

Starting up brands

An introduction to our ventures practice

Winter 2018

infinia

Table of contents

Infinia	3
Infinia Ventures	7
Select case studies	9
Select client summaries	15

infinita

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

Professional services

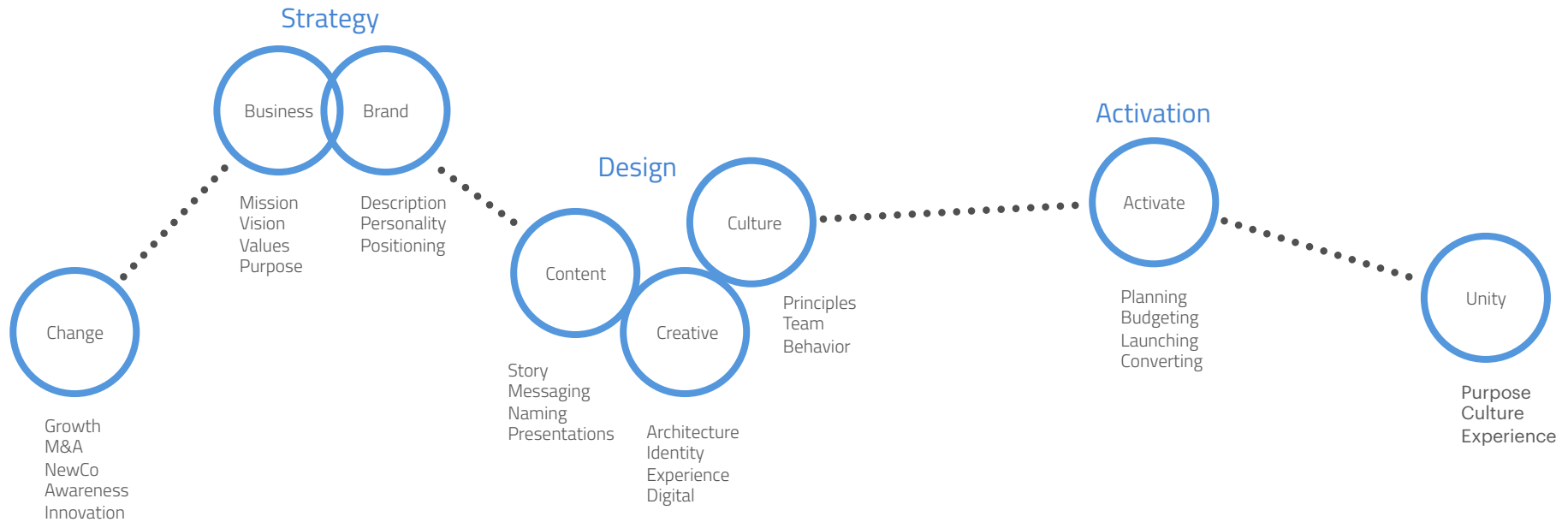
Not-for-profit

Private equity

Financial services

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**^{NYC}
Advanced manufacturing. Advanced opportunity.

 **PetWell**
Partners

AGING^{2.0}

biome

 **Mobodexter**

Noteworth

sengo

 **storyhunter**

INEZ

 **HUR** HURIFY

Select case studies

Bright Society

CONTEXT

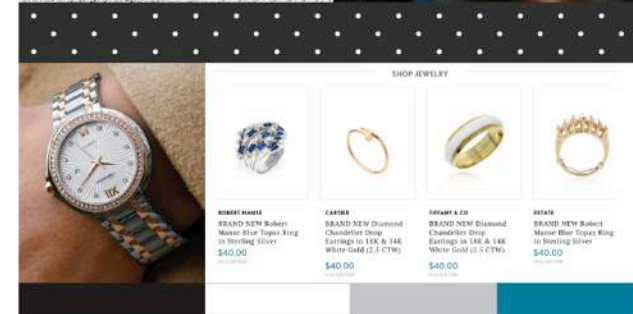
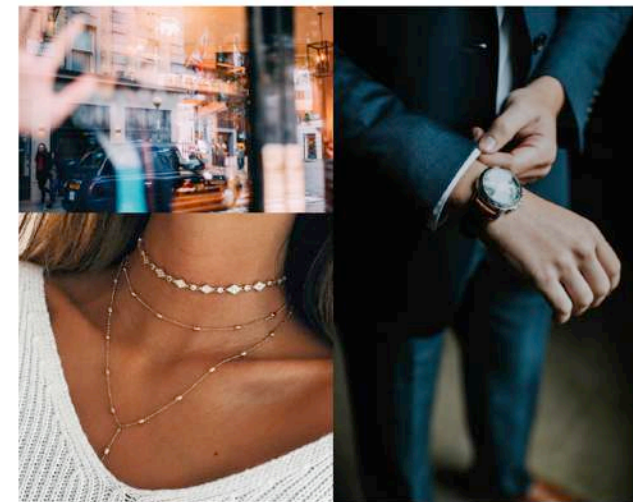
The leadership of White Pine Trading, a wholesale diamond distributor to retailers and brokers. WPT wanted to leverage its deep industry expertise and their clients' need for unfettered access to the inventory of independent jewelers. For this, they built the technology and process for Bright Society.

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

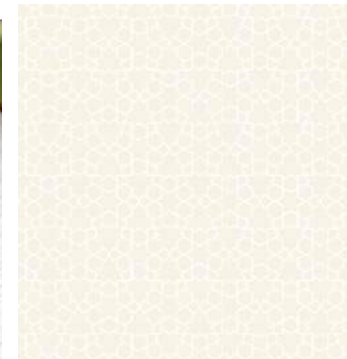
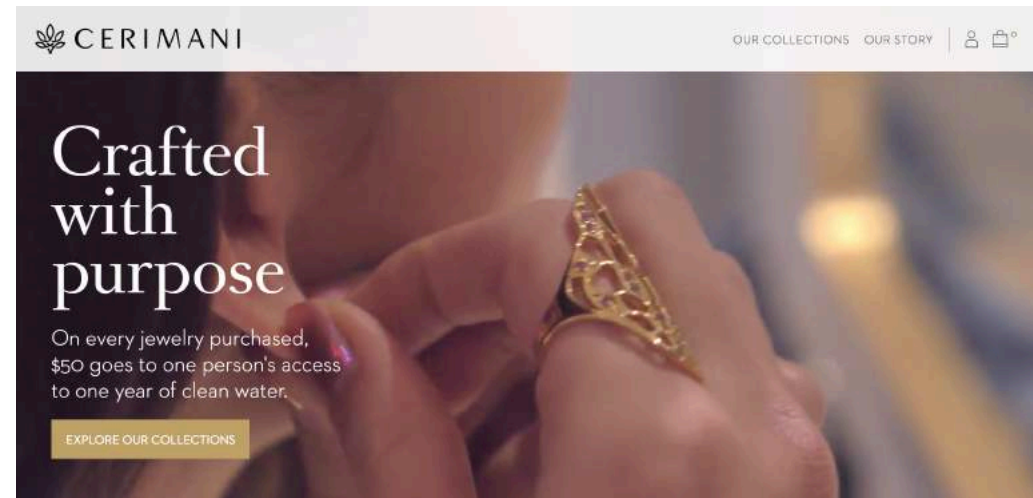
Cerimani's founding team worked with Infinia to launch a fresh, modern jewelry and lifestyle brand that blends centuries of classic Thai design with the Art Deco styling of the early 20th century.

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

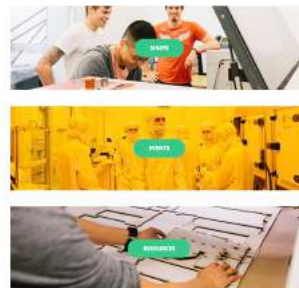
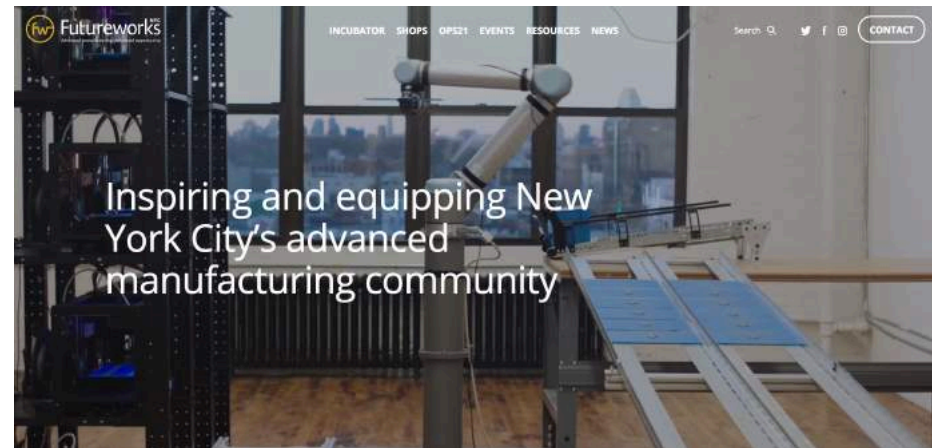
Futureworks NYC is a \$10 million New York City Economic Development Corporation initiative built to facilitate and support advanced manufacturing, including innovative technologies like 3D printing and IoT devices.

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) 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.



 INCUBATOR	 SHOPS	 OPS21
Futureworks Incubator accelerates, champions, and supports the growth of hardware startups and advanced manufacturing entrepreneurs in New York City – from early-stage hardware entrepreneurs to companies who have closed Series A funding. The Futureworks Incubator is operated by Seconduse, an innovation and collaboration agency.	Futureworks Shops increases the accessibility of workspaces and prototyping equipment for manufacturers across NYC. Unlocking 12 partner production hubs across all five boroughs, Futureworks Shops provides a diverse set of resources and discounted services for entrepreneurs and manufacturers.	Futureworks Ops21 makes advanced technologies and resources more accessible to NYC manufacturers – to increase their competitiveness. This multi-faceted program is led by Industrial and Technology Assistance Corporation (ITAC) and focuses on advanced materials, digital manufacturing, and robotics.
LEARN MORE	LEARN MORE	LEARN MORE

PetWell Partners

CONTEXT

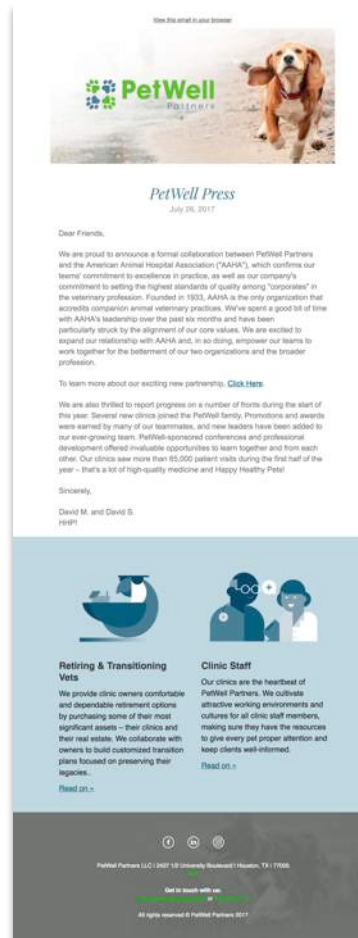
Founded in 2013, PetWell Partners is a company based in Houston, TX, that acquires and operates veterinary practices across the southeastern US.

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.



Storyhunter

CONTEXT

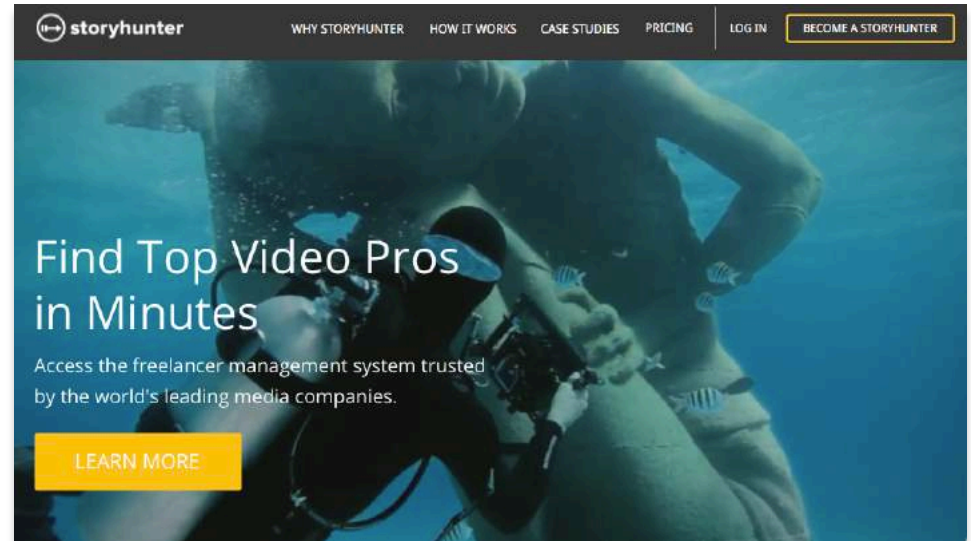
Storyhunter is a fast-growing, VC-backed startup that has become the world's leading video and media production marketplace. The arrival of a new head of marketing signaled the perfect time for a visual rebrand, and the team approached Infinia to create a distinctive new logo to convey the company's growth and evolution.

PROBLEM

Storyhunter wanted to move in a more digital-forward direction to represent its global digital-first video production platform. The new logo / wordmark needed to be stronger and more distinctive, while remaining clean and professional enough to serve the B2B agency market. Lastly, the new icon needed the ability to stand out on the crowded screens of users, immediately and logically translating as a mobile app icon.

SOLUTION

Storyhunter provided some initial internal research and a product overview. The Infinia team surveyed the key stakeholders, completed competitive strategy and design diligence and distilled brand insights to be leveraged in the design process – all over the course of approximately two weeks. The result was the unique "pause / play arrow" concept, leveraging two common symbols of video content consumption to create a "tool for hunting great stories."



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

Ventures client summaries

Client	Industry	Sponsor(s)	Trigger	Mandate	Scope
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
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
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
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

Ventures client summaries

Client	Industry	Sponsor(s)	Trigger	Mandate	Scope
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
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

Ventures client summaries

Client	Industry	Sponsor(s)	Trigger	Mandate	Scope
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
Storyhunter	Video marketplace				
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.

192 Lexington Avenue, 4th Floor
New York, NY 10016
212 463 5100
infiniagroup.com
hello@infiniagroup.com

infinia