

VCCIRCLE

Database Architecture



Key Areas

- www.vccircle.com
 - Newsletter Subscribers
 - Guest columnists & industry contributors
 - Editorial alliance partners
 - Sponsors
 - Job Applicants
- **VCCircle Events**
 - Speakers
 - Sponsors
 - Alliance partners
 - Paid delegates
 - Guests
- **VCCircle content merchandise**
 - Industry sector DVDs
 - Specials
- **VCC Edge** data service
 - Login users (#50)
 - Trial login users
 - Reports and specials



VCCircle Website

Existing Databases

Vccircle.com

26,000

Newsletter Subscribers

Guest Columnists

Industry Contributors

Job Applicants

Editorial Alliances

Sponsors

Registered Information

- Name
- Designation
- Company
- Mailing Address
- City
- Country
- Sector Specialization
- Area of Specialization (PE, VCs, etc)
- Email ID
- Mobile Number
- Landline Number

Backend Features

Searchable as per categories

Edit/Updation

Generate Reports

Admin Access

Events

Existing Databases

Vccircle Events

7,000

Paid Delegates

Speakers

Alliance Partners

Guests

Sponsors

Registered Information

- Name
- Designation
- Company
- Mailing Address
- City
- Country
- Sector Specialization
- Area of Specialization (PE, VCs, etc)
- Email ID
- Mobile Number
- Landline Number

Backend Features

Searchable as per categories

Edit/Updation

Generate Reports

Admin Access

Paid Subscribers: VCC Edge + DVDs

Existing Databases

Edge, DVDs, etc

50+

Subscribers

Trial Users

Paid-up Customers

Registered Information

- Name
- Designation
- Company
- Mailing Address
- City
- Country
- Sector Specialization
- Area of Specialization (PE, VCs, etc)
- Email ID
- Mobile Number
- Landline Number

Backend Features

Searchable as per categories

Edit/Updation

Generate Reports

Admin Access

Master Sponsor List

Events

Site

Newsletter

Alliances

Registered Information

- Name
- Designation
- Company/Client Name
- Mailing Address
- City
- Country
- Sector Specialization
- Area of Specialization (PE, VCs, etc)
- Email ID
- Mobile Number
- Landline Number

Sponsor- Specific Information

- Category of Sponsorship
 - Event Name (If relevant)
 - Web Banners
 - Newsletter banner ad
 - EDM Sponsor
 - Salesperson Responsible
- Amount of Sponsorship
 - Individual Amounts
 - Cumulative for a Client/Company
 - Cumulative for a Salesperson
- Potential Leads
 - Possible Amounts
 - Salesperson
 - Relevant Category (Refer 1st bucket)
- Lead to Conversion Ratio
 - Client-wise
 - Salesperson Performance (Date-wise)

Backend
Features

Searchable as
per categories

Edit/Updation

Generate Reports +
Graphs

Admin Access

Thanks

