

# Starting up brands

An introduction to our ventures practice

Winter 2018

*infinia*

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# About Infinia

Business can always be better.

Brands can always be stronger.

The problems we help venture clients address are often rooted in the need to clearly define, explain and express how their new business, product or service is different and better.

This lack of clarity creates barriers between where they are and where they want to go.

We help break these barriers and build brands by aligning early-stage businesses strategically, creatively and experientially.

Everything we do is intended to help our venture clients grow and create value, by making it easier and more engaging to do business with them.

## What we do

Below are some of the things we do to help venture clients define and build their brands.

### Strategy

- Research, analysis & insights
- Mission, vision, values & purpose
- Brand story
- Positioning
- Brand architecture
- Brand voice & messaging
- Naming & taxonomy
- Customer journey mapping

### Design

- Logo & visual identity systems
- Website design & development
- Brand guidelines
- Style guide
- Marketing collateral & presentations

### Activation

- Implementation management
- Branded asset audit
- Rebrand scenario planning & cost analysis
- Detailed conversion project planning
- Signage, vehicle & environmental – Brand guidelines
- Brand launch & rollout coordination
- Employee engagement

Sometimes clients have needs beyond traditional and established processes— we support them by crafting more issue-specific engagements to kickstart change and fuel growth.

### Workshops

- Problem definition
- Strategy road maps
- Story and narrative
- Message maps

### Presentations

- Informing
- Educating
- Sales
- Fundraising

### Videos

- Overview
- Explainer
- Sales
- Onboarding

### Advisory services

- Market entry strategy
- Awareness building
- Network access
- Mergers & acquisitions

## Practice areas

Our teams' experience spans most industries—however, the majority of our work falls into partnering with emerging businesses in these core areas of sector expertise and focus.

Healthcare

Not-for-profit

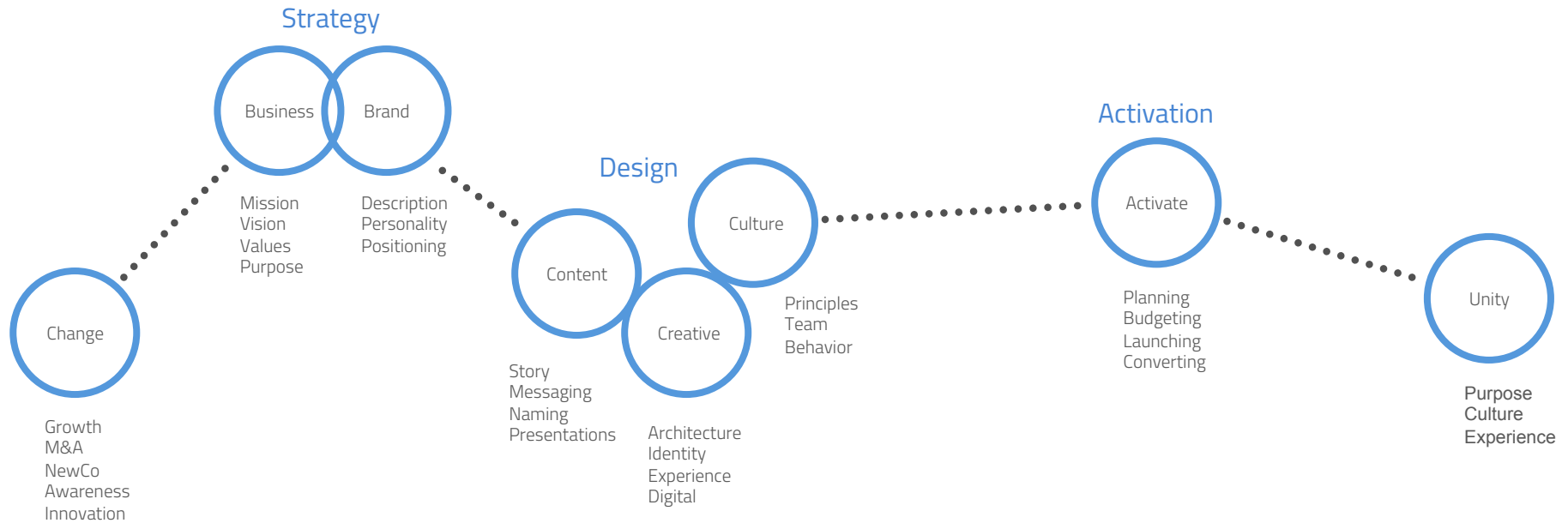
Financial services

Professional services

Private equity

Ventures

# Our way of working



# Our difference

Seven simple reasons to engage with us...

01

A deep understanding of the startup ecosystem, as well as the unique issues and opportunities of early-stage ventures

02

A creative approach that translates strategy, yet doesn't get lost in an overly detailed process

03

A bias toward creating content and communications that work to support one unifying narrative

04

A belief that clear and simple campaigns can be powerful and emotive

05

A holistic perspective that a brand and its core messages must work inside and outside the organization, and across all audiences and channels

06

A view that a healthy sense of urgency is a good thing, and a willingness to adjust and adapt to market realities is a must

07

An experienced team with a track record of achievement across a wide variety of complementary disciplines

# Infinia Ventures

After spending nearly a decade and a half crafting distinctive corporate brands, we have spent recent years building a practice area and set of offerings focused on supporting early-stage companies that need to move fast without losing strategic integrity.

Specially-tailored for accelerated brand-related and design-related growth opportunities, we create real business value for clients and partners alike. This ranges from bootstrapped startups to established VC funds and global accelerator programs.

We're here to get our clients into shape for launch and beyond. We bring clarity to their strategy, purpose, promise and story—wherever they're expressed—to help build and sustain momentum, attract investors and gain loyal customers.

## What makes Ventures different in the startup space:

- Speed of iteration
- Professional expertise
- High-level corporate partner connections
- Continuous communication with client teams
- Flexibility to suit each startup's unique needs
- Exceptional value

# Select startup clients

**BRIGHT  
SOCIETY**

  
**CERIMANI**

 **Futureworks**<sup>NYC</sup>  
Advanced manufacturing. Advanced opportunity.

 **PetWell**  
Partners

**AGING**<sup>2.0</sup>

**biome**

 **Mobodexter**

**Noteworth**

**sengo**

 **STEEL PATRIOT**

**INEZ**

 **HUR**  
HURIFY



Select case studies

# Bright Society

## CONTEXT

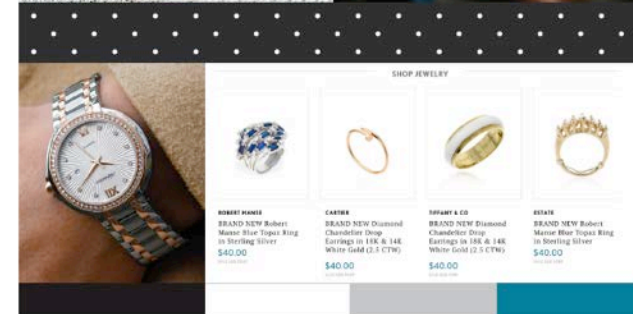
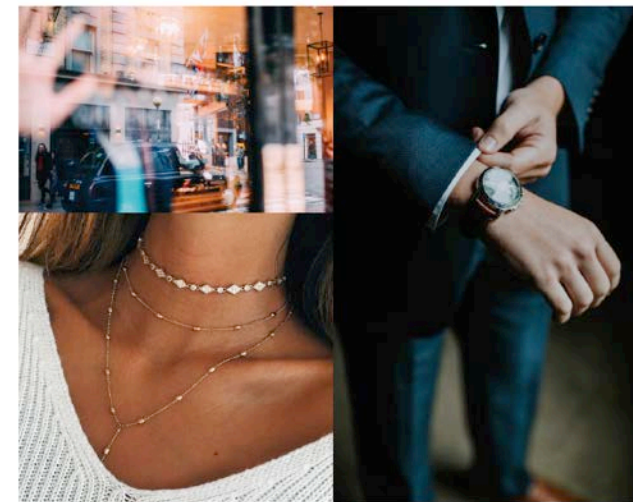
The leadership of White Pine Trading, a wholesale diamond distributor to retailers and brokers. WPT wanted to leverage its deep industry expertise and their clients' need for unfettered access to the inventory of independent jewelers. For this, they built the technology and process for Bright Society.

## PROBLEM

After a halted initial launch, the team realized that it needed to re-assess its positioning and brand identity in order to stand out as a strong digital offering in the crowded world of jewelry ecommerce. What Bright Society needed was a voice and brand that was elegant and refined, but accessible to online jewelry shoppers.

## SOLUTION

Infinia worked with the Bright Society team to craft a unique and clear set of core messaging statements for use across all media. Together, we then developed an identity strong enough to stand on its own, while allowing the high-end brands on the platform to shine. Along with the positioning and identity, we produced essential materials for the brands official launch announcement in Las Vegas and provided guidance on the UX and UI design of its digital experience.



# Cerimani

## CONTEXT

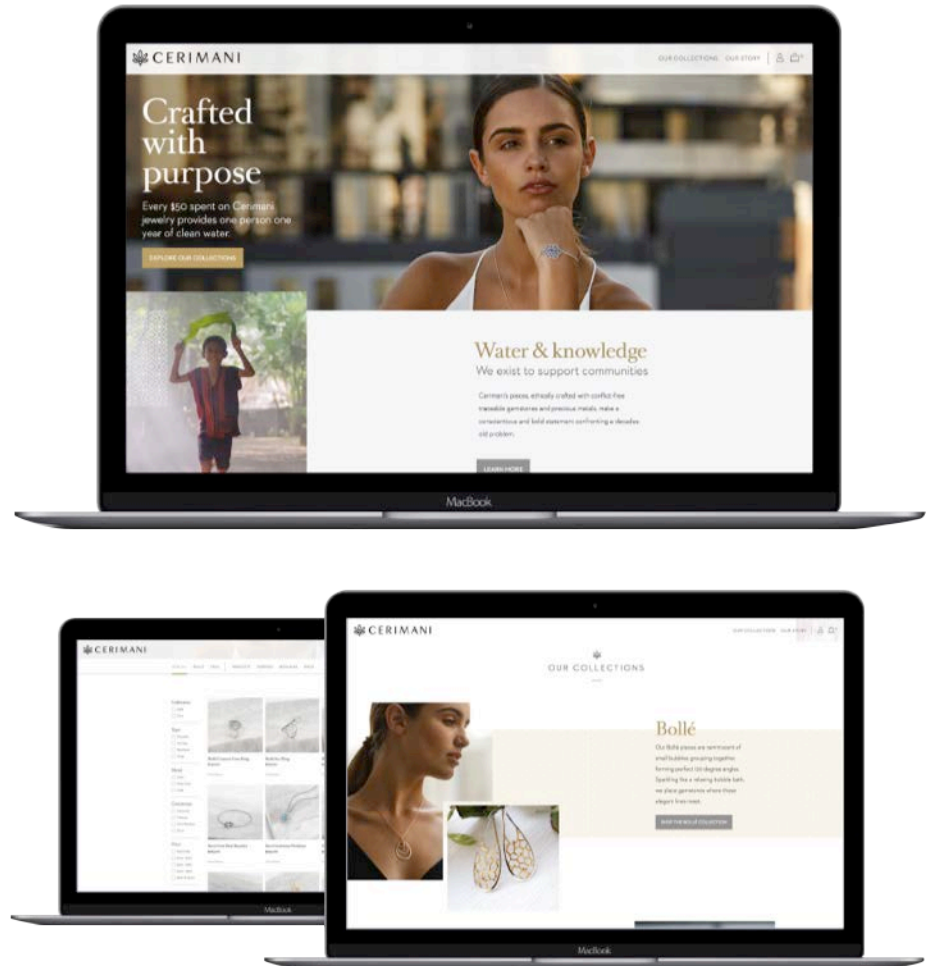
Cerimani's founding team worked with Infinia to launch a fresh, modern jewelry and lifestyle brand that blends centuries of classic Thai design with the Art Deco styling of the early 20th century.

## PROBLEM

The visual system challenge entailed finding the best way to showcase a fusion of ethnic craftsmanship with a famed artistic genre, to be applied across website design, messaging and art direction, with the brand voice incorporating the brand's social conscience. (Each purchase provides \$50 to support the Southeast Asian communities that inspire the designs.)

## SOLUTION

Infinia refined the visual system and color palette, creating unique patterns and overlays to bolster and distinguish the brand's social media and online presence. We also provided art direction for both product and model photography (shot in NYC and Cape Town) and a distinctive voice for messaging, including all text and the "Crafted with purpose" tagline, now used as the brand's primary hashtag.



# Futureworks NYC

## CONTEXT

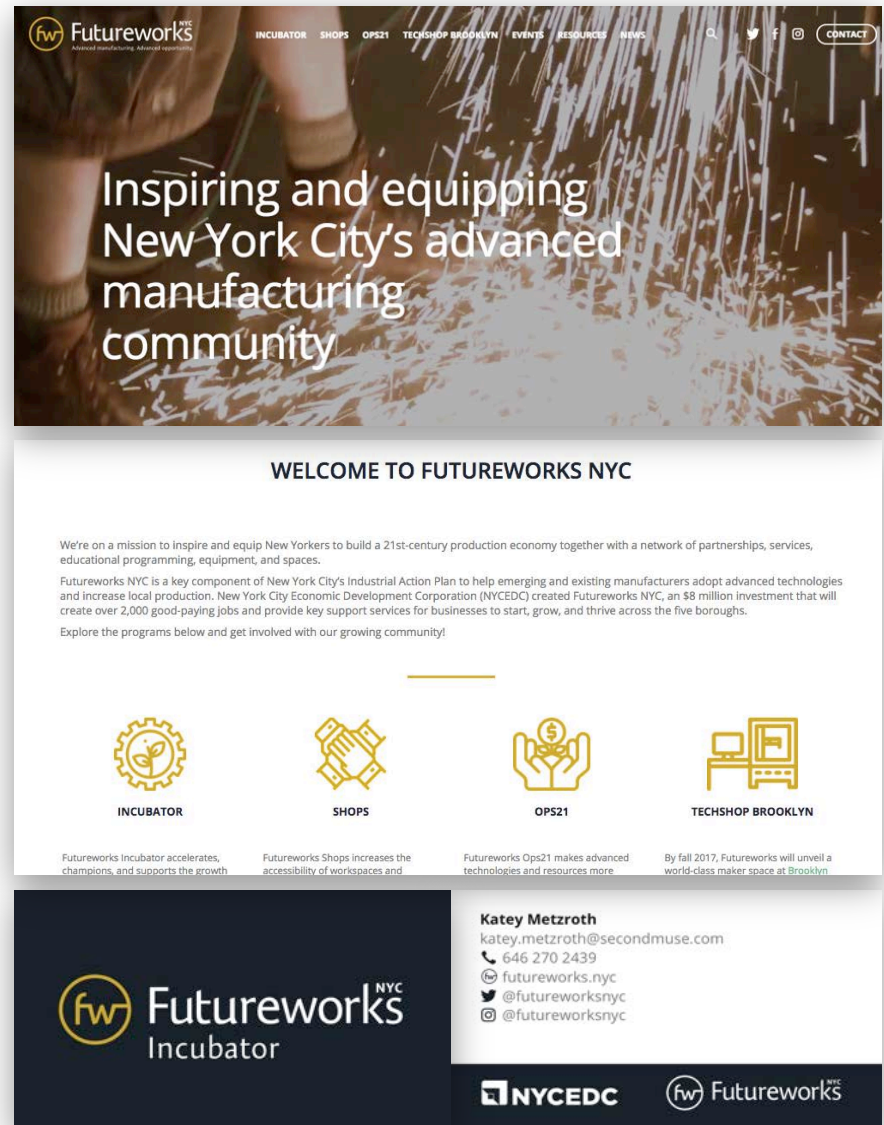
Futureworks NYC is a \$10 million New York City Economic Development Corporation initiative built to facilitate and support advanced manufacturing, including innovative technologies like 3D printing and IoT devices.

## PROBLEM

As the Futureworks NYC program expanded from a small accelerator program to a multi-faceted program including a 70-company virtual incubator, with a network of physical workspaces and mentors, it needed an improved web experience and branded marketing materials—fast.

## SOLUTION

Infinia designed and developed a brand new mobile-responsive website for Futureworks NYC ([www.futureworks.nyc](http://www.futureworks.nyc)) on WordPress, and created the necessary one-pagers and business cards needed to promote the newly-expanded program and recruit a record-setting cohort. The refreshed website generated more applications and newsletter subscriptions than the program had seen in its previous years combined, and Infinia continues to serve as a key growth- strategy and creative partner.





# PetWell Partners

## CONTEXT

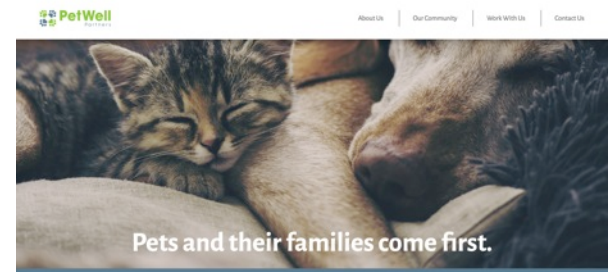
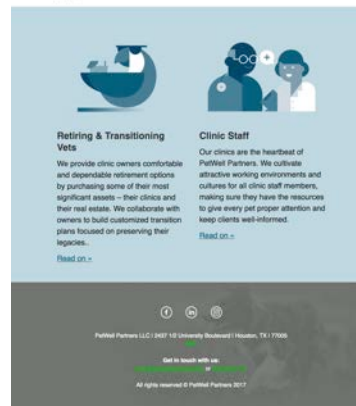
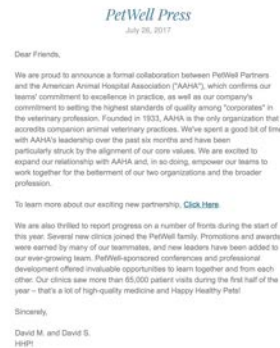
Founded in 2013, PetWell Partners is a company based in Houston, TX, that acquires and operates veterinary practices across the southeastern US.

## PROBLEM

PetWell Partners approached Infinia Ventures to design and develop a fully responsive company website and marketing collateral to be used for recruiting efforts, and to share their unique approach with veterinarians looking to retire and sell their practices.

## SOLUTION

We distilled existing company documentation and interviewed a diverse set of employees and partners, crafting consistent messaging to be used across all external and internal media and communications efforts.



Select client summaries

# Ventures client summaries

Client	Industry	Sponsor(s)	Trigger	Mandate	Scope
Aging2.0	Healthcare policy and research	CEO COO Board	Changing landscape Fundraising Board pressure	Develop a distinctive brand identity for a growing organization	Strategy Architecture Identity Employee engagement Launch
Biome	Healthcare analytics technology	Founder / CEO	Growth into new markets and clients	Overhaul brand positioning and core messaging to tell the Biome story	Strategy Positioning Architecture Identity
Bridge	Mobile social network application	Founder / CEO	Design of mobile application	Design a logo that will stand out on a crowded mobile phone screen	Logo design
Cerimani	Luxury fashion jewelry	Founder / CEO	Launch of new ecommerce jewelry company	Develop a brand and digital e-commerce experience that accentuates the company's unique socially conscious products	Visual system Photography style direction Web design and development Strategic support
Continuity Logic	Enterprise business continuity and disaster recovery software	CEO CMO	Fundraising and partnership development	Rebrand and reposition	Competitive analysis Messaging Presentation design Website updates

# Ventures client summaries

Client	Industry	Sponsor(s)	Trigger	Mandate	Scope
Futureworks NYC (NYCEDC)	Accelerator / incubator platform for advanced manufacturing	Director	Program growth / new offerings	Celebrate anniversary and raise awareness	Web design & development Logo design One-pager Business cards
Hurify	Blockchain based IoT marketplace	Founder/CEO	Initial Coin Offering (ICO)	Create cleaner, more consistent visual and verbal web experience for the ICO	Website design Messaging
Laffey Real Estate	Real estate	Executive team Creative director	Former business partner in the market was copying the corporate logo	Develop a new logo that is distinctive, unique and recognizable	Logo design
Mobodexter	Healthcare Academic medical center Hospital System	CEO CMO	Graduation from accelerator program and positioning for company growth	Create a cohesive brand strategy and design recommendations to support the Jefferson–Abington Health merger	Logo design
Noteworth (formerly Data Minded Solutions)	Healthcare technology	Co-founders	Accelerator program graduation and seed series fundraising	Simplify and clarify the story of a groundbreaking healthcare technology platform	Presentation design Messaging



# Ventures client summaries

Client	Industry	Sponsor(s)	Trigger	Mandate	Scope
PetWell Partners	Veterinary practice roll-up and management	COO	New organization	Attract funding and researchers	Logo update Website design and development Marketing collateral design Messaging Custom illustration
Salt Venture Partners	Venture capital firm	Board	Changing competitive landscape and new leadership	Define the industry's role in a changing media world	Positioning Messaging Identity Visual system
Sengo	Mobile global money remittance and wallet application	VP	Creation of new product and brand as a spin-off of parent company FSSD Corp. / Unidos Financial	Develop a brand strategy and identity for this new product while staying true to its roots	Naming Logo Visual identity and brand guidelines
Steel Patriot	IoT homegoods	Co-founders	IoT homegoods company LifeStyleLock created a new product line and brand – Steel Patriot, a smart safe for handguns	Create a logo that exudes strength and security	Logo design
Inez	Women's footwear	Founder	New product development and launch backed by European footwear brand Unisa	Workshopped competitive set, target market and key early-stage elements of positioning	Competitive brand analysis Positioning workshop
Uprise Ventures (now doing business as DGNL Ventures)	Venture capital firm	Institute Directors	Decline in living-donor volume	Re-imagine the patient experience	Patient research Touch point analysis Employee engagement Patient communications

# Thank you.

We combine experience and empathy with flexibility and agility to help build high-impact brands.

We work with leaders who seek the refreshing clarity of communications that break through today's crowded media landscape.

We listen more intently, speak more plainly and work more nimbly to develop the actionable strategy, elegant design, resonant content and memorable experiences that drive growth and build tangible value.

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The logo for the company 'infinia' is written in a white, lowercase, cursive script font. The letters are fluid and connected, with a slight slant to the right. The 'i' and 'n' are particularly prominent, with the 'i' having a small dot and the 'n' having a sharp peak. The overall style is modern and elegant.