



# **SALESMARK**

**V E N T U R E S**

**BRAND LAUNCH 2020**

# BRAND STORY

*If we gave your business a million dollars, what would you do with it?* We ask this question to inventors, entrepreneurs, engineers, and scientists and often find they have no infrastructure or business strategy to make their disruptive vision a reality. Our response – it's okay to not have all the answers in today's overly complex business ecosystem.

Today, new products require more than a big check from private equity firms, venture capitalists, and banking institutions to penetrate the market. Why? Because it's what your business does next that will determine if it's a success or failure. And that's where our Complete Commercialization Engine comes in.

We are an alternative investment company focused on leveraging our rich 34-year history and industry relationships to give companies strategy, leadership, sales, marketing, and logistics so they can go-to-market quickly and effectively and then begin to scale.

When you have a breakthrough product that can change the world, but simply don't know the best path to success, turn to us as a trusted partner and for commercialization excellence that money can't buy.



# BRAND STORY

## COMPANY

Establish a brand that demonstrates true partnership with startups, going beyond simply providing investment funding to comprehensive end-to-end commercialization including full Go-To-Market support.



## CUSTOMER

Target customers are innovators, entrepreneurs, scientists and inventors who need more than just funding but a partner to successfully and effectively commercialize their product and help them realize their businesses' full potential.



## CATAGORY

Brands are defined primarily by funding, providing capital at the early stages and then leaving the entrepreneurs to their own devices to bring the product to market.



## COMPETETION

We have an opportunity to take a more personal, consultative, white-glove approach, offering services and support above and beyond expectations to help clients launch products that are not only profitable but address business critical issues.



# COMPETITIVE ADVANTAGES – WHY SMV?

## BRAND PILLARS

- Partnership, empowerment, enablement
- A consultative, white-glove, hand-held approach to servicing clients
- One-stop-shop for all your Go-To-Market needs to successfully and profitably start and run your business (i.e. operations, sales/marketing, distribution, finance, accounting, hiring, technology/engineering, leadership, etc.)
- Full-cycle commercialization of products (including legal/compliance/regulatory readiness)
- A performance-based alternative investment based on an agreed upon percentage of sales and equity. The greater the sales, the more investment into the business.

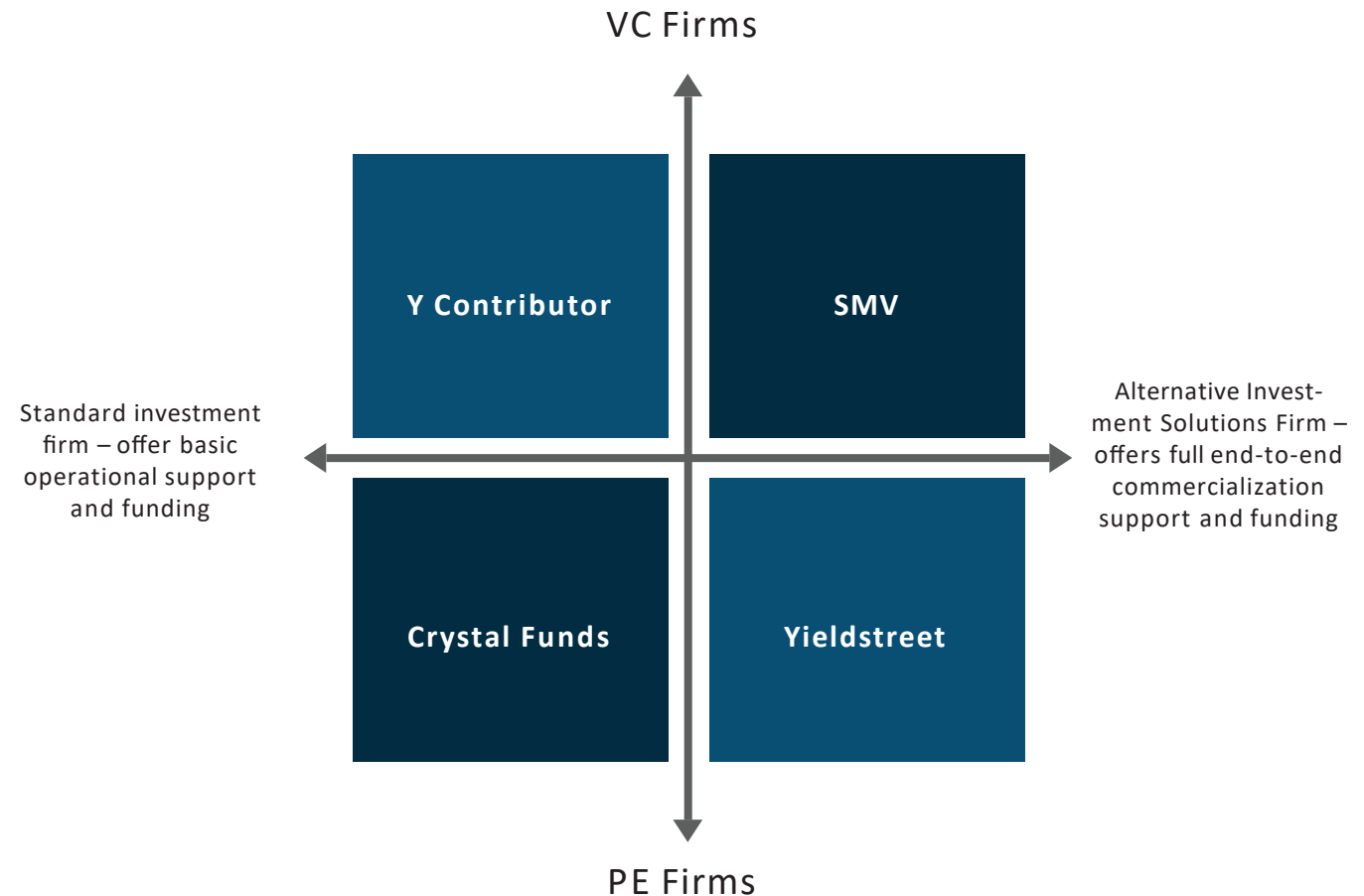


# COMPETITIVE POSITIONING & MESSAGING ATTRIBUTES

- **YCombinator** – Getting you through the first phase, step 1; the earliest stage seed funding for startups.

- **Yieldstreet** – VIP Access; Pulling back the curtain - creating a fundamental paradigm shift by providing investors access to investments previously available to the top 1% regardless of net worth.

- **Crystal Funds** – Third-party private equity and hedge funds with low investment minimums. Offers an alternative investment proprietary platform. Geared more towards investors than inventors and entrepreneurs.





# BRAND POSITIONING STRATEGY

- SalesMark Ventures is a different kind of investment firm because we go above and beyond simply handing over checks. Typically, when inventors, entrepreneurs, engineers or scientists seek out private equity firms, venture capitalists, and/or banking institutions, they get funding based on the firms own investment strategies and then leave the client to launch their business, product and or services themselves, wiping their hands clean. Some prefer the option of little to no involvement from investors and take a more autonomous DIY approach.
- However, for those that lack the business savvy, strategy, resources, SMV doesn't just hand over funding. With our Complete Commercialization Engine, we partner with our clients to help them bring their vision to life from strategy through implementation and execution, by providing clear direction and a path forward towards achieving brand awareness, revenue growth and profitability with the ability to scale.
- SMV offers clients over 34 years of deep expertise and essential tools needed to bring products and services (both B2B and B2C) to market globally, across a wide variety of industries. From strategy to leadership, sales, marketing & branding, operations, fulfillment and sampling, supply chain, production, legal, regulatory and compliance oversight, licensing, patents and more, we get you go-to-market ready quickly and efficiently through streamlined processes that meet the unique individual needs of each business. With our market research, analysis and segmentation, we take an outside-in strategic approach based on voice-of-customer feedback, ensuring that we are launching products that address real pain points and fill a gap in the addressable market that creates the competitive edge our clients seek.
- Never taking a one-size-fits-all approach, we tailor commercialization initiatives and provide white glove support so that you know we're with you every step of the way.



# BRAND POSITION

## Brand Attributes (or Values)

- Transformation
- Enablement /Support
  - Positivity
- Disruption
- Efficiency
- Productivity

## Brand Position (or Brand Essence)

- Delivering transformative results
- Empowering and enabling businesses to reach next level heights
  - Disrupting the market with problem-solving innovations / solutions that fill gaps and address market needs
  - White glove support directly from company founders

## Proof Points (or Reasons to Believe)

- Results driven
- Optimistic, positive, warm
- Genuine
- Pragmatic
- Level-headed
- Sensible and realistic
- Assertive
- Organized
- Enthusiast

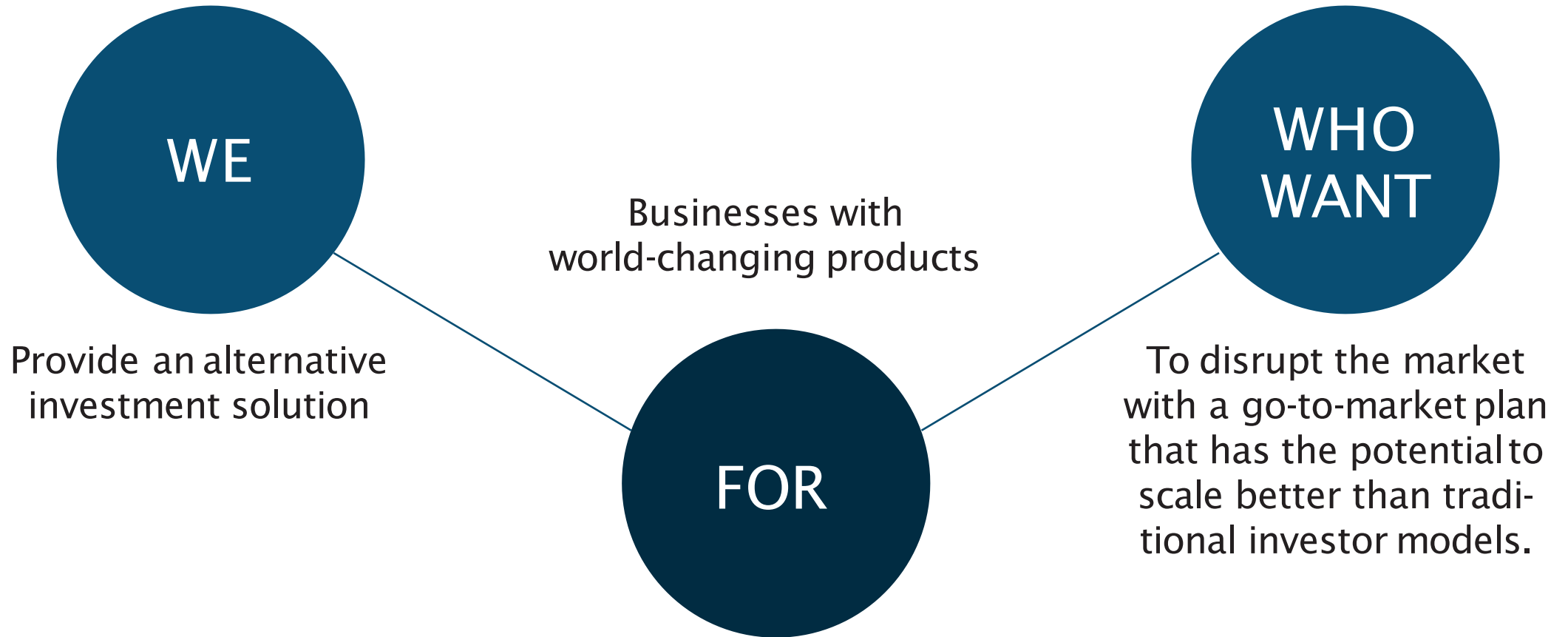
## Proof Points (or Reasons to Believe)

- Each client gets first hand support and expertise from the company founders
- The more you earn, the more we invest
- Client testimonials / references

## Benefits

- Peace of mind knowing that you have a trusted partner that will provide the support, leadership and guidance to successfully launch and help you elevate your business without compromising your vision and mission.
- Confidence that you're getting stellar end-to-end go-to-market strategy and execution.
  - Efficiency, productivity and streamlined process set-up.

# OUR POSITIONING





# COMPETITIVE ADVANTAGE



# SAMPLE MESSAGING /TAGLINES

## PICK FROM THIS SELECTION

- Your vision is our reality.
  - You dream it. We'll bring it to life.
  - You dream it. We'll launch it.
  - Empowering visionaries of today to launch innovations of tomorrow.
- Your success is our success.
  - Complete Commercialization Engine.
    - Moving your business forward, together.
    - Fuel for your business. Growth for your bottom line.
    - Driving your business. Full speed ahead.
    - Driving your business. Accelerating Growth.



# SAMPLE INSPIRATIONAL QUOTES

*“What is now proved, was once only imaged”*

– William Blake

*“You can’t solve a problem on the same level it was created. You have to rise above it to the next level”*

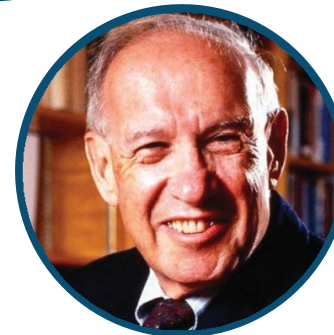
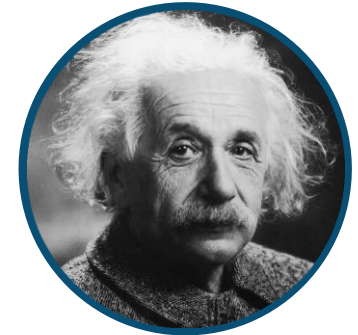
– Albert Einstein

*“If you want something new, you have to stop doing something old”*

– Peter Drucker

*“An entrepreneur tends to bite off a little more than he can chew hoping he’ll quickly learn how to chew it”*

– Roy Ash



# SAMPLE SOCIAL MEDIA POSTS

## LINKEDIN

- Starting a new business? Have a patented product that solves a real market challenge (or customer pain point) but not exactly sure of how to successfully get it off the ground? Initially you may have thought all you needed was funding. But the further along you get, the more you may be feeling overwhelmed and anxious, like you're slightly in over your head. These are very common emotions, especially in our current economic landscape. However, know that you don't have to go at it alone. Turn to SalesMark Ventures, an alternative investment firm, to bring your vision to life.
- Want to launch a new product but not sure about where or how to exactly start? Offload the burden of product commercialization with SalesMark Ventures. We'll give you peace of mind that you're getting everything you need to launch successfully. We'll help you get organized and provide end-to-end Go-to-Market support with our Complete Commercialization Engine.
- SalesMark Ventures, providing today's innovators with the people, processes and technology to successfully launch the new consumer & market-driven products of tomorrow. As an alternative industry-agnostic investment firm with decades of successfully launching products globally, we have the expertise, network, and resources to drive revenue growth and take your business to the next level.

A large, semi-transparent watermark of the LinkedIn logo is positioned on the right side of the page. The word "LinkedIn" is partially visible, with "nked" being the most prominent part. The logo is set against a background of blue geometric shapes and a faint image of a briefcase.

# TARGET CUSTOMER PERSONA

## SOFTWARE ENGINEER / INNOVATOR / ENTREPRENEUR



Male – 30  
Single – Lives in  
New York City  
\$80,000 – HHI

Aidan is a young, single guy residing in New York City. He has a successful career as a Software Engineer and loves his job. However, his entrepreneurial drive and need for a creative outlet has led him to pursue a passion project over the past year that has finally come to fruition.

Aidan is a health conscious individual, who loves to run and bike throughout the city. He has lived in NYC for about a decade, after having moved here Florida for work and has adopted it as a home he loves. However, in recent years he has seen a high increase in crime and decline in public safety.

Coming from a family of law enforcers and first responders, he felt compelled to do something to help. So last year, he decided to build a cloud platform that enables Emergency Communications Centers to connect with individuals via a mobile device and uses advanced UI and AI functionality to provide call takers and first responders with an easy view of a caller's location to be able to deliver support faster and more efficiently.

Although Aidan is somewhat socially active, enjoys meeting new people, and goes have a strong desire to turn his passion project into a full-fledged start-up, he's an introvert and not very business savvy. He's more of a techie than a marketing and sales guy. And despite having a business plan, is not very well polished in certain aspects of running a business including operations and legal/regulatory protocol. In other words, he needs help. Not just funding, but a partner to see the potential in his vision and help him realize it. Initially he'd like to start offering his solution nationwide, however long-term his goal is to scale globally to enable call centers worldwide to create a safer, more secure communities.

# TARGET CUSTOMER PERSONA

## BRAND PILLARS

- Help improve the quality of life for civilians so that they feel safe in their communities and expect support from first responders quickly
- Bring new technology solutions by way of real-time video interactions between first response call centers and individuals
- Live an active, safe, meaningful and rewarding life that contributes to the well-being of individuals and social as a whole
- Innovation that leads to progress and ultimately disruption

## PAIN POINTS /FRUSTRATIONS

- Wants to be more charismatic, social and laid back despite being a Type A introvert, naturally prone to skepticism and pragmatism
- Having to give up equity in his start-up, as well as control to an extent, collaborating/compromising on go-to-market strategy and trusting virtual strangers to share in his vision and mission

## NEEDS FROM SMV

- Partnership /complete end-to-end GTM support /funding
- To feel like they have his back completely
- Access to all of SMVs resources, network and expertise





# BRAND GUIDELINES

## TYPOGRAPHY –

Serif fonts (i.e. Cambria, Palatino, Whitney or Didot)

## COLORS –

Serif fonts (i.e. Cambria, Palatino, Whitney or Didot)



- **PRIMARY COLOR - ROYAL BLUE**

- Represents trust, intelligence, stability, power, faith and calmness.



- **SECONDARY COLOR – LEMON YELLOW**

- Represents positivity, optimism, warmth, cheerfulness and draws attention OR



- **SECONDARY COLOR – RED**

- Represents immediacy /urgency, positive energy, passion/desire, boldness and sales

# BRAND GUIDELINES

## GENERAL RULES FOR LOGO USAGES:

**CLEAR SPACE** - the area surrounding the logo that must always be free of text or any graphic elements. It ensures that the logo appears distinctively in any environment.

**MINIMUM SIZE** - To ensure the clarity and legibility of the SMV logo, a minimum size has been established for reproduction.

## INCORRECT LOGO USAGE:

- Do not place the full-colored logo over any photograph
- Do not recreate the logo
- Do not stretch or distort the logo
- Do not rearrange or break apart the letters of the logo
- Do not add any text to the logo

