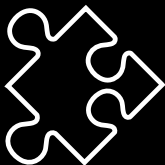




ROVER

STRATEGIC PORTFOLIO



BRAND STRATEGY

DANIEL FLORES PRUDENCIO
Founder, Strategy Director



LAUNCHPAD

Every adventure begins with us setting our sight on the horizon and imagining what might come. Any undertaking begins as an **opportunity** that requires **curiosity**, **perseverance**, and **spirit** to become a reality.

We draw our inspiration from the pioneers of space exploration: dedicated scientists who are not thwarted by how impossible a goal may appear, and who will use every tool at their disposal -even developing new ones along the way-, to complete and execute their mission.

It is our core belief that through **strategic planning**, **creative problem solving**, and **innovative tactics** we can improve and shape the world we continuously interact with. Whether it's business development, product and brand architecture or digital integration, every interaction we have and every idea we materialize may come to set the new standard for industries, businesses and individuals alike.

As a community of creatives, visionaries, planners, and explorers we get to dictate how we impact our surroundings and how we're perceived by the rest of the world. Let's make that impact count.





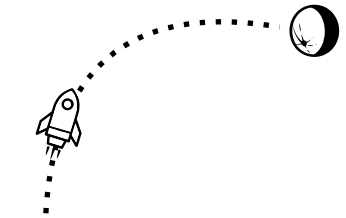
STRUCTURE PROJECT DESIGN

Each project designed is unique. We calibrate our diagnostic, design and implementation tools individually depending on specific needs and goals established by our team and clients. Having established our KPI's and metrics, we generate integral high-impact projects that may continue to grow and will more easily adapt to the dynamic environment they will compete in.

We specialize in **Brand Strategy**, Market Analysis and Project Incubation, with a strong focus on digital integration.

PRE-PHASE A: CONCEPT STUDY

The concept or idea to develop is presented. We analyze factors such as:
basic needs, potential reach and **feasibility**.



PHASE A: PRELIMINARY ANALYSIS

A preliminary **proof of concept** is developed, detailing **needs, options, activities** required and **cost** estimates.

PHASE B: DEFINITION

The preliminary analysis becomes an **action plan**. We define a timeline, activity list and project costs/budget. *Any required additional modifications are integrated during this stage.*

PHASE C/D: DESIGN & DEVELOPMENT

Stages and **integration mechanisms** are designed for the final project. *Individual stages are tested along with their complimentary counterparts to ensure integration success in the final stage..*

PHASE E: OPERATIONS

Project **launch** and **data analysis** begins. Stages are monitored individually and as a whole, and adjustments are made to **optimize efficiency**, and generate **performance reports**.





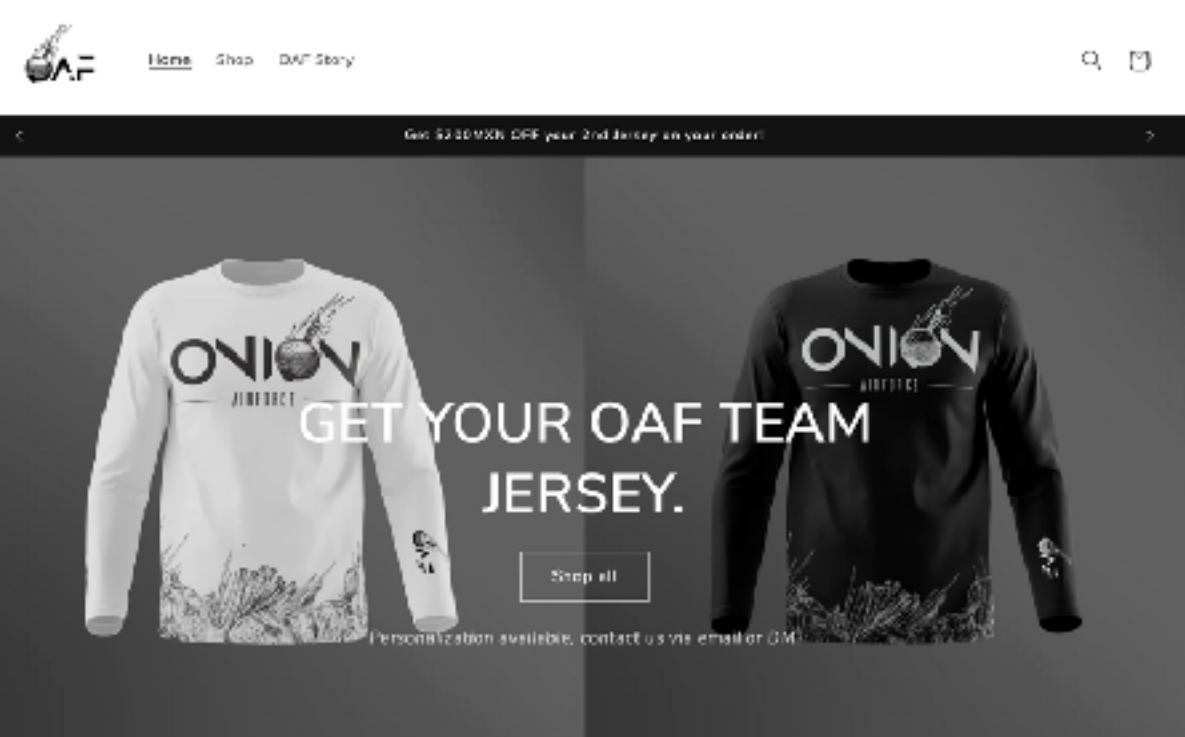
THE ONION AIR FORCE ONGOING

BRAND CREATION | BRAND EXPERIENCE, CURATED EVENTS, EDUCATION, BRAND STRATEGY, PRODUCT DEVELOPMENT, COMMUNITY-LED PROJECTS

The Onion Air Force (OAF) is a **community-driven** skydiving and **lifestyle brand** born in Mexico, focused on making the sport more *accessible, safer, and socially connected* for new and progressing skydivers. The challenge was to transform an **organic grassroots movement** into a **scalable brand and business ecosystem**—defining its identity, structuring its service offerings, and creating a sustainable model for growth across locations and events.

The project spans **brand strategy, product development, and operational design**, resulting in a **cohesive identity system, a diversified offering** (including coaching programs, events, and merchandise), and a **structured roadmap** for community expansion. It continues to grow through its unified **communication strategy, educational content framework, and internal guidelines** to support consistent growth while maintaining the brand's core ethos of *learning, safety, and community*.

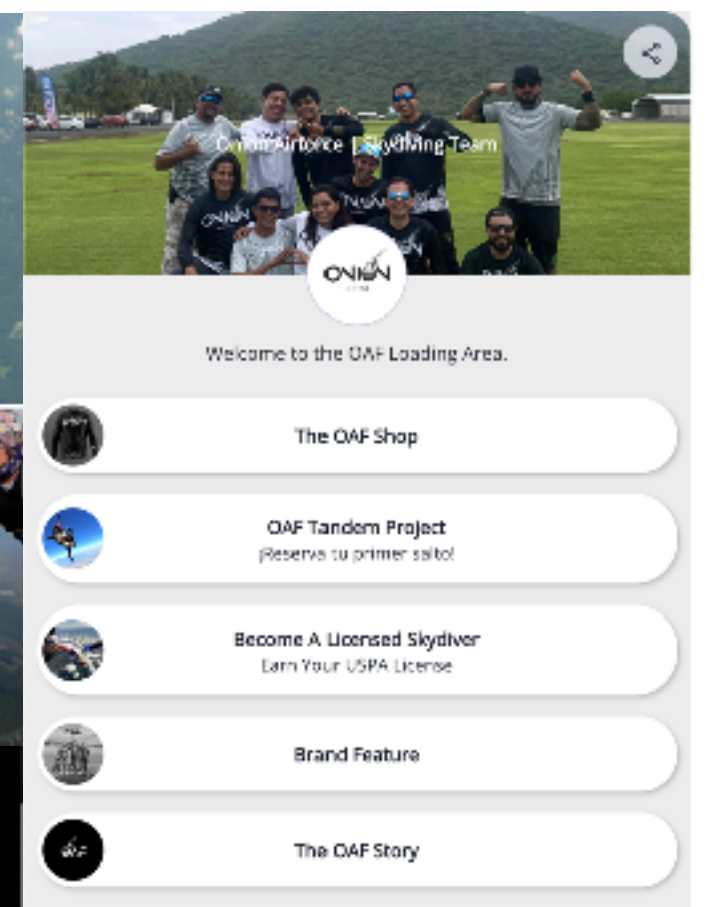
E-COMMERCE AND EXCLUSIVE MERCH DROPS



FEATURES IN INTERNATIONAL MAGAZINES



INTEGRATED EXPERIENCE SYSTEM



WORKSHOPS & EVENTS



PR STRATEGY AND INFLUENCER OUTREACH

EDUCATIONAL PROGRAMS WITH PREMIER TEACHING ORGANISMS

BRAND AMBASSADORSHIP STRATEGY



RETO EN RUTA DELIVERED

BRAND STRATEGY | BRAND EXPERIENCE, INTEGRATION, MARKET PENETRATION, INNOVATION, PRODUCT DEVELOPMENT, BRAND ECOSYSTEM

RETO EN RUTA is a mobility and transport innovation platform developed by Grupo Zapata in partnership with Airbag Tech, focused on improving *driver behavior*, *safety*, and *operational efficiency* through **data and gamification**. The challenge was to define the **brand strategy** and **market positioning** for a new product within a complex B2B ecosystem, while translating a technological solution into a compelling, **human-centered value proposition**. The project involved end-to-end **brand development**, from **market analysis** and **identity creation** to **communication strategy**, **sales materials**, and **launch planning**. It resulted in a **structured brand ecosystem**, a clear **positioning framework**, and a set of tools designed to support *adoption*, *scalability*, and long-term *product integration*.

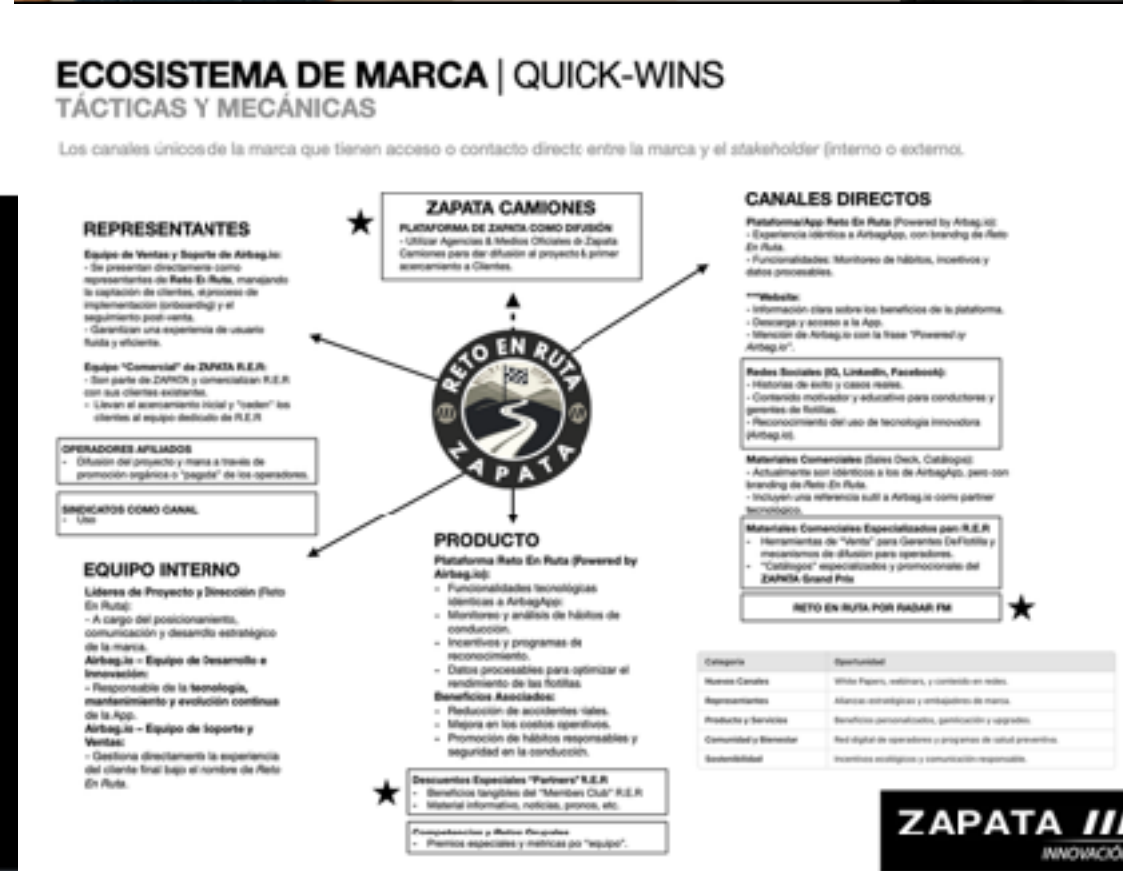
BRAND IDENTITY AND COMMUNICATION STRATEGY



INFORMATIVE & LEAD-FOCUSED LANDING PAGE



OCCASION-FOCUSED INCENTIVE PROGRAMS



BRAND PERSONA & PROMISE

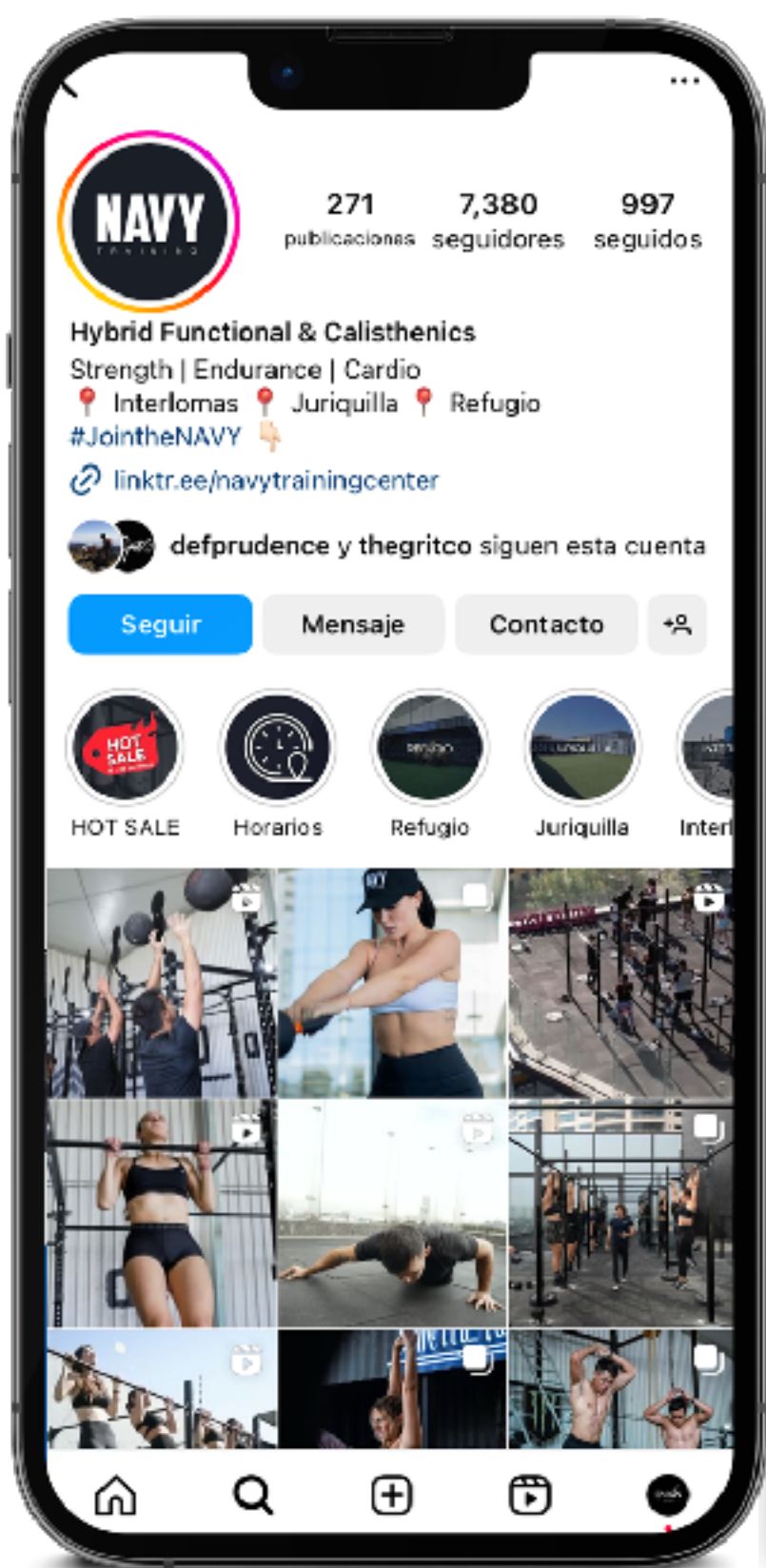




NAVY TRAINING CENTER DELIVERED

BRAND STRATEGY | MKT RESEARCH, SOCIAL MEDIA, PRODUCT AND SERVICE DESIGN + DEVELOPMENT, PRICING STRATEGY

NAVY TRAINING CENTER is a Mexican Fitness & Lifestyle brand with multiple studio locations. The challenge was to create an entire brand strategy to compete with the growing market for premium fitness studios as well as standardizing the business' processes, products, and services for expansion into other States and locations, making it franchise-able. The project involved several stages throughout over a year and resulted in a total makeover of communication strategies, location look & feel, as well as a brand new line of products and complimentary service offerings. It concluded with an ever-green content strategy complete with staff manuals and brand visual and communication guidelines.



CAFETERIA - FUEL BAR - CAFETERIA

THE GALLEY | SMOOTHIE BAR

CATEGORÍAS

¿En qué consiste el alimento en The Galley?

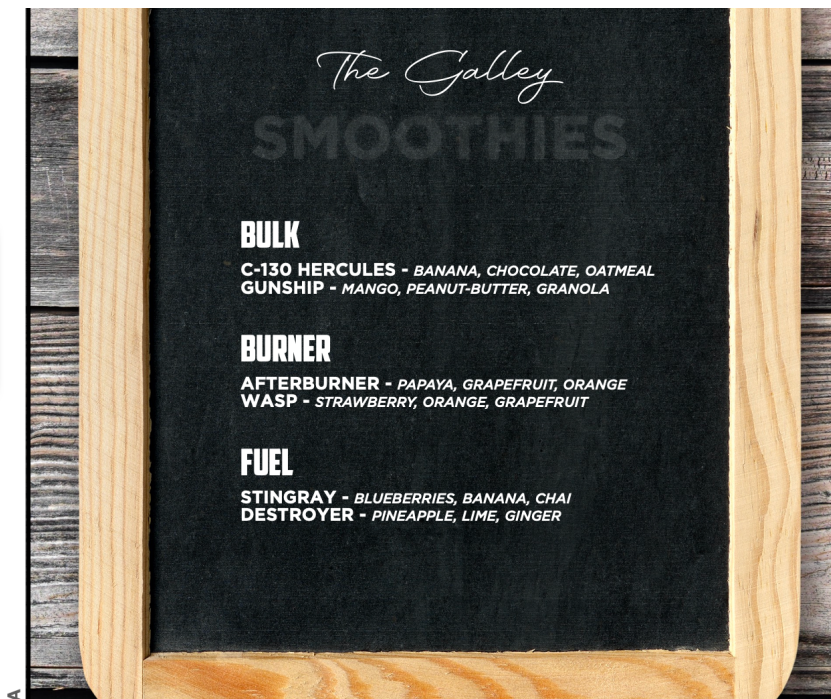
SMOOTHIES | The Galley

Los smoothies en The Galley consideran 3 tipos de miembros principales:

1. Están haciendo **bulking**.
2. Están quemando grasa.
3. Necesitan un boost de energía.

SMOOTHIES

1. Bulk:
 - a. C-130 HERCULES - Heavy Navy Cargo Plane
 - b. GUNSHIP - Heavy Attack Navy Ship
2. [Fat] Burner:
 - a. F-14 TOMCAT - Fastest Navy Fighter Jet
 - b. F-22 RAPTOR - Navy Fighter Jet
 - c. ZODIAC - Inflatable Fast Navy Boat
 - d. BARRACUDA - Navy Patrol Boat
 - e. WASP - Small Attack Carrier
 - f. AFTERBURNER - Jet Propulsion System
3. Energy Boost:
 - a. MQ-25 STINGRAY - Navy Re-Fuel Plane
 - b. DESTROYER - Most Powerful Attack Ship
 - c. NAUTILUS - Navy Nuclear Submarine
 - d. CYCLONE - Navy Patrol Boat



PROPUESTA

NAVY

SEAL	
20 CLASES	\$2,400
40 CLASES	\$4,800
80 CLASES	\$9,600
ELITE	
12 CLASES	\$1,920
16 CLASES	\$2,240
MARINE	
20 CLASES	\$2,400
40 CLASES	\$4,800
80 CLASES	\$9,600

PRODUCT NAMING & PRICING

SEMANA 1 | CONSCIENCIA Y DIFERENCIACIÓN

1. THE ORIGINAL HOME OF HYBRID FUNCTIONAL TRAINING
2. ÁREAS DE ENTRENAMIENTO DE HYBRID FUNCTIONAL TRAINING
3. PRINCIPIOS DE ENTRENAMIENTO NAVY: UNIDAD, CONSCIENCIA, EJECUCIÓN, RECUPERACIÓN
4. ESTRUCTURA Y FORMATO DE CLASE
5. THE NAVY COACH



MES 1	
SEMANA 1	
SEMANA 2	
SEMANA 3	
SEMANA 4	
SEMANA 5	

¿Qué es NAVY? y por qué es la mejor opción de Entrenamiento Funcional Híbrido?

¿Cómo es diferente a otros lugares y sistemas?

COMPLIMENTARY OFFERINGS



NAVY SPORTCENTER Package cat. naming

Category: RECRUIT	
RECRUIT SAILOR (1)	
RECRUIT PRIVATE (4)	
RECRUIT SERGEANT (8)	
Category: SEAL/ELITE ★	
ELITE TIER TWO (12)	SEAL TIER TWO (12)
ELITE TIER ONE (16)	SEAL TIER ONE (16)
Category: BULK	
ARMORY	LOAD UP
20 ROUNDS	Station (20)
50 ROUNDS	Deployment (50)
100 ROUNDS	Tour (100)

PRICING STRATEGY

SERVICE SEGMENTATION			
	BASIC		Valor Cte.
1 Clase	1 mes	\$ 240	
4 Clases	1 mes	\$ 880	→ 1 x sem (\$220)
8 Clases	1 mes	\$ 1,600	→ 2 x sem (\$200)
	STAR		
12 Clases	1 mes	\$ 1,920	→ 3 x sem (\$160)
16 Clases	1 mes	\$ 2,240	→ 4 x sem (\$140)
	BULK		
20 Clases	1 mes	\$ 2,400	→ 5 x sem (\$120)
50 Clases	90 días	\$ 5,500	→ 4.2 x sem (\$110)
100 Clases	180 días	\$ 10,000	

my Sport Center Brand Realignm&e



WEBSITE LANGUAGE DOWNLOAD

STAFF MANUALS + EVERGREEN CONTENT STRATEGY

COLLAB | ANGULO ESTUDIO CREATIVO + RICKY RAMOS STUDIO



BIOCOTECH AMERICAS ONGOING

BRAND STRATEGY | MARKET RESEARCH, BRAND IDENTITY, SALES STRATEGY SUPPORT, POSITIONING STRATEGY

BIOCOTECH AMERICAS is a US-based composting technology company focused on industrial solutions for **organic waste management**. As the company prepared to expand and compete in the North American market, the challenge was to **redefine its brand strategy** and translate a highly technical offering into a *clear, compelling, and scalable value proposition*. The project involved in-depth **market research, competitive analysis**, and the identification of **strategic opportunities**, followed by the development of a refined **positioning, brand narrative, and communication system**. This included restructuring messaging, simplifying technical language, and aligning the brand identity with a more accessible and differentiated market presence. The result is an **integrated brand and sales ecosystem**, including updated **materials, storytelling frameworks, and go-to-market tools** designed to support commercial efforts, improve client understanding, and drive adoption.

SALES-TEAM SUPPORT MATERIALS

REAL-LIFE IMPACTS OF ENVIRONMENTAL RESTORATION

Every ton of carbon that we put back into our soil brings us a step closer toward solving our climate and food crisis simultaneously.



Regenerating our soils is the single most pressing need and solution to climate change we can act on now.



As of mid-2022, Snoqualmie Mountain Resort has diverted over 1.5 Tons of organics from landfill, eliminating over 19 MT CO₂e from the atmosphere in the process, through harsh winters, year-round trail maintenance, summer activities, and their daily operations.

COMPOST PRODUCTION AND WASTE REDUCTION

For as long as it's fed properly and put to work, the BioSpeed network has the potential to capture GigaTons of Carbon year-on-year.



To this day, we continue to divert tens of thousands of organics from landfills every year, actively participating in reaching the UN's



Sustainable Development Goals for 2030 regarding GHG's. Each BioSpeed unit boasts up to a 90% potential reduction in volume of organic waste within 72 hours while yielding a rich compost byproduct that benefits the soil and it's local ecosystem.

ECO-FRIENDLY AND DURABLE TECHNOLOGY

The BioSpeed unit, and all complementary parts, products, and components are built to be extremely durable, reliable, and environmentally responsible.

As a testament to that, the first unit we ever deployed continues to run after 25+ years of service.



Brand Foundations

Creating personas helps stakeholders of the brand build empathy and understanding of the end users. By using personas, stakeholders can: Gain a user-like perspective. It is critical for stakeholders to step outside of themselves and recognize that different people have different needs and expectations when creating user personas.

Aspiration

"I pride myself in my work and in being useful. If I can solve a problem before passing it on I will. My success is improving the space I occupy for myself and others and generating value in my surroundings."

"Providing my team(s) with everything they need to execute their activities more efficiently and safely is my priority. I'm a result-driven individual with aspirations, so I constantly strive to improve my company's performance."

OUR PROMISE:

To continually develop and improve accessible, durable, practical, impactful and viable OWM technology that generates a positive environmental impact.

To facilitate and simplify sustainable practices making them attainable and logical for companies and users alike.

To generate and share our knowledge, resources and data for other industry leaders and adoptees to improve their performance, practices and technology, in order to increase our collective climate effort.



A SYSTEM DESIGNED TO SUIT YOUR BUSINESS NEEDS

GATEKEEPER

Strategic Leaders steering their enterprises through dynamic landscapes, driving excellence and navigating regulatory currents for unrivaled performance in a competitive market.

FACILITIES MANAGER

Facilities Managers focused on optimizing their area's productivity and efficiency, looking for economical, safe and practical solutions to their everyday operations.

NAVIGATING SUSTAINABILITY CHALLENGES IN BUSINESS OPERATIONS

In today's industry, businesses must adopt sustainable solutions for daily operations, addressing concerns such as sourcing, waste, and GHG emissions. However, implementing new solutions may increase operational costs and compromise compliance and accountability. It's often the responsibility of strategic leadership and decision-makers to stay current with the latest environmental practices for the company's overall success.

PROBLEMS

SEEKING WASTE MANAGEMENT EFFICIENCY

Area Leaders consistently look to Facilities Managers for solutions to new regulations and customer demands for more responsible environmental practices. Facilities Managers and their staff are directly responsible for Waste Management operations. Their responsibility is to maintain simple, effective, efficient, durable, responsible, and economical waste management solutions for the company. Waste disposal is neither of those things and often adds unpleasant experiences and potential hazards to the task.

The BioSpeed on-site composting solution stands out as the most impactful method for eliminating Organic Waste and associated GHG emissions. It offers a durable, portable, and user-friendly system that adheres to EPA standards. The resulting compost not only achieves a Carbon Positive operation but also enhances a company's perceived value, ensuring guaranteed CO₂ reduction while staying in compliance with environmental regulations.

THE BIOSPEED ON-SITE COMPOSTING SOLUTION

A proven, easy-to-install, and cost-effective solution that eradicates all waste hauling fees. The system guarantees an on-site Waste Management operation that is clean, odorless, and pest-free – operating automatically. Its sole output is a valuable resource, making it the most seamless choice for your facility.

BIOCOTECH AMERICAS

FULL-CIRCLE SOLUTIONS

Biocotech Americas offers a Full-Circle Solution tailored to your specific operation, supported by ongoing guidance. With a track record of over 25 years in demanding environments, our products prioritize reliability. Choose from a range of financing, leasing, and purchase options customized to meet your business needs.

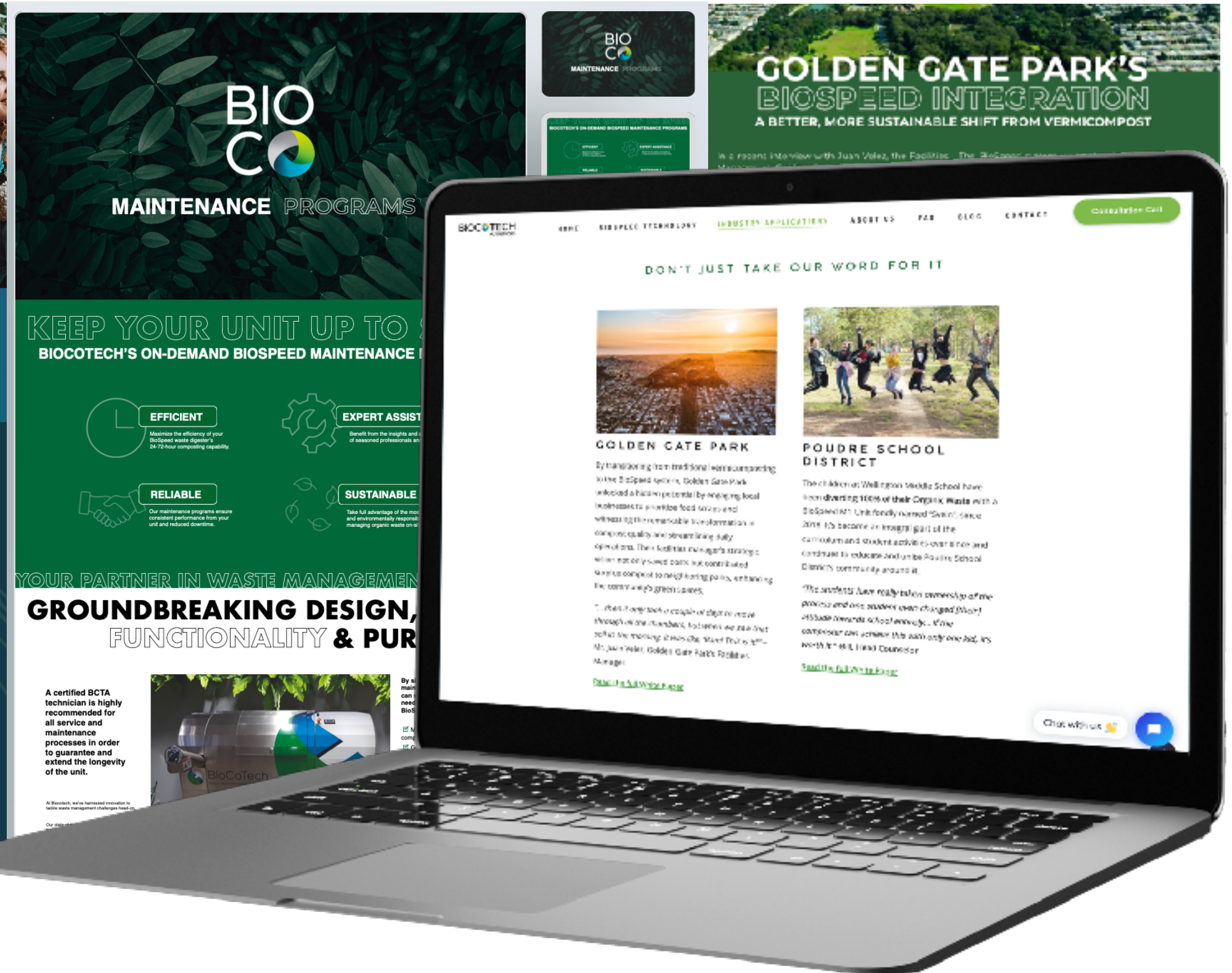
POSITIVE EFFECT

Organizations embracing these tools and support to advance their Corporate Social Goals (CSG) gain a competitive edge, positioning themselves as industry leaders committed to reducing CO₂ emissions globally. This proactive approach not only saves costs but also encourages environmental contributions, creating valuable resources for a sustainable future and enhancing their competitive standing.

NEW BRAND IDENTITY

COMPLIMENTARY PRODUCTS & SERVICES

WHITEPAPERS



WEBSITE REDESIGN & LANGUAGE DOWNLOAD



POCO A POCO MEZCAL

CONCLUDED

BRAND STRATEGY | PRODUCT DEVELOPMENT, BUSINESS DEVELOPMENT, BRAND STRATEGY, MARKET RESEARCH, BRANDING, MARKETING, E-COMMERCE, SOCIAL MEDIA

POCO A POCO MEZCAL (PaP) was a premium artisanal mezcal **branding and sales** project that involved manufacturing and exporting prime-quality artisanal mezcal. This locally crafted and globally positioned brand was developed alongside local artists and cultural ambassadors and was focused on promoting regional traditions and culture through the lens of mezcal producers and indigenous folklore. The execution demanded for **bespoke brand experiences**, curated **events**, product **design**, local **collaborations** and **international positioning campaigns**. The goal was to bring traditional mezcal crafting and indigenous Mexican culture to the world.

PREMIUM POSITIONING IN STRATEGIC DESTINATIONS



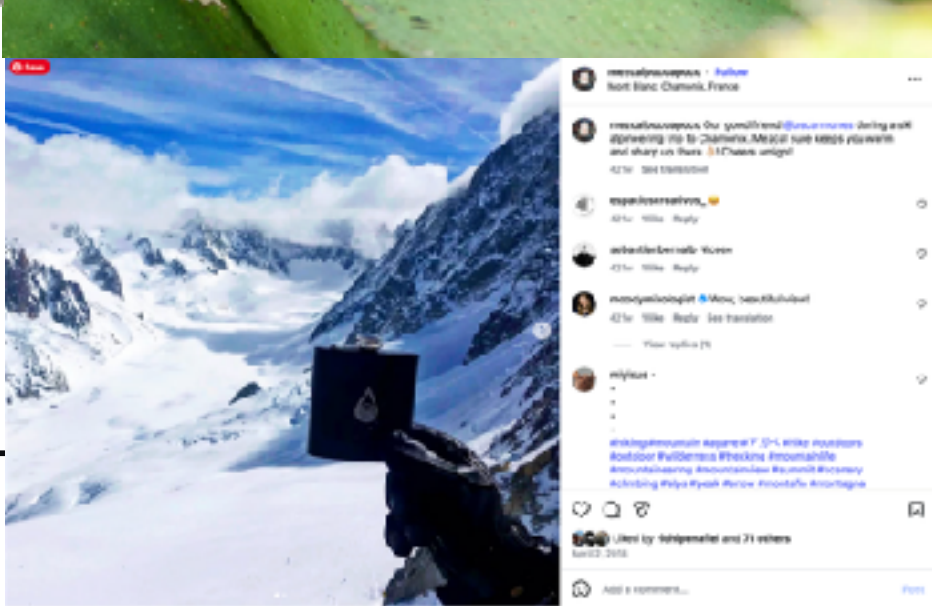
STRATEGIC PARTNERSHIPS WITH HIGH-END VENUES

REP. TRAININGS



BESPOKE EVENTS

COMPLEMENTARY PRODUCTS

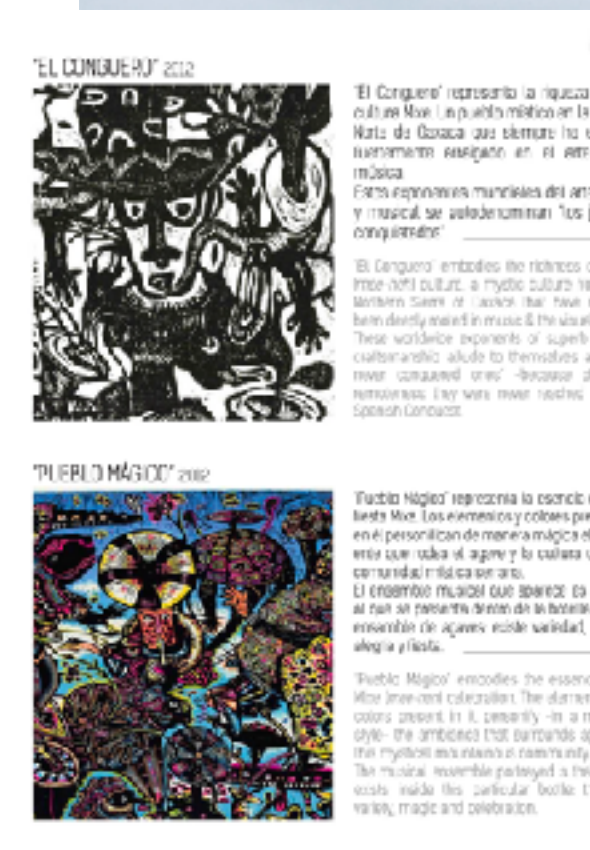


PRODUCT ECOSYSTEM AND NARRATIVE



LOCAL-TO-GLOBAL MINDSET

BRAND COLLABS



INTERNATIONAL POSITIONING



UNRULED FOODS CONCLUDED

MARKETING | PR, SOCIAL MEDIA, SERVICE DESIGN & INFLUENCER MKTG

UNRULED Foods is a Mexico City-based superfood brand that approached us to have an organic growth and further develop their **brand identity** through social media **communication strategy** and PR. The challenge was to penetrate a growing and competitive market using their unique personality and higher-quality product offerings. We approached it by aligning with other kindred brands and reaching out to like-minded influencers that would adopt the brand's style and and help them generate organic growth and content. A unique **content creator manual** was developed that assisted in guiding influencers to understand the style and required content for Social Media posts. The strategy was complemented by an ever-green and multi-stage funnel sales-oriented **content strategy**.

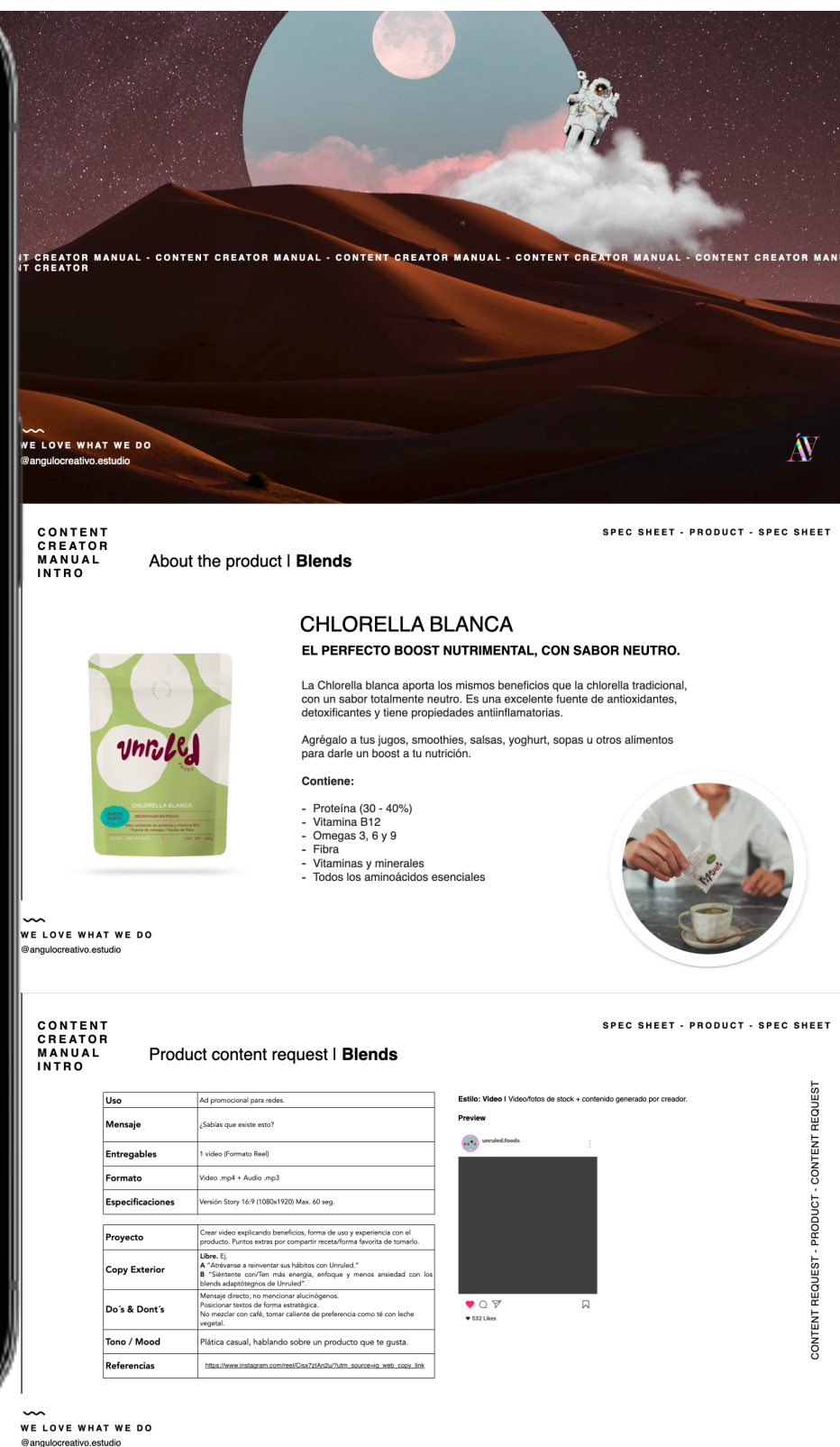
CONTENT CREATOR MANUAL

PR | DECATHLON MEXICO

THE CHALLENGE

“Posicionar y validar a Unrulled Foods dentro de la(s) comunidad(es) target, presentando la marca como un lifestyle brand de ingredientes funcionales “high-end”, inspirando lealtad y difusión por los *early adopters* con su filosofía, esencia y sentido de comunidad a través de su primera línea de productos adaptógenos.”

WEBSITE & CONTENT SUPPORT



MULTI-STAGE SALES FUNNEL CONTENT STRATEGY

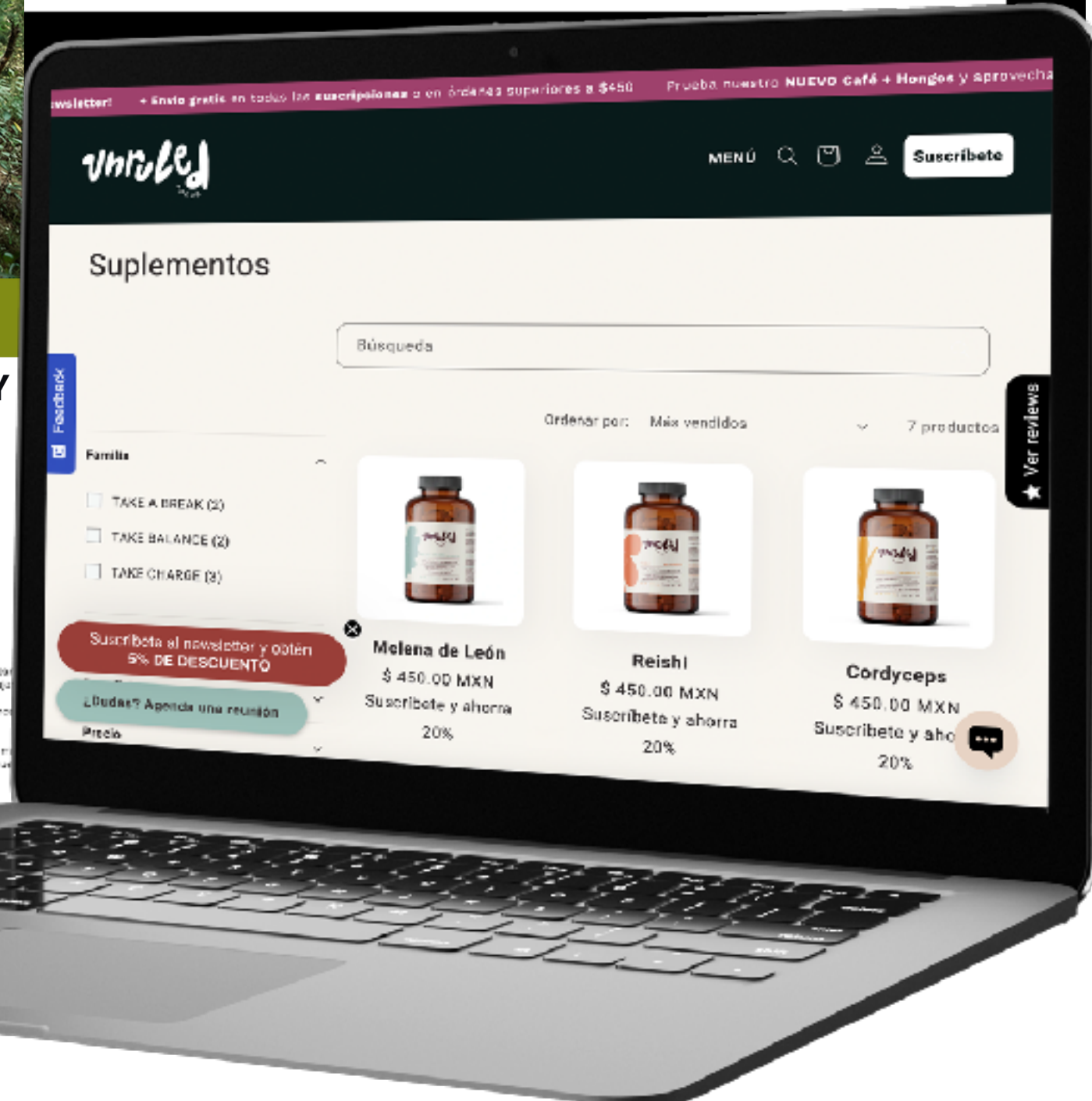
REISHI | STAGE: MOFU

MSC Los hongos adaptógenos mejoran la salud del sistema hormonal del cuerpo

Copy: Ediciones Ambar: A) healthy living much simpler. B) de descuento en todos tus productos con tu código de descuento y más. C) healthy living made simple. Referencias: @phibion @lin

Reishi: A) imagen - Foto de stock de un champiñón de reishi. B) imagen - Foto de stock de un champiñón de reishi. C) imagen - Foto de stock de un champiñón de reishi. D) imagen - Foto de stock de un champiñón de reishi. E) imagen - Foto de stock de un champiñón de reishi. F) imagen - Foto de stock de un champiñón de reishi. G) imagen - Foto de stock de un champiñón de reishi. H) imagen - Foto de stock de un champiñón de reishi. I) imagen - Foto de stock de un champiñón de reishi. J) imagen - Foto de stock de un champiñón de reishi. K) imagen - Foto de stock de un champiñón de reishi. L) imagen - Foto de stock de un champiñón de reishi. M) imagen - Foto de stock de un champiñón de reishi. N) imagen - Foto de stock de un champiñón de reishi. O) imagen - Foto de stock de un champiñón de reishi. P) imagen - Foto de stock de un champiñón de reishi. Q) imagen - Foto de stock de un champiñón de reishi. R) imagen - Foto de stock de un champiñón de reishi. S) imagen - Foto de stock de un champiñón de reishi. T) imagen - Foto de stock de un champiñón de reishi. U) imagen - Foto de stock de un champiñón de reishi. V) imagen - Foto de stock de un champiñón de reishi. W) imagen - Foto de stock de un champiñón de reishi. X) imagen - Foto de stock de un champiñón de reishi. Y) imagen - Foto de stock de un champiñón de reishi. Z) imagen - Foto de stock de un champiñón de reishi.

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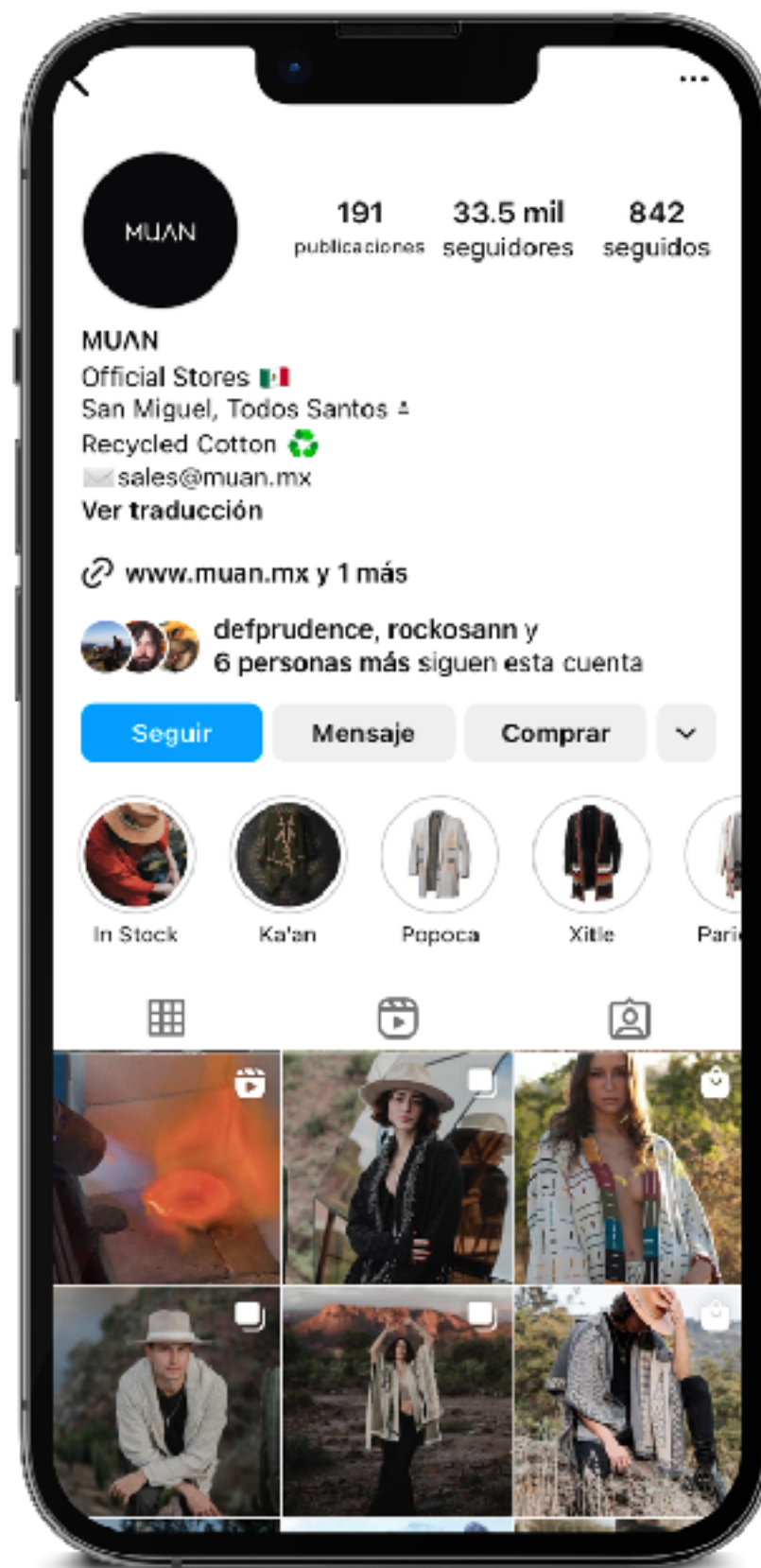
WITH | ANGULO ESTUDIO CREATIVO



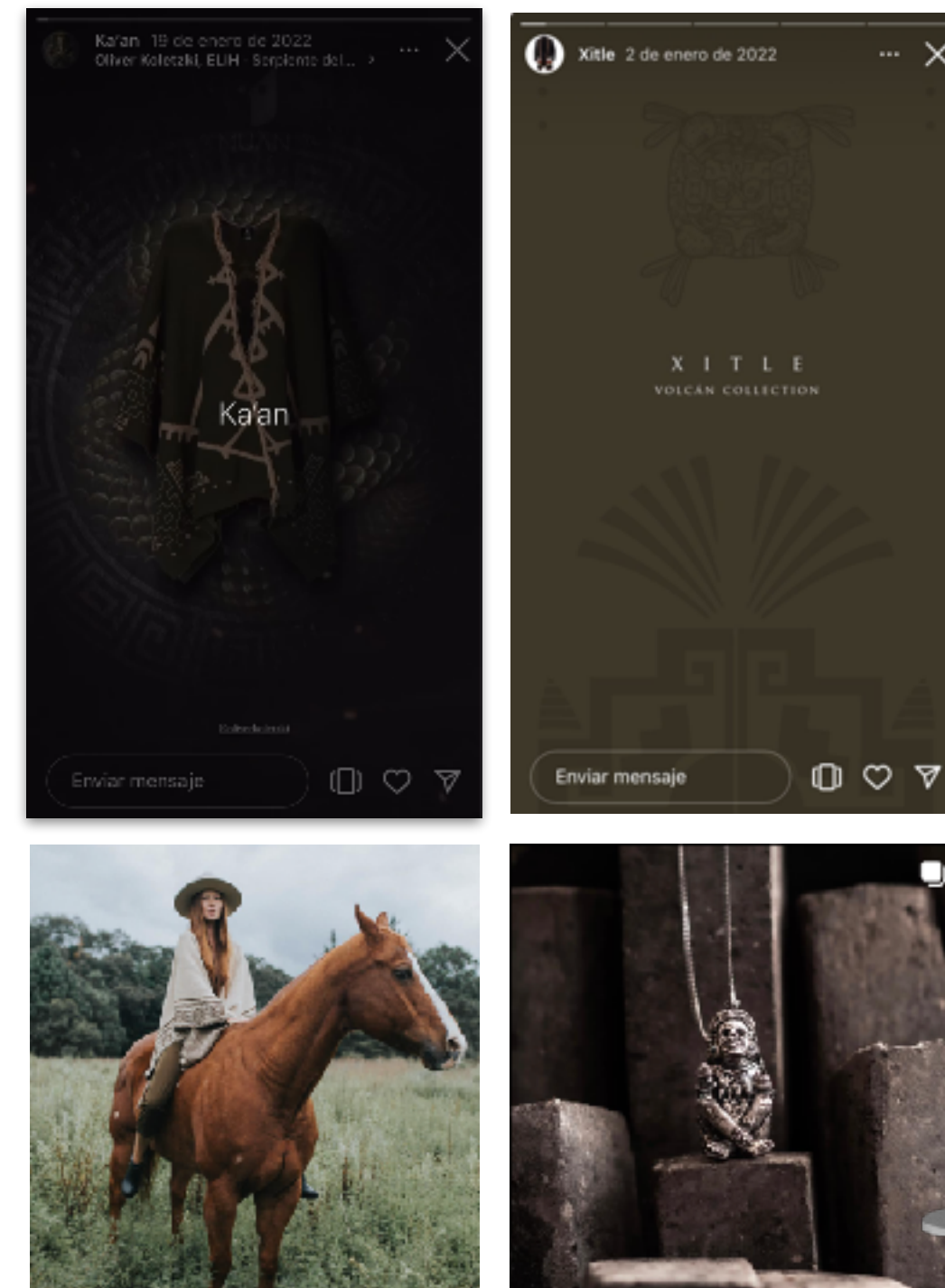
MUAN CONCLUDED

BRAND IDENTITY | SOCIAL MEDIA, CONTENT CREATION, CREATIVE COPYWRITING

Muan is a Mexican clothing & lifestyle brand that has since extended into the US and key locations in Mexico, while also collaborating in international events in Europe. It's niche market and unique style and ethos requires precise **communication** that consistently transmits and elevates it's Mexican native-inspired origins. We assisted in developing the **storytelling** behind each garment and jewelry piece, as well as providing **social media support** in **content generation** and **community management** to engage their audience and further extend the brand's reach.



SOCIAL MEDIA CONTENT CREATION



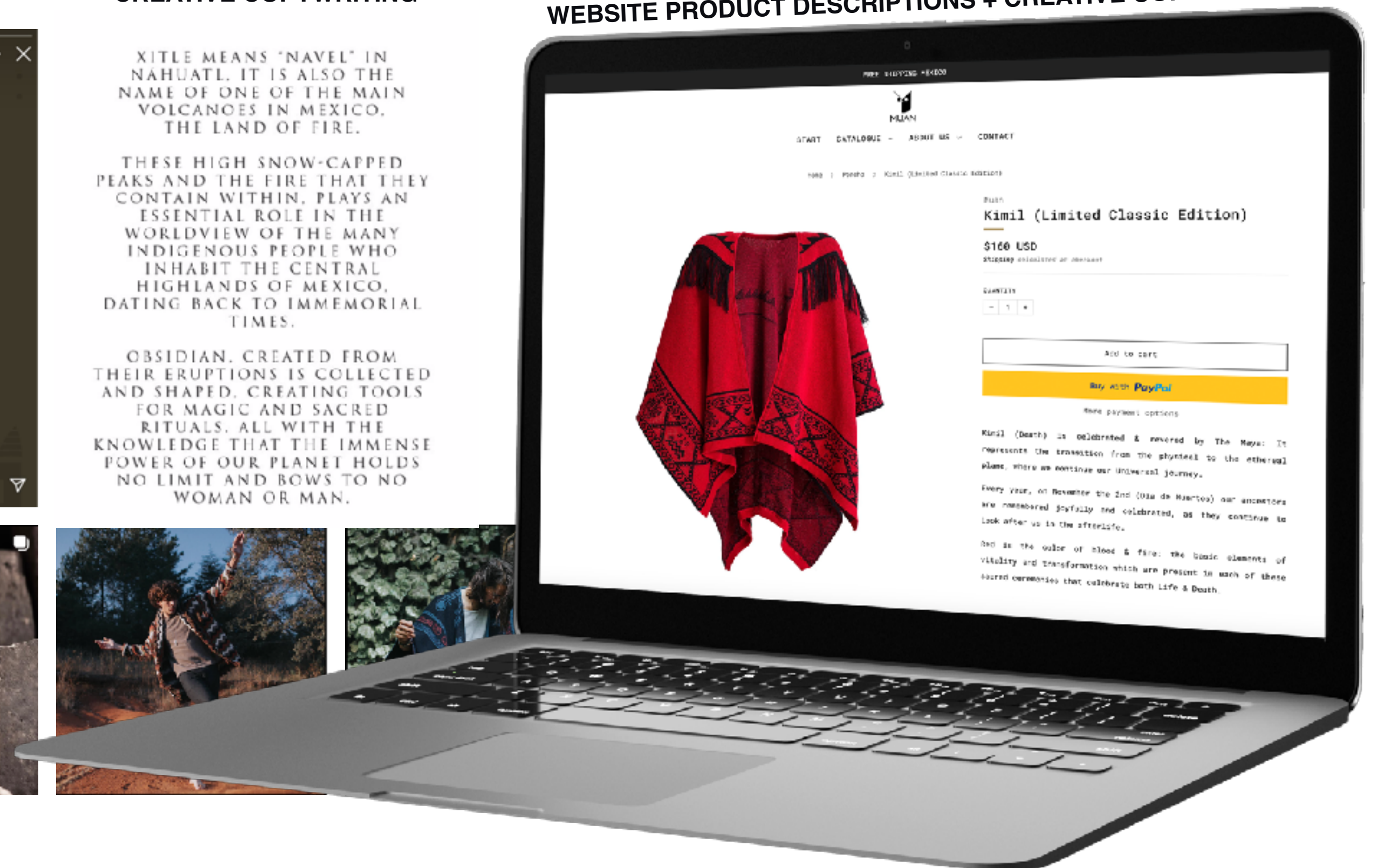
CREATIVE COPYWRITING

XITLE MEANS "NAVEL" IN NAHUATL. IT IS ALSO THE NAME OF ONE OF THE MAIN VOLCANOES IN MEXICO, THE LAND OF FIRE.

THESE HIGH SNOW-CAPPED PEAKS AND THE FIRE THAT THEY CONTAIN WITHIN, PLAYS AN ESSENTIAL ROLE IN THE WORLDVIEW OF THE MANY INDIGENOUS PEOPLE WHO INHABIT THE CENTRAL HIGHLANDS OF MEXICO, DATING BACK TO IMMEMORIAL TIMES.

OBSIDIAN, CREATED FROM THEIR ERUPTIONS IS COLLECTED AND SHAPED, CREATING TOOLS FOR MAGIC AND SACRED RITUALS. ALL WITH THE KNOWLEDGE THAT THE IMMENSE POWER OF OUR PLANET HOLDS NO LIMIT AND BOWS TO NO WOMAN OR MAN.

WEBSITE PRODUCT DESCRIPTIONS + CREATIVE COPYWRITING



WITH | ANGULO ESTUDIO CREATIVO



FLAGSHIP PRODUCTS

STRATEGY DEVELOPMENT & EXECUTION

Strategic Foundation

When scaling a business, it's crucial to do so from a stable foundation. When positioning, offers, audience understanding, messaging and internal direction are not clearly connected, growth tends to multiply *friction* instead of momentum – making every new decision, launch or investment harder to evaluate and harder to sustain.

Strategic Foundation is an intensive strategy phase built for brands that need to clarify, organize and strengthen core systems behind their brand before moving into execution, expansion or deployment. Through a structured diagnostic and design process, it defines the brand's strategic direction, positioning logic, audience priorities, offer architecture, messaging foundation and key alignment gaps, producing the clarity and operational structure needed for the business to move forward with focus, confidence and scalable coherence.

Strategy Design & Development

A strategy only becomes valuable when it can be translated into decisions, systems and action. Without a clear deployment structure, even strong strategic thinking can remain theoretical and become reactive, creating direction changes without traction. Optimizing strategy and developing iterations in search for efficiency are the key element in this stage in order to produce a scalable system that produces reliable results.

Strategy Design & Deployment is a structured execution phase built for businesses that have clarified their strategic foundation and are ready to turn that direction into an operating system for growth. Through a guided design and deployment process, it translates strategy into brand architecture, messaging systems, customer pathways, content and campaign direction, internal decision frameworks and implementation priorities, giving the business a clear structure for moving forward with consistency, adaptability and strategic control.

Brand Launch Program™

New businesses don't fail due to lack of ideas or motivation, it's often the absence of structure, scalable adaptability and clear direction that steer founders away from their intended goals, force them to compromise and fail to provide real and actionable feedback to adjust strategy.

The **BLP™** is a mostly DIY curated program built around Quick Prototyping and Lean Business Design, tailored to new founders and entrepreneurs that wish to get their idea moving on-track, on-budget and with enough room to improve, iterate and experiment as they launch their brand project.





FLAGSHIP PRODUCTS

CONSULTING, RESEARCH & ALIGNMENT

Brand Discovery

Brands are living entities. Understanding and effectively *discovering* 'who' a brand is, 'how' it should operate and 'what' it delivers to its customers requires detailed exploration – eventually revealing the characteristics and qualities that make it unique, authentic and resilient in its natural ecosystem.

***Brand Discovery** is a collaborative alignment process built for founders and founding teams that need to translate early vision into a clear strategic foundation before moving into identity, communication or execution. Through guided exploration, it establishes the brand's core direction, audience landscape, positioning hypothesis, differentiation frame and personality, creating a shared understanding of what the brand is becoming and what must be clarified before it can move forward with confidence.*

Brand Alignment

Businesses rarely become misaligned all at once. As they grow, launch, adapt and respond to new opportunities, their strategy, messaging, offers and internal decisions can slowly drift away from a shared center – creating friction, confusion and scattered effort where there should be clarity, confidence and momentum.

*The **Brand Alignment Session** is a guided diagnostic engagement built for operating businesses that sense something is unclear, inconsistent or heavier than it should be, but need a precise understanding of where the misalignment is actually coming from. Through a focused strategic review, the session identifies the gaps between direction, positioning, communication, offer structure and execution, delivering a Brand Health Sheet with a clear diagnosis, key alignment gaps, quick wins and a recommended course of action before deeper strategy or deployment begins.*

Terrain Report

When the concept and capital are present, but there isn't a clear roadmap and understanding of the territory where the project will operate, a detailed **Terrain Report** provides the necessary insights to lay a foundation and activate strategy.

***Terrain Reports** are custom-built market and trend reports focused on delivering immediate actionable insights and a clear overview on where your market, competitors, segment, or ideal customer profile(s) stand regarding your current or developing brand project. They layout the roadmap and highlight opportunities for product launches or strategy shifts when time and clarity are what most matters.*





“...and I kept on running and roving until one fine morning - a very fine morning, with the sun in my eyes - I fell over the world's edge chasing a butterfly.”

J.R.R Tolkien, Roverandom

