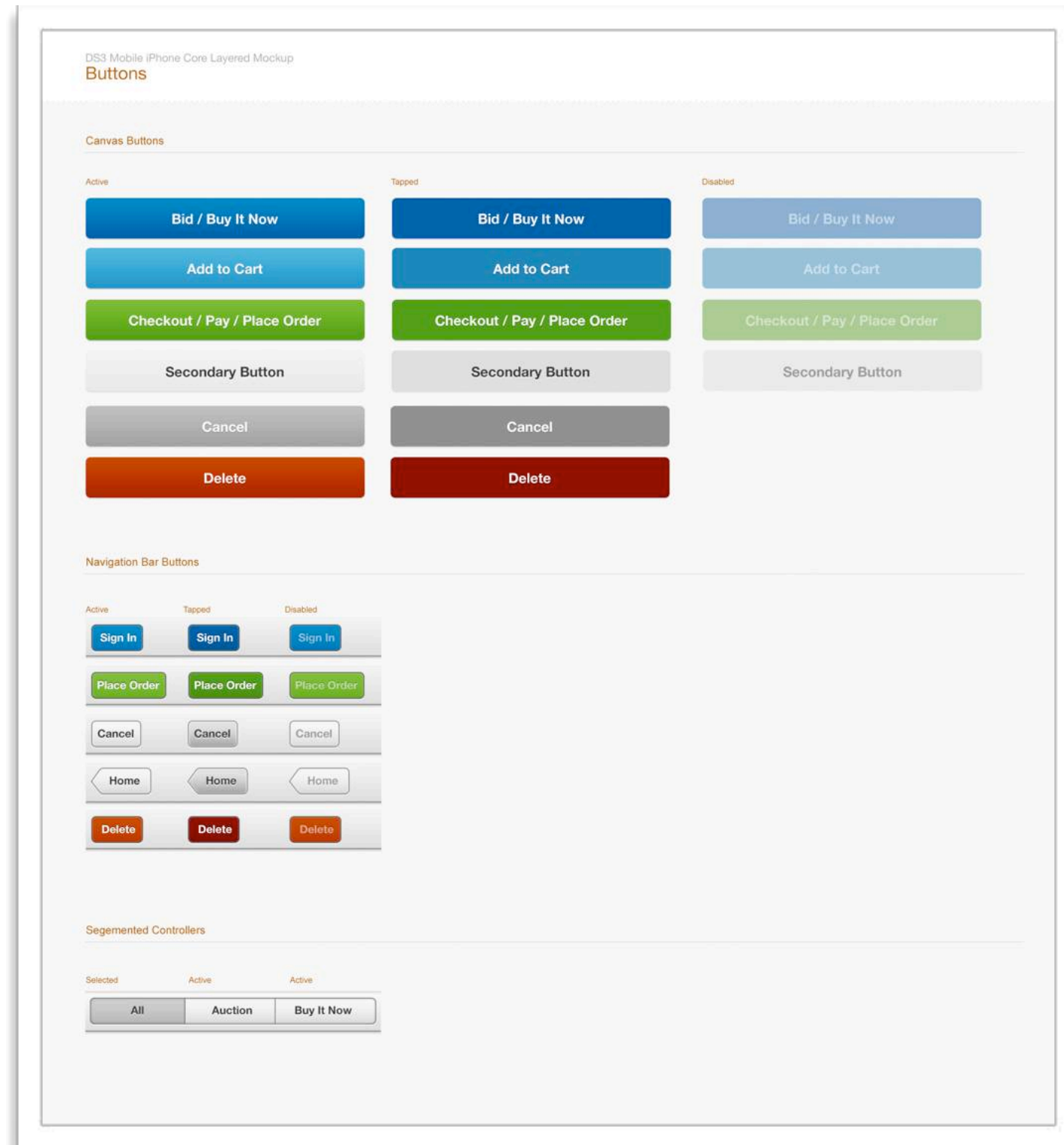
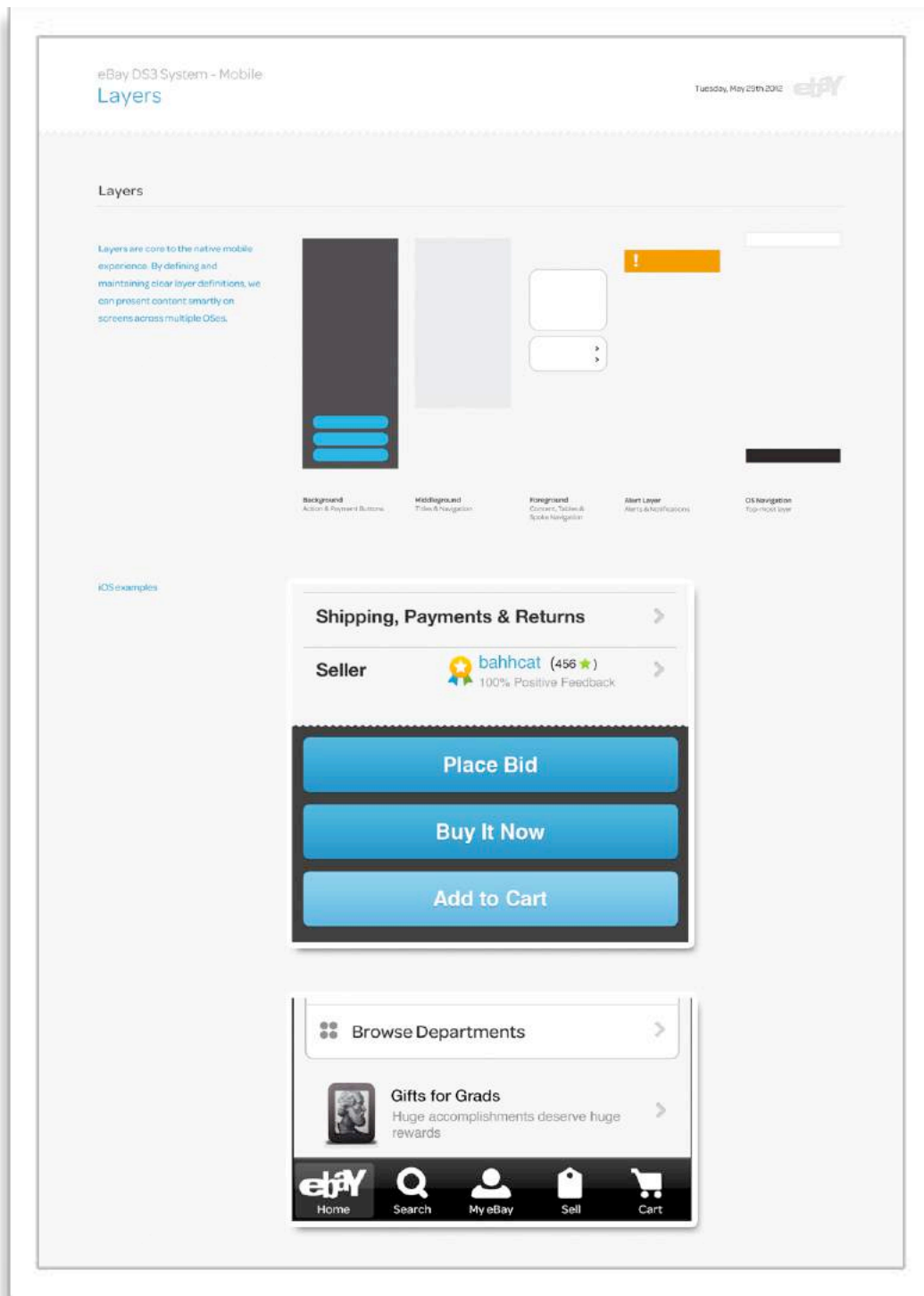






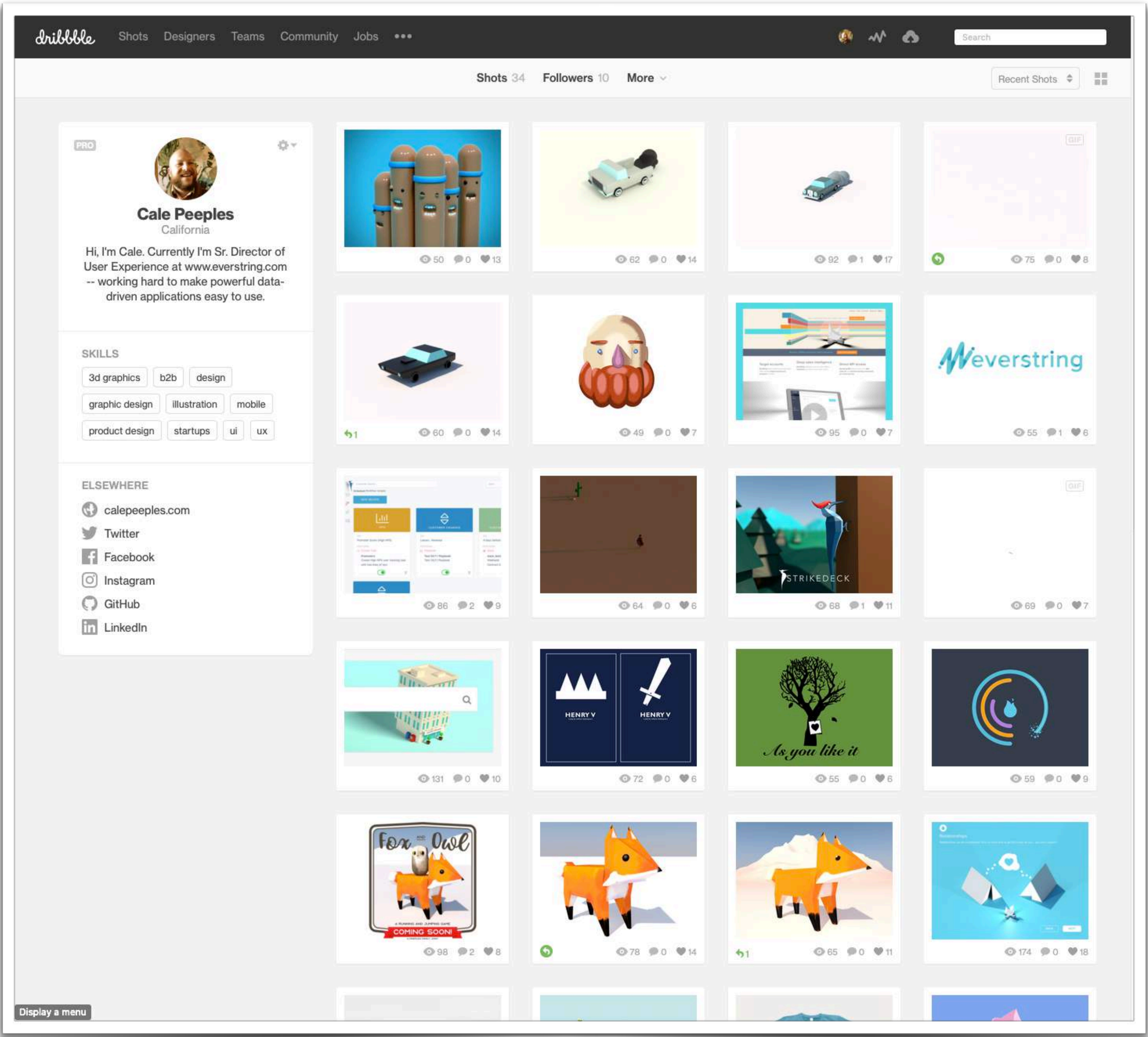


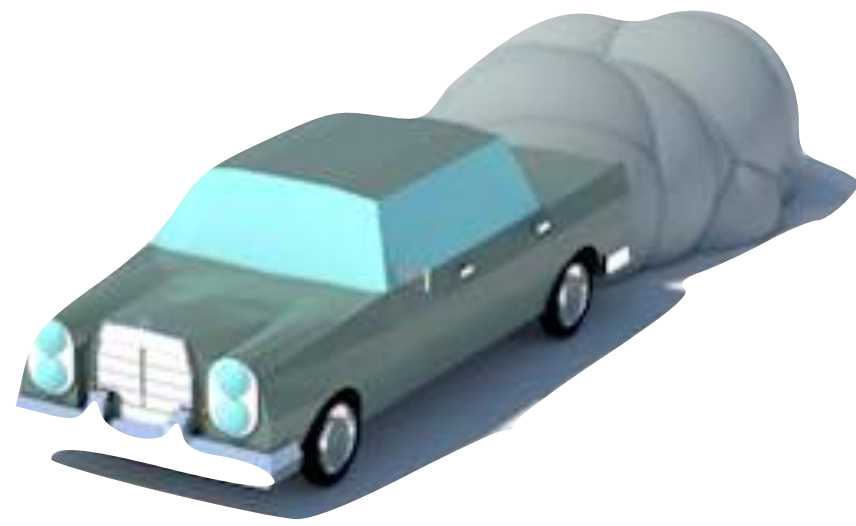
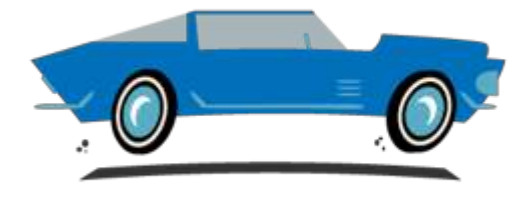
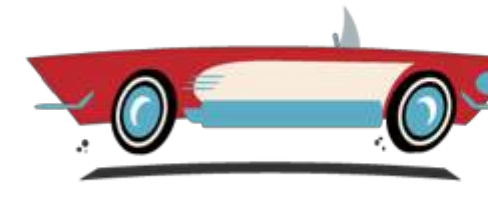
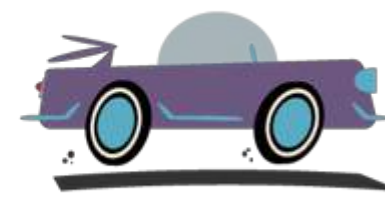
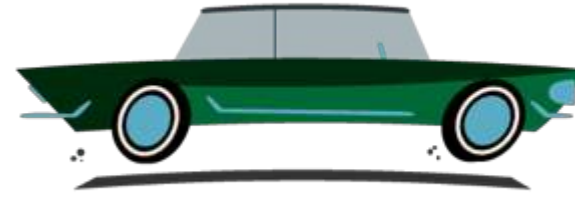
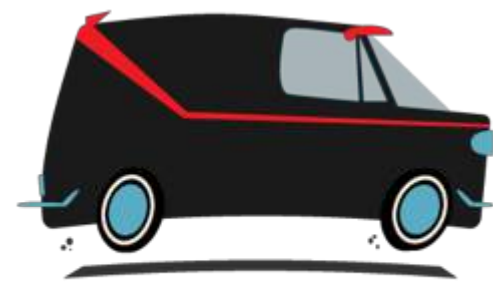




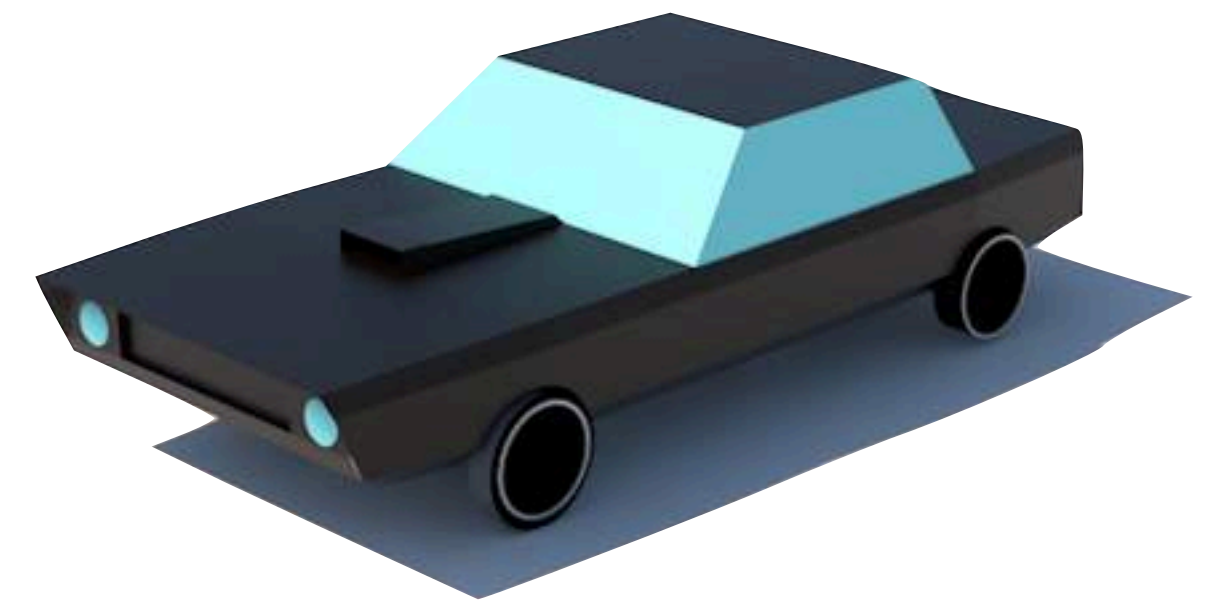
Dribbble

All the stuff that doesn't fit here





eBay Mobile[™] 2011 Summer Event
50 Million+ downloads





North Star Academy presents



This production made possible by RWC Davis Cultural Foundation and the North Star Academy Parent Club

As

you

like

it

October 20th - 23rd

North Star Academy
McKinley Auditorium
400 Duane St.,
Redwood City, CA

www.northstartix.com

*As you
like
it*



Performance dates

Thursday, October 20, 7p
Friday, October 21, 7p
Saturday, October 22, 7p
Sunday, October 23, 2p

Ticket Prices

\$12 online, \$14 at the
door for all performances

\$8 for Youth and Seniors on Thursday,
October 20 and Sunday, October 23,
online and at the door

McKinley Auditorium
400 Duane St.,
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400 Duane St.,
Redwood City, CA

www.northstartix.com



As you like it

North Star Academy presents

October 20-23, 2011
www.northstartix.com

North Star Academy presents

HENRY V

This production was made possible by the North Star Parent's Club
with special thanks to the RWC Civic Cultural Commission

October 18th-21st

North Star Academy

McKinley Auditorium

400 Duane Street, RWC

www.northstartix.com



HENRY V
a play by william shakespeare



HENRY V
a play by william shakespeare

A PLAY BY WILLIAM SHAKESPEARE
HENRY V
DIRECTED BY NOVA HUTCHINSON



October 18, 19, 20 at 7 pm
October 21 at 2 pm

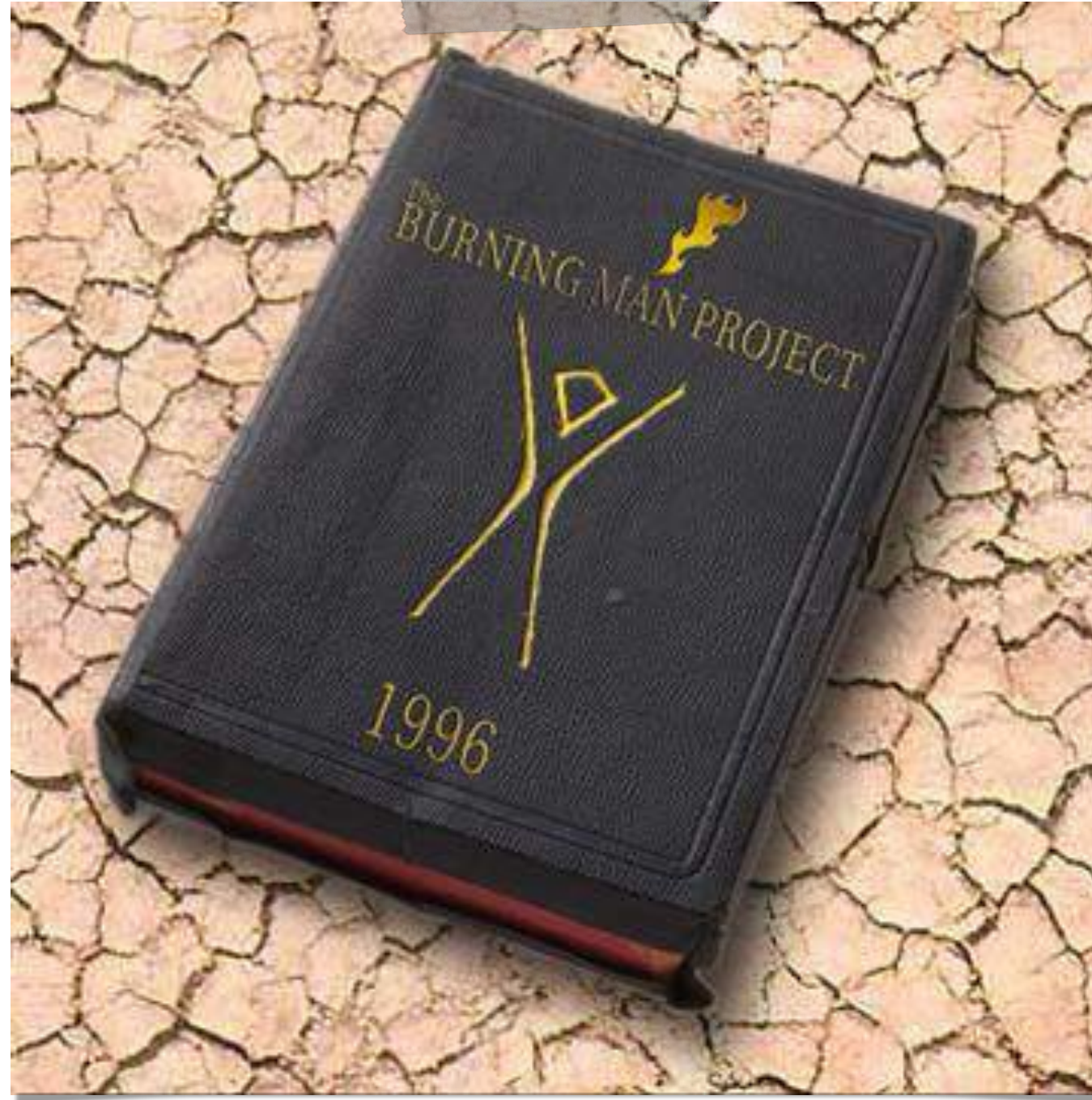
www.northstartix.com
\$12 online, \$14 at door
\$0 students and seniors Oct. 18 & 21

The production was made possible by the North Star Parent's Club
with special thanks to the RWC Civic Cultural Commission

North Star Academy
McKinley Auditorium
400 Duane Street, RWC

Burning Man

Wacky kids



“Visited the i-STORM trailer where the World Wide Web contingent is putting together the live Burning Man Web site, www.istorm.com/burningman/. I enjoy hanging with these happening GenX Web entrepreneurs. They're nice guys just fizzing with creativity. It's like meeting Walt Disney when he was still drawing on a tabletop in Kansas City, Missouri.”

Bruce Sterling - Wired 1996



thanks

cale@calepeeplesdesign
@calepeeples