

Pre-launch Website Content

Proposed Website Structure

No	Page	Objective	Content Headings
1	Homepage	Bring to life Smart's proposition, its benefits and generate leads.	a) Big Shout b) Services c) Why Smart d) Smart Bundles e) Mobile App f) Register Now
2	About us	Communicate Smart's vision	a) Vision b) Social Good
3	Leadership Team	Inspire confidence in the leadership team which will deliver the Smart's vision	a) Profiles
4	Careers	Generate candidate's applications to work for Smart.	a) Help us b) Young Company c) Current Vacancies d) Contact us
5	Contact us	Make it easy for potential investors and business partners to contact Smart.	a) Contact form b) Find us c) Follow us

1. Home Page

A. Vision / Big Shout

Introducing Smart

The smart network for your smart home (too like Sky)

Register now to find out more (link to bottom of screen)

B. Services

We're the smart choice for your energy and telecoms services

Energy

- Great value tariffs (with up to £450 savings)* need to add footnote, what this is based on
- Smart Meter switch-over
- Earn Smart bundle rewards

Phone & Fibre

- FREE Broadband
- Unlimited downloads
- Guaranteed savings on your calls

Mobile

- Three simple price plans
- Share your data with family members
- No plan lock-in

Read more.. button under each



C. Why Smart

A few reasons to join Smart..

Great Value – Guaranteed savings against the big energy suppliers and telecom operators

Smart Bundle - Savings, discounts and giveaways for customers taking multiple services

Control – Manage your spend and account via our easy to use app

Convenience All your services under one roof with one bill each month

Giving – Donate some of your spend to the charity of your choice ([Donate your Smart Bundle discount to your charity of choice](#))

Service - a digital first company, with the back-up of a UK based call centre



D. Our Smart App

Manage your every day services with our easy to use Smart App



- View bills
- Helpful spend and usage alerts
- Switch tariff
- Renew contract
- Log issues & tracks faults



E. Smart Bundles

Benefit from one of our exciting SmartBundles

- So what are Smart Bundles? We'll give attractive discounts and giveaways for taking multiple services from Smart
- Here are few examples:
 - o Free broadband
 - o Free national calls from your landline
 - o Attractive cashback offers

F. Register Now

We are launching soon.



Tell us a little about yourself to learn more about the benefits of joining Smart.

For starters, you'll receive a £25 gift card once you sign up to your first Smart service.

Personal Details:

- Name:
- Email
Number (optional)

2. About us

We're launching Smart out of the desire to offer an alternative, simpler way for customers to enjoy their home telecoms, mobile, entertainment and smart energy services.

Our goal is become the leading multi-play challenger in the UK market. We have been operating in the Italian energy market since 2009 and will be entering the UK market soon.

A little more our story

With millions of people switching their energy, telephony, broadband and mobile suppliers every year, we see more of us searching for that best deal to suits our budget and needs. Faced with an overwhelming choice of suppliers and tariff options, Smart believes there is a simpler way for customers to manage and enjoy these essential, everyday services. We remove the hassle of managing and renewing multiple suppliers. Through placing trust in us, our customers always benefit from significant savings and rewards.

But above all, it is our digital mindset that enables Smart to stand out from the crowd, by both the way we enable customers to manage and control their spend, through to the outstanding service we provide. From resolving simple queries to ensuring customers are on the best tariff, our easy to use app addresses many of the frustrations that we see in the market today.

Our ambition is clear: to be the leading multi-play challenger offering smart energy, fixed and mobile communication services to consumers. We have been operating in the Italian energy market since 2009 and will be entering the UK market soon. Whether starting your Smart journey with one or all of our services, our goal is to change the status quo.



Social Good

We are committed to making a difference.

As part of our commitment to making a difference to local communities, we'll give you the opportunity to donate your SmartBundle savings to your charity of choice.

Through our partnership with Charity Choice, we'll give you the opportunity to select from one of the charities close to our heart or for you to select one close to yours.

3. Leadership team

Find out more about the Smart leadership team.

Claudio Dolce

Claudio is our CEO, and had the initial vision for Smart in the UK. He comes with over 20 years' experience in the telecoms and energy sectors. Prior to joining Smart, Claudio held senior leadership roles at Vodafone, BT and TalkTalk and was the Director of Telecoms at SSE driving growth through bundling mobile, home phone, broadband and energy services.

Mike Greening

Mike is our COO and responsible for our commercial relationships and overseeing Smart's operations. With 18 years' international experience working with challenger high growth tech and consumer businesses he is well positioned to ensure an exceptional experience for our customers. Previous to Smart, he held Partner roles at various boutique consulting firms including Cartesian, Analysys Mason and Redbox.

Serge Stec

Serge is our Sales and Marketing Director, responsible for establishing our channel relationships and making Smart stand out from the crowd. He has grown several highly successful start-up businesses from zero to million + customer bases in mobile, entertainment and FMCG, where he was MD / CEO of *Trace Mobile (SA)*, *Lebara (France)* and *BIC (Asia Pacific)*.

Placeholder

xxxxxxx

4. Careers

Help us build a business everyone will love

We're looking for talented people to join our team / We're on the look-out for talented people to join our team. If you would like to be part of our journey, we'd love to hear from you.

A Young Company with Big Ambitions

We have big ambitions and are passionate about what we do. If you are looking for a career that offers challenge, diversity, and an opportunity to make a difference, this could be the right place for you.

Our Current Vacancies:

Take a look at our [latest vacancies below](#) to see how your talent can help shape the future of Smart. In return, you'll work in a fun, rewarding and fast paced environment, with the right support to build an amazing career.

And, if you don't see the perfect role, let us know how you would may like to fit into our company.

Contact Us

If you're interested in joining our team, please send your CV and covering note to HR@Smartplaygroup.com. We endeavour to get back to you as soon as we can.



Roles

X
X
X

5. Contact Us

We'd love to hear from you.

For general, partnership and media enquiries please contact us:

(Provide template for completion)

You Name:

Company

Email

Query:

Call us on: 0208 xxxxx

Find us at:

Building 3, Chiswick Business Park, Chiswick, London W4 5YA

Add picture if it looks nice

Follow us on:

Facebook, LinkedIn, Twitter, Google Plus