



To whom it may concern:

The founders of Motus Design Group and ROK Software have witnessed the failure of many truly great ideas during the product development stage and wanted to do something different to see incredible ideas become reality. The strategic partnership of Motus Design Group and ROK Software was formed as a unique vision of a product design and software company that empowers entrepreneurs and businesses to develop innovative ideas and bring them from concept to production. We combine effective project management with multi-disciplinary product development. We use quality function deployment to identify key goals, areas of risk, and mitigation strategies to ensure the best outcome.

When we contracted Lead Generators International (LGI), we wanted to secure appointments with the C-suite engineering executives at various companies across North America. Our pitch was technical and complex, and we needed a lead-generation partner that could very quickly understand the technical nature of the services we provide.

Our LGI Test Pilot campaign is now complete and to summarize their results, we were very pleased! LGI successfully achieved in all critical areas, including sourcing a call list, designing and producing marketing collateral to support the campaign, providing daily reports, and getting us meetings with engineering executives who were interested to hear our pitch.

Our campaign was executed flawlessly from the very start to its conclusion. The entire LGI team – including the VP of Sales and the President – all responded with lightning speed to our requests. We were continually updated on our campaign's progress and participated in weekly meetings to improve the campaign.

In the end, we got exceptional value. We're now in talks with LGI to retain them as part of our long-term strategy.

Sincerely,

A handwritten signature in black ink, appearing to read "Mario Deotto". The signature is fluid and cursive.

Mario Deotto
Marketing Lead