



**Ramesh Dontha**

**Will Provide Marketing for Your Brand**

**\$6 Trillion**

Entrepreneurs are a \$6 trillion market

**Multimedia Campaigns**

Including television, radio, print, and digital platforms

**Extended Reach**

Marketing through a wide range of traditional and digital media platforms will reach entrepreneurs

**Live Events Include Agile Entrepreneur Addresses**

In major cities across the US

**Access-to-Audience**

Email marketing, social media, blogging, video marketing and press releases

**Drive Sales and Traffic**

Grow your customer base, increase brand awareness and loyalty among entrepreneurs to generate more engagement



**Connect Your Brand to  
The \$6 Trillion Market of  
Entrepreneurs**



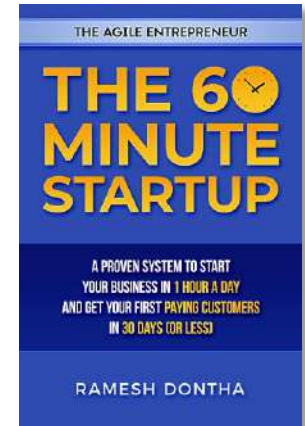
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## THE AGILE ENTREPRENEUR: MEET RAMESH DONTA



- **Ramesh Dontha** is a serial entrepreneur, host of **The Agile Entrepreneur Podcast**, blogger, founder of **DigitalTransformationPro.com**, and author of **The 60 Minute Startup**.
  - Originally trained as a **mechanical engineer** and an **industrial engineer**, Ramesh's story took a twist when he took a job as a **systems analyst at Intel**. In the course of his career as a systems analyst, he traveled in India, Europe, and the USA.
  - Realizing his passion was elsewhere, Ramesh got his **MBA from Duke University** and worked in **marketing, product/project/program management, business development** and **strategic planning** for **Fortune 100 companies**, traveling the world as he did so.
  - As a manager and consultant for Fortune 100 companies, Ramesh used the Agile Methodology to make technology systems more efficient.
  - However, Ramesh's **dream** was always to be an **entrepreneur**. He applied **Agile principles** to **entrepreneurship**, founding four companies and going through ups and downs before founding **DigitalTransformationPro.com**, a **strategic management** consulting business focusing on **data analytics**.
- His **articles** can be found on various publications on **Medium** (The Ascent, The Startup, Midlife Survival Guide, etc.), **DataScienceCentral.com**, **KDNuggets.com**, **TDAN.com**, **Dataversity.net** and others.
  - Ramesh believes that life is about having a **purpose**, being **passionate**, **persevering** through testing times, and **exploring** possibilities. Through his articles and newsletters, he seeks to share his **experience** and **knowledge** acquired over **years of entrepreneurship**.



## GOALS FOR SPONSORS

### Goals for Sponsors

- **Educate people** and organizations about your products and services
- Increase your **brand awareness** and loyalty
- Grow your **customer base**
- Drive your **traffic and sales**

## WHY PARTNER WITH RAMESH DONTA AND THE AGILE ENTREPRENEUR?

### Measurable Engagement



Ramesh Dontha measures engagement and activation, **creates customized campaigns**, and offers on-site opportunities at live events



**Reach your market:** Access the \$6 trillion market of entrepreneurs



**Promotional opportunities** include pre-marketing, on-site, and follow-up campaigns

**Interactive Contests** to promote your brand



### Live Events: Speaking Engagements

In major cities



### Media and Extended Reach

**Multi-media campaign** includes television, radio, strategic alliances, videos and blogs



**Online marketing campaign** through a variety of media outlets



**Social media presence** on Facebook, Twitter, Instagram, LinkedIn, and other platforms



**Email marketing** and follow-up



**Blogs** and podcasts



**Press releases** and articles



**Newspaper** and magazine promotions



### Online and Digital Marketing

**Video and mobile marketing** campaigns



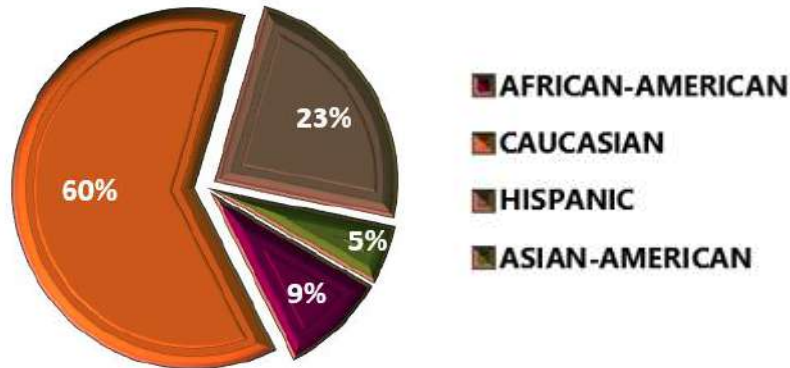
### TOP 10 REASONS TO SPONSOR RAMESH DONTA & THE AGILE ENTREPRENEUR

1. **The Agile Entrepreneur** is a branding and event series that will provide measurable engagement for your brand.
2. **Reach the \$6 trillion market of entrepreneurs.**
3. **Boost Brand Awareness and Loyalty** through product placements, signage, company representatives, traditional and digital media.
4. **Live Events include the Agile Entrepreneur Speaking Tour** with pre-marketing, on-site opportunities and follow-up campaigns.
5. **Access-to-Audience** through email marketing, social media, videos, blogging, and mobile marketing.
6. **Contests and Rewards to Provide Engagement** through multimedia campaigns, including a variety of digital media.
7. **Expand Your Target Audience**, gaining lifelong customers in the entrepreneurial market.
8. **Ramesh Dontha** as spokesperson for your brand.
9. **Cause-Marketing Benefits** from charitable partner, Rotary International.
10. **Award Presentation** as you receive the "Making a Difference Award" with media and photo opportunities.

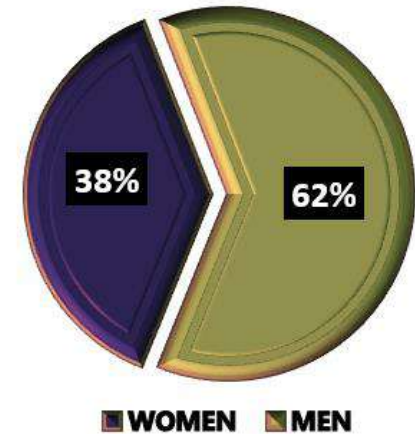
## DEMOGRAPHICS OF ENTREPRENEURS WITH PURCHASING POWER



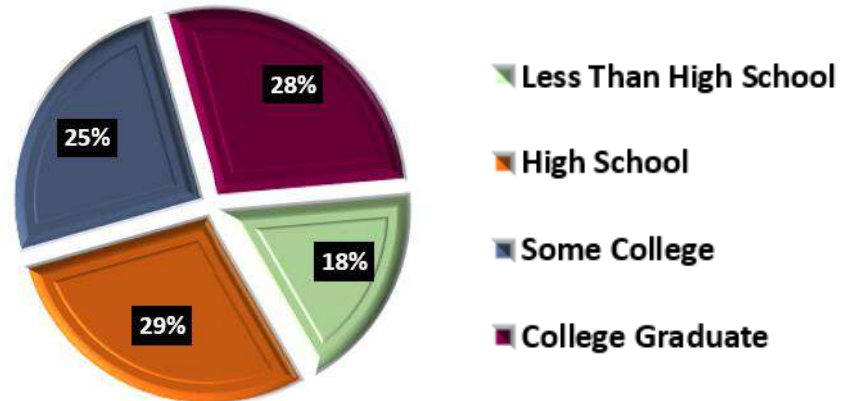
### DIVERSITY



### GENDER



### EDUCATION



**AGE: 35-44**

**INCOME: \$150,000-\$300,000**



**Connect Your Brand to the \$6 Trillion Entrepreneurial Market**

**Call Now (916) 936-9558**