

## Believe – as Tiger Woods

April is one of my favorite months of the year for various reasons. One reason, in particular, is the annual Masters golf tournament. **Augusta National** is consistently viewed as one of the best golf courses in the world. Every year, the tournament brings an exciting new story filled with drama as the world's best golfers try to maneuver through Amen Corner, Rae's creek, the beautiful azaleas and, of course, the battle of one's own nerves. In addition, the tournament provides parallels to the world of business. **But more about that later.**



Before this year's tournament even began, the golfing world was shocked by the announcement that **Tiger Woods** would compete and expected to win. The fact that Tiger even has the use of his right leg is a medical miracle after the horrific automobile accident he suffered on 23 February 2021.

Like many others, I watched nearly every hole that Tiger played on Thursday. I wondered how his body would react to the undulating hills at Augusta and, curiously, how he would play. It didn't take too long before I saw the brilliance of Tiger's skills and how he looked like the Tiger of old just a bit older with a pronounced limp. Even though Tiger would not win this year's Masters, **it proved that there is still a lot of good, even great golf, left in Tiger.** And, any tournament he enters, Tiger expects to win.

On Sunday, I watched Tiger as he walked towards the 18th green knowing that he had not played his best rounds of golf. He received a standing ovation from the patrons. Instead of his normal scowl, Tiger had a huge smile on his face. The fact that Tiger played four consecutive days of golf at Augusta is just **a testament to Tiger's work ethic.**

Work ethic is what leads me to Verifeye Online. Our team has worked diligently to build **what we believe is one of the best verification products currently on the market.** We truly believe that if we are invited to a "tournament", we will not only compete but will also win.



As we all know, in golf, **the lowest score over four days of competition wins** the tournament. In the verification game, lower call times lead to higher customer satisfaction. Our platform provides an average video-verification time of 2-3 minutes depending on the customer. Our competitors have an average call time of around 8 minutes. This allows our agents to answer more calls each hour and we can then provide cheaper costs to our clients.

However, even though **our platform is now proven with one of our own blue-chip customers** which we won in a recent Request for Proposal, a tournament of sorts, we still see a certain reluctance to receive invitations to other major tournaments.

Tiger Woods has returned knowing his magical ability is still there - trapped in a damaged body. We are not damaged, but **seemingly tainted with being too young, too unknown. Give yourselves a jolt!** If you are currently dissatisfied with your verification partner, give us the customers your provider cannot handle in any given month and see the results. You will see our team's tremendous work ethic and dedication to exemplary customer service..

If you do so, your customers will wear the "green jacket" of an exemplary verification process and your satisfaction will grow as more customers are actually verified. Last month, nearly 90% of the customers who started the verification process resulted in a successful verification. **This is proof that a relatively new start-up can compete and win against the current, established service providers.**

One has to be in the tournament in order to have a chance to win it. **Like Tiger, who believes he will win every tournament he plays in, so do we.** Just do it and give us a try. The only journey you regret is the one you do not take.

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