

WWW.KALEIDA.CO



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KALEIDA INTERNATIONAL

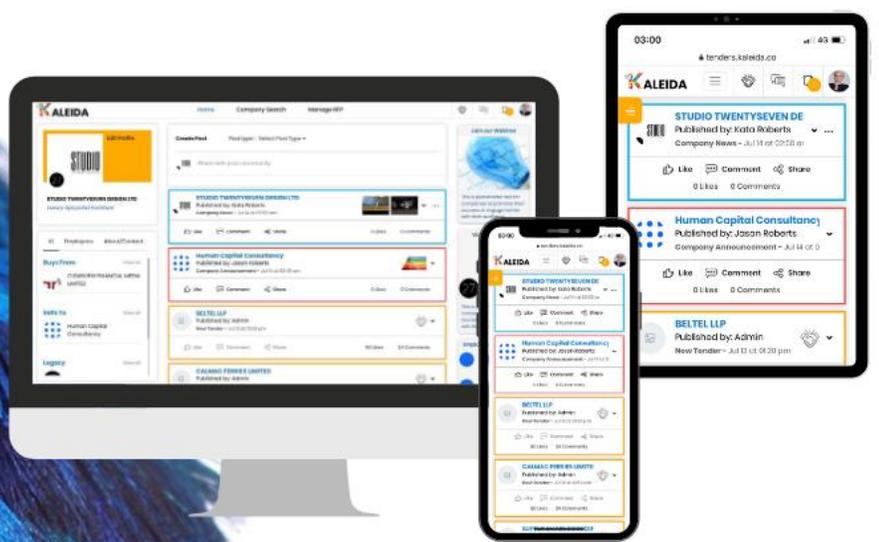
B2B MARKETPLACE FOR TENDERS

JASON ROBERTS, CEO



# **ALEIDA**

**B2B Marketplace for Tenders**



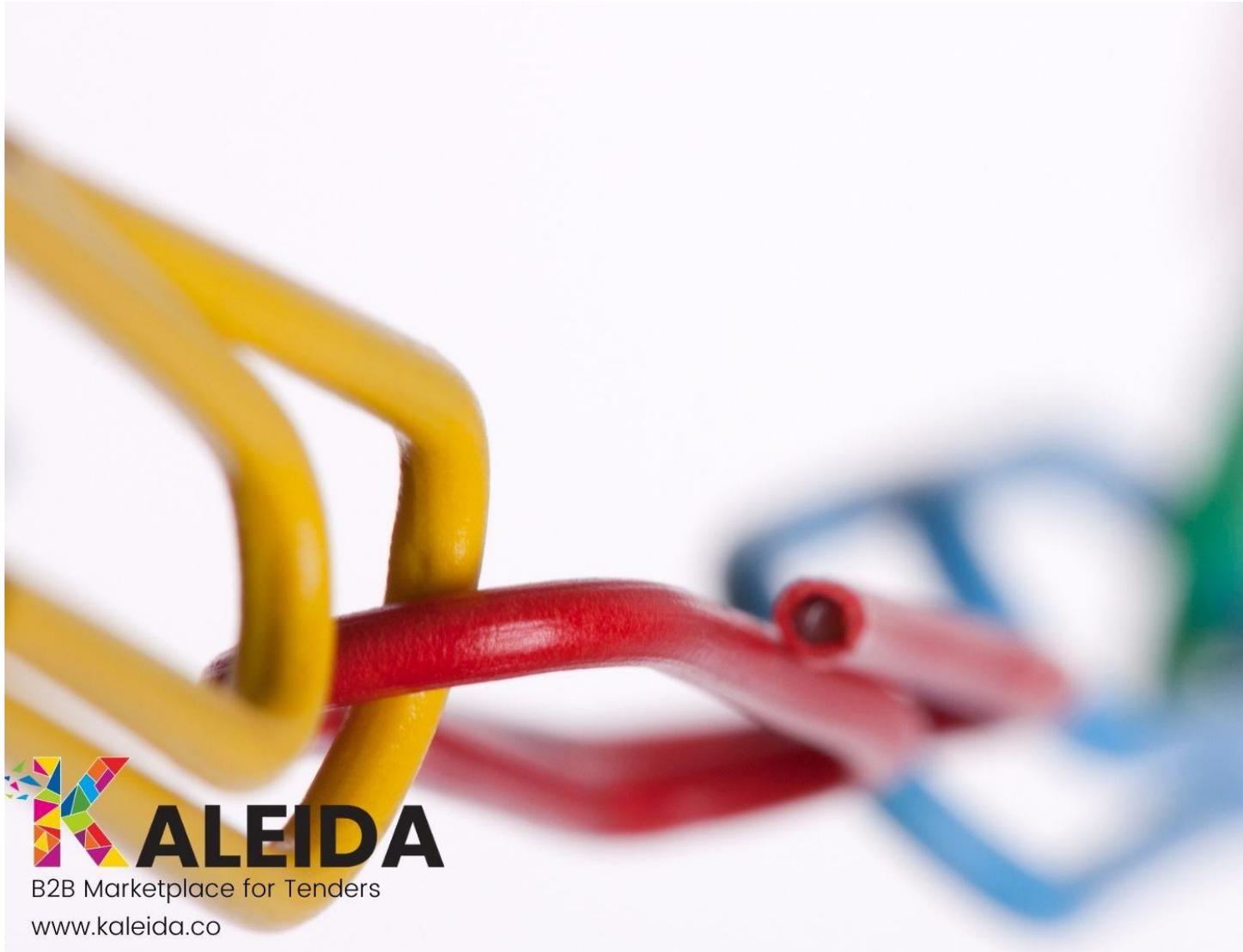
# The outlook

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*“As the COVID storm becomes the norm in 2021, we are seeing thousands of UK companies going out of business. This has created an ongoing challenge for Procurement professionals who need to move quickly and efficiently to find replacement service providers.*

*With Trade shows cancelled, and the alternative of having to trawl through traditional, noisy, social media platforms for leads being less than efficient, Chief Procurement Officers are being tasked to find new ways of reducing supply risk and ensuring supply continuity.”*

**Jason Roberts, Founder & CEO of Kaleida International**



# Kaleida

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Kaleida is the first, online, interactive, B2B Marketplace for Tenders.

Kaleida provides a new, fast and effective way for agile Procurement Buyers to assess Suppliers and make informed, credibility based Tender awards.

With a strategic focus on innovation discovery for Buyers, revenue generation for Suppliers and providing firms with a global repository of Supplier Diversity data, Kaleida is the premier platform for global B2B engagement and relationships.

# Online B2B Marketplace



Kaleida is a B2B Marketplace for Tenders. We connect Procurement Buyers to B2B Suppliers who have billions in budget approved spend through either Private and Public sector Tenders.



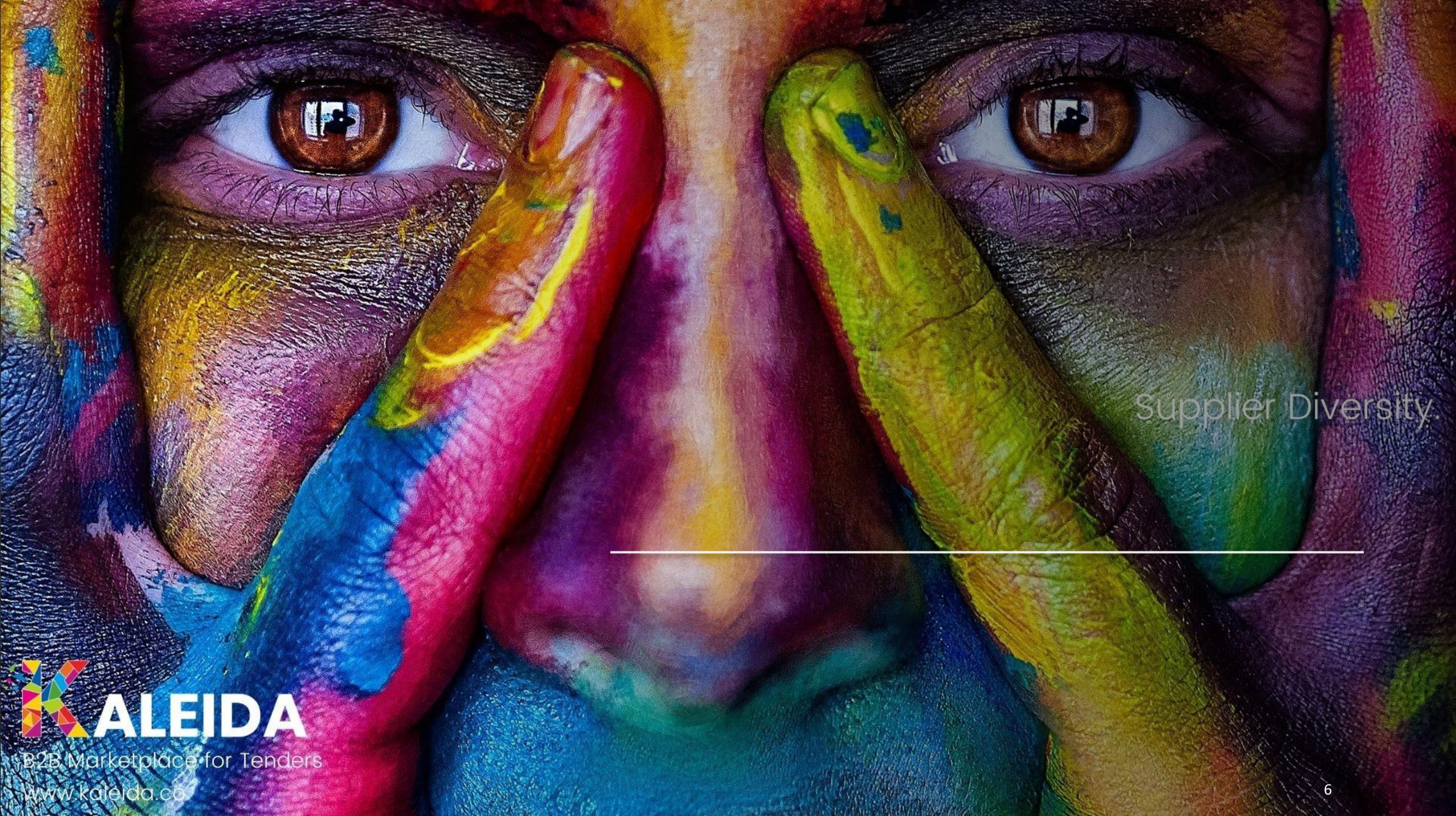
B2B businesses struggle to connect and be seen on B2C and C2C social media platforms. Suppliers want to generate revenue and Buyers want to discover Suppliers who can differentiate their Customer's experience.



Company value propositions, content, partnerships and revenue opportunities are buried under a deluge of social media style post and algorithms that prejudice business focused content.



Kaleida combines the tenets of social marketing media with a feed of Public and Private sector Tenders.



Supplier Diversity

 **KALEIDA**

B2B Marketplace for Tenders

[www.kaleida.com](http://www.kaleida.com)

# Who subscribes to Kaleida

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## **SALES**

PURSUING NEW REVENUE  
OPPORTUNITIES



## **MARKETING**

EFFECTIVELY  
COMMUNICATING THEIR  
MESSAGE TO CUSTOMERS



## **PROCUREMENT**

INNOVATION DISCOVERY  
AND CREDIBILITY BASED  
TENDER AWARDS



## **COMPLIANCE**

CORPORATE SOCIAL  
RESPONSIBILITY DUE  
DILIGENCE

# Subscriber Case Study Illustrations



**Sales:** A Sales team has been struggling with identifying warm revenue opportunities. **They now receive alerts of both Public and Private sector live Tender opportunities directly to their inbox.** Where they partially fulfil a Tender requirement, they can now partner with other vendors in joint Tender submissions.



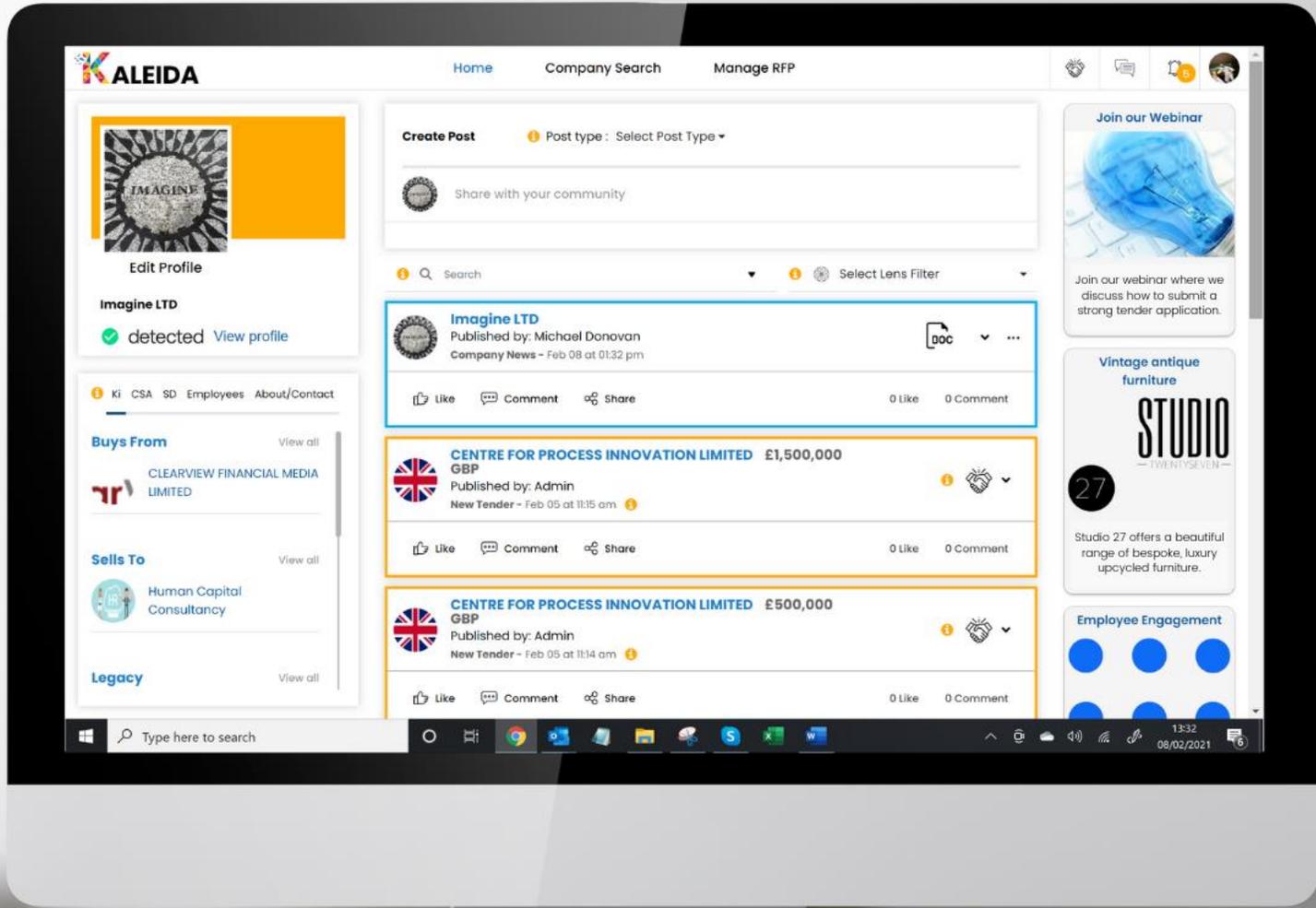
**Marketing:** Marketing must demonstrate campaign ROI, best illustrated by generating new revenue opportunities. **They post categorised content to Kaleida, such as 'Corporate News' to ensure effective communication** and messaging to 'Buyers' who view their content through their customised filters without the distracting noise of social media clutter.



**Procurement:** Procurement have struggled with identifying suitable sector specific vendors in a timely fashion. Through Kaleida, they are now able to make credibility based Tender award assessments with insight into who a Suppliers **supply chain, self-assessment and Supplier Diversity.**



**Compliance:** Compliance have a Corporate Social Responsibility to their owners and share holders. Before a Tender is awarded, they now **conduct value/supply chain due diligence leveraging Kaleida's Relationship Matrix,** where they see their prospective suppliers published 'Buys From' relationships.



**KALEIDA**

Home Company Search Manage RFP



Edit Profile

**Imagine LTD**  
detected View profile

Ki CSA SD Employees About/Contact

**Buys From** View all

CLEARVIEW FINANCIAL MEDIA LIMITED

**Sells To** View all

Human Capital Consultancy

**Legacy** View all

Create Post Post type: Select Post Type

Share with your community

Search Select Lens Filter

**Imagine LTD**  
Published by: Michael Donovan  
Company News - Feb 08 at 01:32 pm  
Like Comment Share 0 Like 0 Comment

**CENTRE FOR PROCESS INNOVATION LIMITED** £1,500,000  
GBP  
Published by: Admin  
New Tender - Feb 05 at 11:15 am  
Like Comment Share 0 Like 0 Comment

**CENTRE FOR PROCESS INNOVATION LIMITED** £500,000  
GBP  
Published by: Admin  
New Tender - Feb 05 at 11:14 am  
Like Comment Share 0 Like 0 Comment

Join our Webinar



Join our webinar where we discuss how to submit a strong tender application.

Vintage antique furniture

**STUDIO**  
— TWENTYSEVEN —

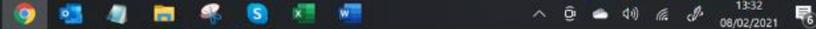
27

Studio 27 offers a beautiful range of bespoke, luxury upcycled furniture.

Employee Engagement



Type here to search



# Value

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Kaleida allows Procurement and Compliance teams to reduce the time taken to assess Suppliers from 4-6 weeks down to a matter of minutes.

In one click Procurement Professionals can access thought leadership, supplier diversity, a firm's efficacy and now financial due diligence through the detected integration.

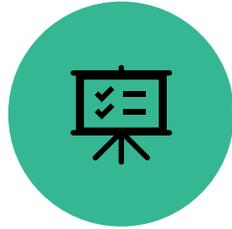
# Kaleida's Proprietary Core Features

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## **RICH CONTENT:**

POSTS ARE SUBMITTED BY COMPANIES ONLY. EMPLOYEES COMMENT ONLY



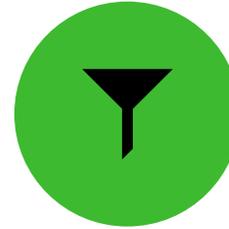
## **CATEGORISED CONTENT:**

NEW POSTS MUST BE CATEGORISED. QUALITY IN, QUALITY OUT



## **SME MARKETPLACE:**

KALEIDA PUBLISH BOTH PUBLIC AND PRIVATE SECTOR TENDERS



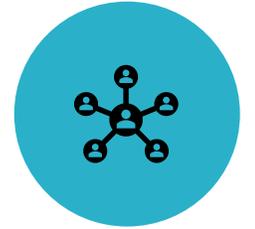
## **CUSTOMISE FEED:**

BUILD YOUR FEED, FILTERED BY CATEGORISED CONTENT



## **CORPORATE SOCIAL RESPONSIBILITY:**

PROVIDE COMPLIANCE WITH SUPPLY/VALUE CHAIN INSIGHT



## **KALEIDA INTELLIGENCE:**

BUYERS/SUPPLIERS CAN STATE WHO THEY BUY FROM/SELL TO



# Thank You

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