

Below is a more detailed breakdown of the deliverables for our **Creative Services** –

## **Start-up Accelerator package \$4,950**

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### **1. Ideation**

#### **What It Is:**

A collaborative brainstorming process where we explore and refine your core business idea.

#### **Key Details:**

- **Discovery Workshops or Interviews:**  
Facilitated sessions with key stakeholders to understand your vision, target market, and competitive landscape.
- **Quick Market & Trend Analysis:**  
Research on current market trends, consumer behaviors, and competitor strategies to identify opportunities and gaps.
- **Concept Generation:**  
Rapid idea generation techniques to produce multiple creative concepts.
- **Idea Refinement:**  
Evaluation and prioritization of ideas based on feasibility, innovation, and alignment with your start-up's goals.

#### **Deliverable:**

A curated list of refined ideas with detailed notes on the chosen concept's strategic fit and market potential.

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### **2. Concept Visualization**

#### **What It Is:**

The process of transforming your refined idea into a visual format that captures its essence and potential.

#### **Key Details:**

- **Mood Boards & Style Guides:**  
Creation of visual mood boards that define the aesthetic, color schemes, typography, and overall vibe of your concept.

- **Initial Sketches:**  
Hand-drawn or digital sketches that outline the basic layout, structure, and user experience of your product or service.
- **Digital or Industrial Design Mockups:**  
Early-stage, high-fidelity digital renderings that provide a tangible preview of the final design.
- **Visual Storytelling:**  
Clear, compelling visuals that convey the concept's narrative, ensuring that stakeholders can easily envision its execution.

**Deliverable:**

A comprehensive visual package including mood boards, sketches/wireframes, and digital mockups that communicate your start-up's creative vision.

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### 3. Pitch Deck

**What It Is:**

A professionally designed presentation aimed at attracting investors and stakeholders by clearly articulating your start-up's vision and strategy.

**Key Details:**

- **Strategic Storytelling:**  
Crafting a narrative that covers the problem your start-up solves, the market opportunity, your unique solution, business model, and growth plan.
- **Research & Trends:**  
Inclusion of market research, competitive analysis, and financial projections to back up your vision.
- **Visual Design:**  
Clean, modern slide designs that incorporate your brand identity, high-quality graphics, and concise messaging.
- **Persuasive Messaging:**  
Clear and compelling calls-to-action and value propositions to engage potential investors.

**Deliverable:**

A slide deck (typically 10-15 slides) that is presentation-ready, professionally designed, and optimized for investor meetings and pitches.

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### 4. Video Promo

**What It Is:**

A short, engaging video designed to succinctly present your start-up's concept, capturing the interest of investors, partners, and early adopters.

**Key Details:**

- **Script & Storyboard Development:**  
Crafting a narrative that highlights your start-up's mission, key benefits, and market differentiation, paired with a storyboard that outlines each scene.
- **Motion Graphics & Animation:**  
Dynamic visuals, including animated elements, text overlays, and smooth transitions to enhance the storytelling.
- **Voiceover & Music:**  
Professional voiceover narration (if desired) combined with a carefully selected soundtrack to create an engaging audio-visual experience.
- **Editing & Final Cut:**  
Polishing the video through professional editing to ensure it is concise (typically 60-90 seconds), impactful, and aligned with your brand's tone.

**Deliverable:**

A high-quality promotional video that can be used across multiple platforms—ideal for investor presentations, website homepages, and social media marketing.

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**Process & Collaboration**

Throughout the 4-8 week engagement:

- **Iterative Reviews:**  
Each phase includes checkpoints for feedback and revisions to ensure the final deliverables perfectly align with your vision.
- **Client Collaboration:**  
We work closely with your team to ensure your insights and feedback are integrated at every stage.

This detailed approach ensures that the **Start-up Accelerator** package not only lays a solid creative foundation for your start-up but also provides you with compelling assets that can drive investor interest and market traction.