



*The New*  
**BRAND**

# *The Mission*

## **SO MANY GOOD IDEAS BUT YOU DON'T KNOW WHERE TO GET STARTED...**

---

You're a creator with an audience you've been building for years.

Influencer deals are good in the short term, but you'd rather build a brand of your own for the long term, that generates cashflow, that you can eventually sell in an acquisition in 1-2 years.

We are specialists in ideating, developing, and scaling these opportunities. We are The New Brand, and we make the new brands.





WE CREATE THOUGHTFUL PRODUCTS AND BOLD STRATEGIES THAT BOTH DELIVER ON THE NEEDS OF TODAY'S CONSUMERS & CREATE NEW REVENUE FOR THOSE WITH EXISTING AUDIENCES.

WE HANDLE THE DESIGN, DEVELOPMENT, PRODUCT SOURCING, STRATEGY, MARKETING, AND MANAGEMENT OF YOUR STORE.

# *Services*

## **Brand Design & Creation**

Working hand in hand with you and your team, we ideate and develop a line of products that authentically represent your interest and passions, and then create a world-class brand around it.

## **Product Sourcing**

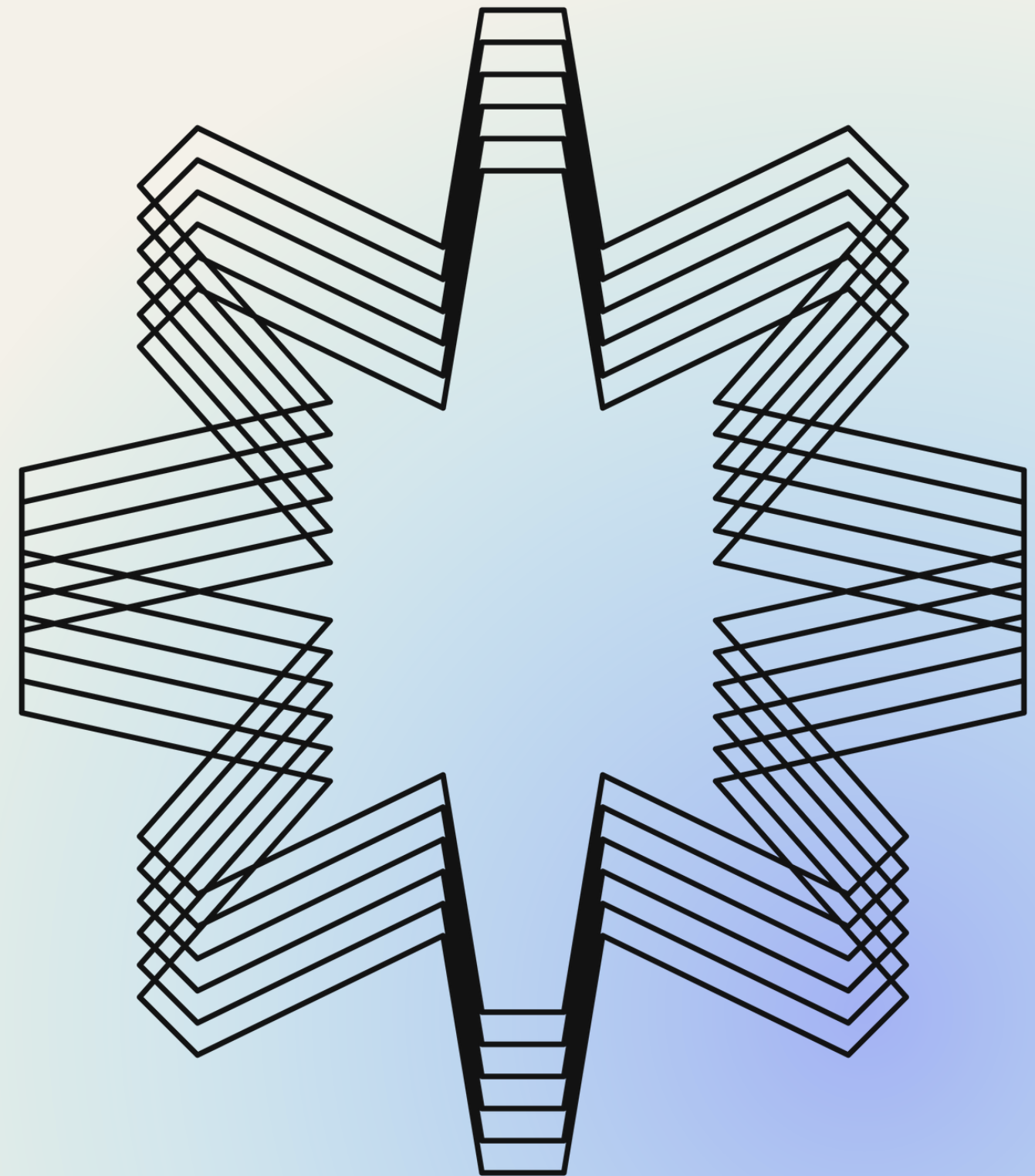
We work with some of the highest quality grade factories both internationally and domestically to source products that your fans and audience can get excited over.

## **Order Fulfillment**

We take care of the worst aspect of running your own product-based brand. Swift order fulfillment ensures happy customers and a positive reputation.

## **Management & Growth**

From customer service to email, social, and SMS marketing, we keep the engine running and growing once we're initially off the ground.



# Our Approach

## DISCOVERY

This is where the journey starts. After an initial meeting, we work together to explore your interests, passions, and audience overlaps to identify an angle and an energy for your store. We apply both creative and business frameworks to identify verticals with high potential for both scale and exit opportunity.

## PRODUCT EXPLORATION

The process of product exploration entails honing in on a vision of your desired product line and discovering the suppliers who will bring the ideas to reality. We act as liaisons during this process and handle all of the details that generally hold people back from creating their own product.

## ASSET DEVELOPMENT

During the asset development phase we work to create an identity (logo, colors, copy), website, marketing collateral, and other designs necessary for the successful launch of your brand. During this phase, we will also work hand in hand with you and your team to develop an organic marketing strategy to leverage your audience to drive traffic to your new site.

## LAUNCH PHASE

Launch phase is where we hit the ground running with your first drop. Our planning meets action, this is when the fruits of our labor materialize. Working in tandem with you and your team, this phase also includes the beginning of marketing efforts.

## GROWTH & MAINTENANCE

During the growth and maintenance phase we build out the automated marketing flows and systems that power your store. Here, we will continue to optimize and grow your operations while identifying opportunities for expansion and an eventual exit (acquisition).

## ACQUISITION

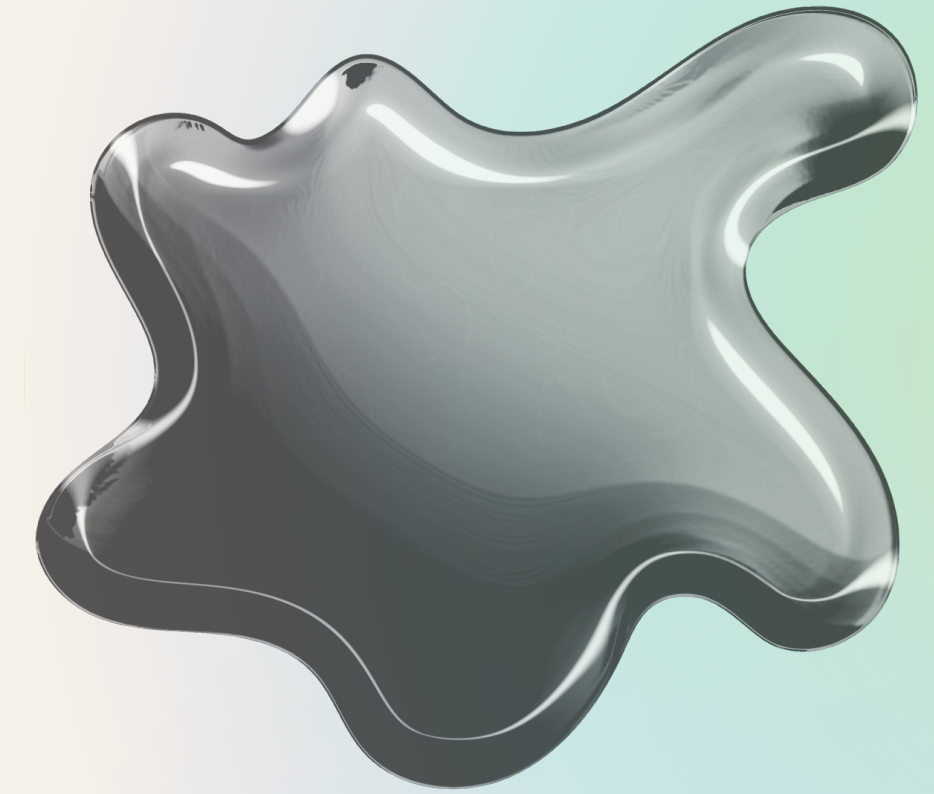


# Timeline

What our time together looks like.



# *Next Steps*



## **Apply**

---

Visit our website ([thenewbrand.xyz](https://thenewbrand.xyz)) and fill out the application form at the bottom of our home page. From here, we will consider the information you included to see if we're a good fit.

## **Initial Meeting**

---

During the initial meeting we will field questions you may have, discuss potential product opportunities, and lock in whether or not we would like to partner with you on a brand.

## **Partner**

---

Once we've confirmed you are a match for our system, we will send over a document for you and your team to sign and get to work on building your new brand.

*Why work with us?*

**HALF CREATIVE, HALF BUSINESS, OUR TEAM  
HAS SUPPORTED OVER \$8,000,000 IN  
COMMERCE**



*The New*  
**BRAND**

thenewbrand.xyz