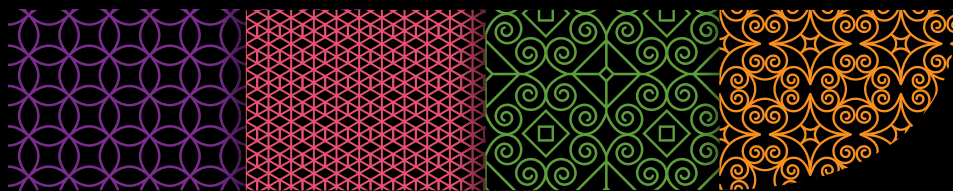


Magnifying the impact of your brand.

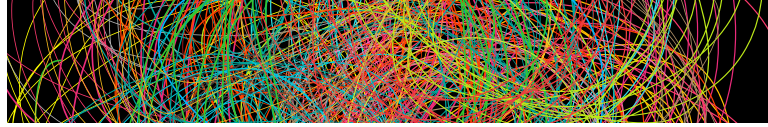


 **Brandshot**

Delivering Brands with Impact



collado



Building your most important assets.

Your brand. It's your reputation. It's your personality. It's your voice. It's your first point of contact with potential customers, partners, and colleagues alike. Brands won't take care of themselves, nor can they be entrusted to amateurs. Building, nurturing, and revitalizing them requires a unique combination of skills, talents, and experience.

That's where we come in: Brandshot, the brand specialists. We bring together every element of your successful branding initiative:

Insight for rapidly understanding your goals, missions, marketplace, and your stakeholders.

Experiences that add value at every stage as we help develop your brand in new ways, with new ideas and opportunities, steering you away from expensive mistakes.

Talent to brilliantly execute on every tangible manifestation of your brand, from your logo to your website and social media.

Discipline and accountability to keep your initiative on target, especially if your targets move—staying focused on your highest-value opportunities. And, above all, start-to-finish support that aligns your entire organization with magnifying the power of your brand.



Answers to Actions: Concepts-to-Results

When it comes to branding, you can guess, or you can know. We suspect you'd prefer the latter. That's why we've designed a start-to-finish branding methodology that reduces risk, minimizes uncertainty, and delivers steadily increasing value over time. We call it **Concepts-to-Results**, and it begins with a series of probing interviews, supported by in-depth research, designed to precisely answer these questions:

- How do you see yourselves?
- How does the world see you?
- How are you and your world changing?
- How should your world see you tomorrow?

The answers lead directly to detailed, business-focused recommendations that reflect your organizational realities and show how your brand will work for you on every level. Speed is a Brandshot core competency. You'll discover that we are experts at rapidly iterating and deploying plans, visuals, messages, and content to reflect feedback—whether phased or all at once.

Once you're in the marketplace, we'll “close the loop,” partnering with you on clearheaded assessments of what we've done and where your brand is headed. We make sure we exceed your goals, evolving your brand to reflect the changing market, and execute a plan for the next right step.

The not your average venture development firm for the not your average investor.

No one ever accused you of being an average Joe. For years, you've worked hard at maintaining a cutting edge without cutting corners within your investment strategy. Now you're looking to capitalize on the burgeoning cannabis industry. So who are the potential winners? What are the trends that could shape the market? Where do you go for inside intel on policy and regulations that could affect your investment?

Smart money turns to us.

Electrum Partners has the experience and a network that's unrivaled. Our firm is populated with seasoned pros who know how to navigate the landscape, can make the right introductions and help you develop partnerships that lead to mutually profitable outcomes.

Beat the averages. Contact us at info@electrumpartners.com or 702.818.5746.



Inspire. Lead. Deliver.

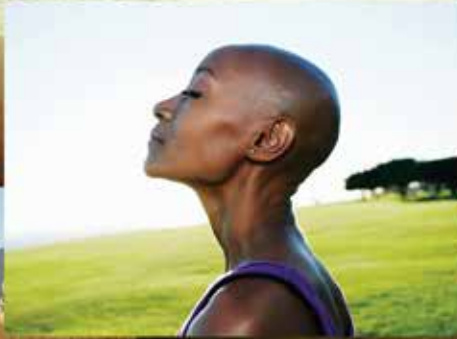
electrumpartners.com

Business Advisory. Business Development. Government Advisory.



IMAGERY

Health & Wellness





Your brand, your project: unique

Your brand is or should be, like none other. The same is true for your organization and the project that's on your desk right now. You need a partner that's flexible enough for today's competitive climate—bringing skills and experience broad enough to support whatever tomorrow brings. That's us: Brandshot.

Need to create a new corporate identity from the ground up? Clarify what your brand should stand for? Reposition your brand to reflect massive changes in the marketplace? Build on the results achieved by last year's branding effort? Or support your brand with more effective internal and external communications? We've got you covered.

Want to unify the branding efforts of multiple organizations? Integrate with corporate standards without submerging your brand's unique attributes? Establish criteria that let your enterprise speak with a single voice without straitjacketing your divisions? We do that, too. And we bring a proven track record of excellence—and results—to everything we do. Your brand is your most important asset.

Treasure it.

Build it.

Magnify it.

Let us help you build a brand that delivers impact.



Delivering Brands with Impact

brandshotdesign.com