demi

Working with demi. New in October and November.

You can now order the **Market Report** and the **Channel Report** yourself. They help you understand your market or find out how best to reach your buyers.

Also new: demi reads PowerPoint. For example in the chat:

Here is the presentation from the customer meeting. Write a follow-up email to the customer.

Just ask. Your question does not have to be perfect.

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What is new.
Six things at a glance.

MARKET REPORT

demi answers a question about your market, for example about competitors or countries. **Just drag earlier reports into the order form** if you want to build on them.

CHANNEL REPORT

It shows which **trade media, trade fairs and platforms** reach your buyers.

LEAD REPORT

One order now also takes **several products** and documents, for example **a Market Report** you want to build on.

POWERPOINT

Drag a presentation into the chat. demi reads the **text, tables and notes** on the slides.

DOWNLOAD

At the top right of a document, `...` and `Export` download it **as a PDF**.

DEMI ASKS BACK

If demi is missing an important detail, **it asks** instead of guessing.

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Which report for what?
You order all three under Apps.

Lead Report
Find potential customers

Which companies could buy our product, and who do we contact there?

You get: companies with contact persons

Market Report
Assess market potential and competition

Who is active in this market, where else does our product fit, where is it worth it?

You get: a report on your question, with sources

Channel Report
Find distribution and sourcing channels

Where do our buyers look for information, and where should we be present?

You get: suitable media, trade fairs and platforms

HOW TO ORDER

1. Go to **Apps** in the sidebar and pick the report. You order it there, not in the chat.
2. Drag in products, personas or further context, or pick them with `Choose from workspace`. Then briefly write what you want to know: **one question per report.**
3. Send it. The next day the report is in your workspace and you get an email. Your allowance is shown in the form under "Your plan".

COMBINE REPORTS

For your next order, simply drag a finished report into the form. demi then does not start from scratch.

`Market Report` → `Lead Report`

`earlier Market Report` → `new Market Report`

`Market Report` → `Channel Report`

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The Market Report.
Your question matters most.

APPS · MARKET REPORT

FIELD	WHAT YOU ENTER
Products, personas & further context REQUIRED	Drag everything in here: one to five products, personas and **earlier reports**. demi sorts them itself.
What should the report answer? REQUIRED	The most important field. Two or three sentences are enough, examples below.
Scope, Constraints & Filters	For example, what should be left out. The region can also go straight into the question.
Report language	German, English, French or Spanish.

EXAMPLES OF GOOD QUESTIONS

Who are our competitors in South America? Only suppliers who design to customer requirements, no catalogue products.

In which new applications in Germany could our product be used?

Which country in Southeast Asia should we tackle first with our product?

A good question says what you want to know, for which region and, if needed, what counts. To compare: several countries for one product or several products for one country, not both in one report.

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The Channel Report.
Where you reach your buyers.

APPS · CHANNEL REPORT

FIELD	WHAT YOU ENTER
Whole workspace	A switch, off by default. Switched on, demi uses everything in your workspace. Otherwise you drag products, personas and your **Market Report** into the form.
Channel types REQUIRED	One or more. Trade media · Trade fairs & events · Marketplaces & directories · Social & video · Communities
Countries and regions REQUIRED	DACH, EU or worldwide with one click, or single countries.
Planning horizon	3 to 36 months, the default is 12.
Scope, Constraints & Filters	For example a focus, or channels you already use.
Report language	German, English, French or Spanish.

For trade fairs, choose 12 months or more

Many trade fairs take place only every two years. With 24 months, their next date is included too.

Name what you already use

For example in the scope field: “We already exhibit at Hannover Messe and SPS. Only trade fairs that are new to us, please.”

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The report is ready.
How to keep working with it.

The finished report is in your workspace. In the chat, type @ and the first letters of its name, then pick it from the list.

FOR MANAGEMENT

Summarise @MarketReport on one page: three findings, three next steps.

FROM MARKET TO COMPANIES

Which segment in @MarketReport has the most potential? Write me the text for the scope field of a Lead Report for it.

Copy the text into the Lead Report order and **drag the Market Report into the field** Products, personas & context as well.

PLAN TRADE FAIRS

Which trade fairs from @ChannelReport suit @MaintenanceManager? As a table with date, place and reason.

PASS IT ON

Turn the report into a clear one-pager, with the key figures in a table. Make it a PDF.

demi creates the file in the chat, one click downloads it.

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Lead Report.
Now with several products.

SEVERAL PRODUCTS, ONE ORDER

Under **Apps › Lead Report** you now drag several products into the field **Products, personas & context**. This works when **the same companies** buy them. Write in the scope field whether they are used together or are alternatives. For other buyers, industries or regions, order separately.

ADD A MARKET REPORT

Drag your **Market Report** into the same field. It shows up there as **Context**, and demi reads it during the search. This also works with meeting notes or a list of typical customers.

TIP BEFORE YOU ORDER

Just ask demi:

What is missing in @Product for a Lead Report to find the right companies?

demi tells you exactly where the gaps are, for example in technical data or applications. Then drag a data sheet into the chat and let demi complete the page.

Default: 6 companies at level 8

The level is the depth: level 8 checks each company most thoroughly, up to 12 companies. Level 5 gives a broad list, up to 60. You set the number with the slider. Questions? **support@godemi.com**

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What else is new.
Slides, downloads, questions.

POWERPOINT

Here is our sales presentation. Use it to add to the applications in **@Product**.

Simply drag the file into the chat. demi reads the text, the tables and the notes on the slides, not yet the pictures and graphics.

DOWNLOAD

In an open document, click **...** at the top right, then **Export**, and choose **PDF (.pdf)**. Sub-pages are exported as well.

DEMI ASKS BACK

If something is unclear, such as which product or target group, demi asks. You answer in the chat, and it carries on.

Now also in Spanish

demi and the reports are available in German, English, French and Spanish.

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What comes next.
What we are working on now.

demi remembers what you tell it

What you explain to demi once, you do not have to repeat. And you can correct it at any time.

Analyse Excel tables

You upload a table, and demi calculates the answer from the numbers.

Answers with charts

demi shows timelines, comparisons and numbers as a chart, right in the chat.

A CRM for your leads

demi sorts the companies and contacts from the Lead Report, for example by priority. And it builds your customer journey itself: who is contacted when and how, all the way to the deal.

Downloads in your design

PDFs laid out in your corporate design.

What are you missing? support@godemi.com