



IMI Trust

Behind The Brand

www.imitrust.com

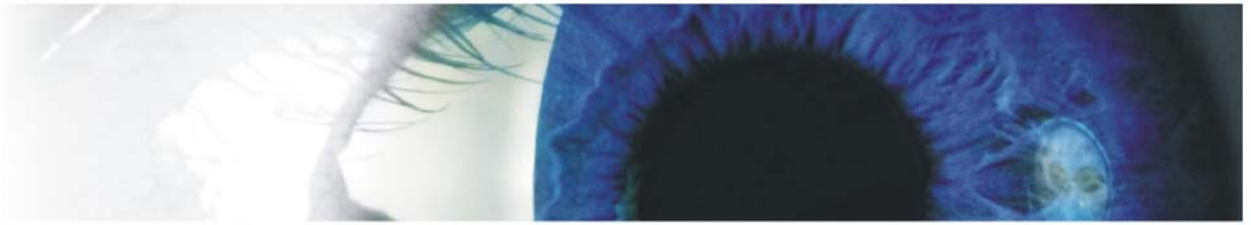
About Us

Updated: August 2006



IMI TRUST

IMI Trust is a specialist company that supports Financial Planning, Accounting and Financial Education groups with niche products and services tailored to provide a much needed competitive advantage.



Behind The Brand

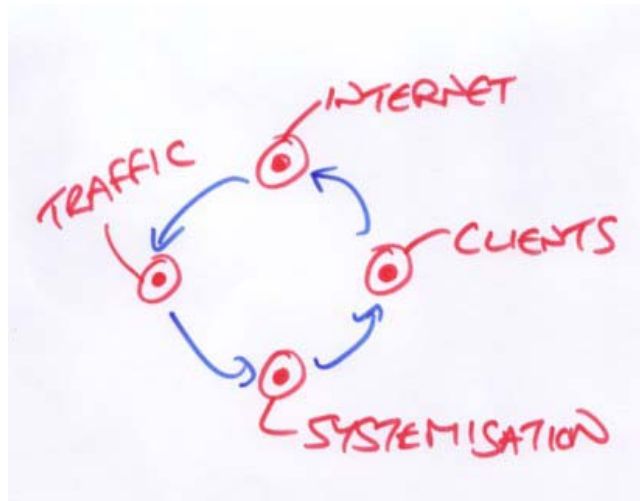
The IMI Trust is a design-driven company. We believe that our brand and the IMI Trust experience is unique. The core of our company has been designed with our clients in mind and each step has been deliberate. We did not fall into this business and this industry by accident. We have a passion for success and assisting the financial services industry to achieve and believe.

The internet had always been fascinating to us. But it still staggers us the number of stories you hear of people investing in, but rarely capitalizing on their web presence.

In 1999, when I worked at a major investment bank, we discussed this premise in an internal meeting. With my team we brainstormed our ideas about how to achieve consistent success using the internet. We were all excited about our ideas. This was at the height of the dotcom boom. Several people sketched models where a fancy website was at the core. It drew in private equity investors based on potential and plotted an appropriate profit-laden exit strategy that involved an IPO.

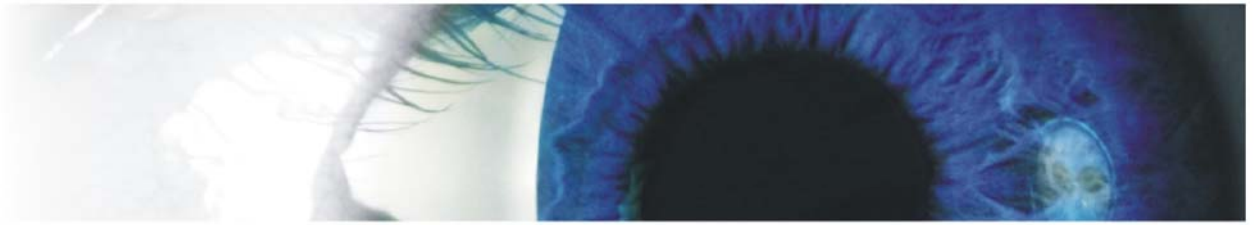
That may have sounded fantastic to the average person it didn't engage me or made me confident about the industry I had chosen to work in.

I drew this (with my then infamous felt pens).

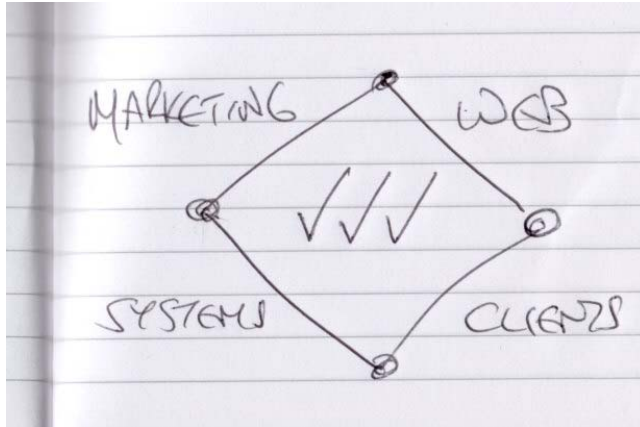


I liked what I drew. It was simple, it made sense and it highlighted the fundamentals that business owners needed to focus on to grow their company.

The dotcom boom came, then did the burst bubble and so did business owners confidence in the internet. There was a reluctance to invest into their business. Instead of investing their efforts to web, marketing and their systems to build a systemized model, they stayed small and invested in pretty websites that did nothing but to serve as a glorified business card. To add insult to injury, this 'business card' was rarely seen as no time or money was invested in marketing it. No wonder business owners were disappointed with the internet; they were sabotaging their own success.



In 2005, I still visited clients and explained to them what they needed. My drawings evolved slightly but the message was the same.



It was clear that as trends came and went this model withstood the test of time. Each time we had implemented it, the client came away happy. It is for this reason that the concept behind the drawings became the concept behind the brand.

