

# Oscar Jofre comments on the death of e-mail in the corporate world

written by InvestorNews | March 28, 2018

March 28, 2018 – “For the first time investors are given a tool for themselves so they have a value and a reason to come back in. So you never have to worry about email anymore. E-mail is dead, with all the new privacy rules.” – says Oscar A Jofre, Co-founder, President & CEO of KoreConX, in an interview with InvestorIntel’s Jeff Wareham.

**Jeff Wareham:** Oscar is the Co-founder, President and CEO of KoreConX. Oscar, from what I understand, you have a new IR platform or investor relations platform. Can you tell me a little bit about it?

**Oscar Jofre:** Sure. We are excited. The investor relations module that we are launching or we are in the process of launching it is really there to help companies communicate more effectively with their shareholders in a way now that it keeps the shareholders happy and engaged with the company. As well as helping the company manage that risk they are associated with. Are they receiving the information in a timely manner? Are they even receiving the message? Which is the other question that we are all dealing with, and making sure that the people that are held accountable to those activities are then able to report either to the board or senior management, to be able to view it on a dashboard and to instantly see what that shareholder engagement is. That is profound. There is no such platform today, in particular for privately held companies or junior listed issuers on the stock exchange.

**Jeff Wareham:** It is fairly intuitive. Is this something that, you know, because a lot of the junior companies just do not have a lot of bandwidth or manpower?

**Oscar Jofre:** It is funny. They all say that, but then when it comes down to it they will have an IR person that they will pay X amount of dollars. They will be sending out emails using an email marketing program. Then they will say, what was the output of that? We sent out 1,500 and we got 23% open. What does that really tell you? Nothing. Now the management or the board can log in because it is all there. They can see those 1,500 names. They can see who opened it and who did not. Not only that. They can see the engagement that they are having with their shareholders. All that time that they spent afterwards analyzing the data, the data is automatically analyzed. In many ways this will reduce the amount of time that you spend messaging and extracting the data to understand what is actually happening with your community.

**Jeff Wareham:** What does the revenue model look like?

**Oscar Jofre:** We provide it on a monthly subscription, flat rate. I will give you a comparable. We have clients with 250,000 shareholders. They pay us \$150 a month. That same equivalent using MailChimp is \$750 U.S. a month just to mail out to them. Now here is the other part. Now with new castle rules and privacy rules around the world people go, opt out so now that person does not even get the message anymore. In our platform it is different because now we provide a free portfolio management to the investor who is not just coming here to read the news, but they are also managing their portfolio associated with your company and other companies. For the first time investors are given a tool for themselves so they have a value and a reason to come back in. So you never have to worry about email anymore. E-mail is dead, with all the new privacy rules...to access the

complete interview, [click here](#)

---

# KoreConX CEO on creating a unified communications platform for companies

written by InvestorNews | March 28, 2018

March 27, 2018 – “KoreConX is an all-in-one platform to help companies manage and navigate the process of their stakeholders and their corporate records. For the very first time, instead of using 20 different tools to manage your corporate business, now you have one.” – says Oscar A Jofre, Co-founder, President & CEO of KoreConX, in an interview with InvestorIntel’s Jeff Wareham.

**Jeff Wareham:** Oscar is the Co-founder, President and CEO of KoreConX. Can you tell me what that is all about?

**Oscar Jofre:** Sure. Thank you. KoreConX is an all-in-one platform to help companies manage and navigate the process of their stakeholders and their corporate records. For the very first time, instead of using 20 different tools to manage your corporate business, now you have one. You can bring your shareholders, your board of directors, legal counsel and be able to manage all the activities that are related to them and have the assurance that you only have to log into one place securely and have a lot of information available to you.

**Jeff Wareham:** Who are your consumers?

**Oscar Jofre:** Our typical audience are privately held companies,

publicly listed companies that have a board of directors and external shareholders. Because of that they have a fiduciary duty or they do it for good governance to be able to communicate and keep their stakeholders up to date. The challenge comes in when you use one tool to communicate with your board, which is unsecure, which is email. You use another tool to communicate with your shareholders, which is, God knows what that may be, but then your board is asking you for a report to bring it all together. You are spending hours and months bringing. In our platform everybody is in one. Everybody receives the information based on who they are. Then you can track it and manage it in one secure environment.

**Jeff Wareham:** How does that differ from say a traditional CRM system?

**Oscar Jofre:** Actually CRM is for sale. That is a great tool. That is the best analogy because we spend so much money to automate our operational side of our business; we spend no money to automate our CEO, CFO, board of directors. The reason for that is because is because we are all external. 90% of the people who have to make decisions are not inside the company. Therefore, the pressure on management, on the board, is really hard. The risk increases if you are publicly traded because now you are disseminating information confidentially via the waves and that's public information. Our environment is secure. The board can speak securely and they can speak with the shareholders securely without being in a public environment...to access the complete interview, [click here](#)

---

# KoreConX CEO on his “The Wild, Wild West Tour” and the blockchain revolution

written by InvestorNews | March 28, 2018

March 26, 2018 – “There is another ride about to occur in cryptocurrency, which means that you will see another spike. When that spike occurs, I am not a predictor, but it will occur, we are determining that at that point the regulators are going to step in and say enough is enough. It is time to regulate you.” – says Oscar A Jofre, Co-founder, President & CEO of KoreConX, in an interview with InvestorIntel’s Jeff Wareham.

**Jeff Wareham:** Oscar you are just on a tour right now called The Wild, Wild West Tour. Tell me what that is about.

**Oscar Jofre:** The Wild, Wild West Tour is really about the blockchain revolution and how it is really shocking the waves around the financial markets. Everybody is getting the frenzy of Bitcoin this and Bitcoin that, cryptocurrencies. It has created a very cowboy-ish style of approaching how to buy them, sell them and operate. Like any type of environment like that you are going to have some strays. We have gotten to that stage now. Part of this tour is providing an educational framework about what is actually happening, how to prevent it from occurring and how do we move forward because the underlying technology behind all this is here to stay. It is not going away.

**Jeff Wareham:** Whether the cryptocurrencies are going to zero or not, which I happen to believe, but a lot of people do not, you think that the blockchain is just a key, key part of the internet moving forward?

**Oscar Jofre:** 100%. Even more exciting, there is not just one chain. There are different types of chains and each one of them have particular attributes that depending what the type of company you are, that attribute could be an enhancement. Finally because of cryptocurrency it has accelerated the advancement of companies adopting it. In many ways I agree with you, crypto is going to zero. But, in many ways what it did for the rest of the world it woke everybody up and saying, wait a minute, there is something really solid here. From that perspective I am excited. Look at cannabis. Cannabis is a perfect example where blockchain was a mint technology to be in. The federal government decided its infrastructure using blockchain because we know now that whatever goes in there is never going to get erased. It is never going to get deleted.

**Jeff Wareham:** That is fantastic. Our audience is investors. What should they be looking for if they are going to invest either in cryptocurrencies or in the blockchain?

**Oscar Jofre:** There are two different types of investments occurring right now. If you are a currency player you are buying Deutsch dollars and so forth and American dollars. Keep playing it. There is another ride about to occur in cryptocurrency, which means that you will see another spike. When that spike occurs, I am not a predictor, but it will occur, we are determining that at that point the regulators are going to step in and say enough is enough. It is time to regulate you. It is done. The reason for that is because what people do not realize is 97% of all the cryptocurrency in the world is controlled by a few groups of people. They are in some ways manipulating the price very easily. Because of that the regulars are only going to allow it to a certain degree. You have to be careful what you are doing. Get some advice. Is Bitcoin better than Lite or Dash?...to access the complete interview, [click here](#)