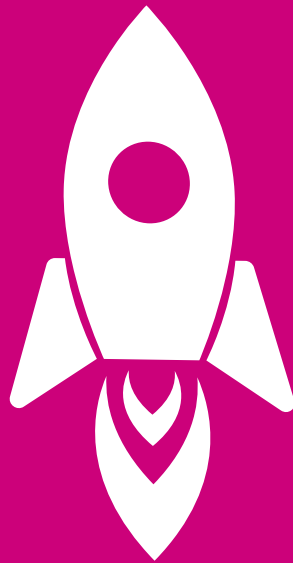


FASTSTART

FOR **STARTUPS**[™]



A complete startup marketing package from the branding and messaging experts

Attract customers and show investors you're for real with a professional branding and marketing package that gives you everything you need to launch your new company. Designed just for startups, it's a complete arsenal of branding and marketing tools to make you look and sound from the get-go, like the company you intend to be.

FLETCH



FASTSTART
FOR **STARTUPS**™

Want to learn more?

Go to:
FLETCHcreative.com/FastStart
or call us at 678-692-7223

FLETCH

675 Ponce De Leon Avenue NE
Suite 8500
Atlanta, GA 30308

Phone: +1 678 691-7223

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A complete launch package to launch your business

Before picking your marketing channels, shouldn't you decide who you are and what you stand for – in other words, have a message to build everything on? Unlike other marketing firms that jump to tactics first, we start with identifying and understanding your ICP (Ideal Customer Profile) and nailing your USP (Unique Selling Proposition). Armed with that knowledge, we'll fine tune a powerful message that helps you stand out from your competition. THEN we'll build your brand the RIGHT way.

Who is FLETCH?

We are a 10-year old branding and marketing firm located in Atlanta with high-level insights and expertise from years of working with global brands. FastStart for StartUps is our way of sharing our expertise with companies like yours to help you lay a solid foundation to market your amazing new idea.

Big Brand Experience

AstraZeneca

CHEVROLET

Coca-Cola

COX
COMMUNICATIONS

THE HOME DEPOT

DUPONT
Antron

EQUIFAX

Georgia

GP Georgia-Pacific

IBM

GORETEX

HEIDELBERG

HEINZ

Kimberly-Clark

SUNTRUST

Shaw
What Great Starts Begin

TATA COMMUNICATIONS

SIEMENS

TSYS

TOTO

Startup marketing essentials

- **Startup mentoring:** Knowledge about what the major incubators want to see
- **Full-day brainstorm:** With key members of your team at our office or yours
- **Key messaging/talking points:** A powerful brand message based on a thorough analysis of your ICP (Ideal Customer Profile) and USP (Unique Selling Proposition) with supporting talking points – the foundation of your communications
- **30-second elevator pitch:** So you never miss an opportunity
- **Tagline:** To make you unforgettable in the minds of your prospects
- **Pitch deck:** Up to 15 slides to attract investors or customers
- **Custom-designed logo:** Full color and black and white logo
- **Custom-designed business cards:** 250 cards for up to 3 individuals
- **Brand graphics guide:** 3-page PDF document outlining key graphics, colors and fonts needed for brand consistency
- **Custom-designed WordPress website:** Professionally written 4-page site (Home, Product, About and Contact, 400-word limit per page)
- **Custom-designed 8.5"x11" flyer:** One-page written by a professional writer (delivered as a PDF and print ready in Adobe InDesign)
- **Custom-designed PowerPoint template:** Cover, divider and content page template for presentations (delivered in PowerPoint 7.5"x10" size)

* Expanded website available at additional cost URL and 3-party host provided by client. All deliverables include two (2) rounds of revisions.