



F A C T S H E E T

Contacts:	Kris Thurman President 615.279.3423 kthurman@conduitcorporation.com	Ray Capp CEO, ConduIT Corporation 615.279.3404 rcapp@conduitcorporation.com
Mission:	To provide recorded audio and video communications for celebrities to better connect with their fan bases, deliver information and enhance loyalty with their audiences.	
Executive Team:	Kris Thurman – President Ray Capp – CEO, Conduit Leah Gilliam , Project Manager	
Service Description:	iLNK provides technology for clients ranging from celebrities to leaders of volunteer organizations, who periodically record a voice message or video stream to be sent instantly to subscribers’ desktops for listening and viewing.	
Business Model:	Revenue is generated by an annual subscriber fee, which is shared with the client and/or the client’s charity of choice.	
Differentiation, Competitive Advantage:	Clients connect directly and intimately with their audiences. Subscribers hear directly from the client, as opposed to receiving mediated messages via broadcast, print, blogs, websites, etc. Fan loyalty is enhanced as clients connect directly, intimately, and regularly with their audiences. Control of the content remains with the client, thus eliminating the risk of misinterpretations and editing by media or other third parties. Messages are received worldwide virtually instantly.	
Markets:	<ul style="list-style-type: none">• Fan clubs of celebrities from the worlds of sports and entertainment, opinion leaders, and motivational/inspirational figures.• Members of volunteer organizations	
Partners:	Conduit Corporation	
Web page:	www.ilnk.com	