BrandWorth LLC

Executive Summary

Community Partner
BrandWorth LLC
Student Consulting Team
Mia Li
Saanika Chauk
Jorge Gracia

Background

BrandWorth LLC is a Ohio-based startup that specializes in the financial valuation of private companies by assessing their brand strength. Their unique approach combines qualitative evaluation with quantitative financial analysis to generate a final valuation for client companies. Historically, BrandWorth conducted this process manually using spreadsheets which resulted in inefficiencies and limited scalability. As the company prepares for expansion, it sought to digitize and streamline this workflow to enable greater operational efficiency and analytical insight.

Project Description

Our 67-373 project aimed to design and implement an end-to-end Airtable-based system that automates BrandWorth's brand evaluation and financial valuation workflow. This new infrastructure had to support survey-driven assessments, financial data input, normalization and scoring logic, automated calculations, and client-facing communications.

Project Opportunity

BrandWorth's prior evaluation process was manual and fragmented, which included separate tools for surveys, data entry, and valuation. Fortunately, this project presented an opportunity to unify and automate these workflows into a scalable, user-friendly system that preserves BrandWorth's proprietary evaluation methodology.

Project Vision

Our vision was to equip BrandWorth with a semi-automated platform that integrates their evaluation, financial, and benchmarking processes in a single Airtable workspace. This solution was designed to support current operations while being flexible enough to evolve with future changes to BrandWorth's algorithms or workflows.

Project Outcomes

- People: Empowered BrandWorth staff with a streamlined tool that reduces time spent on manual data entry and error-prone calculations.
- Process: Introduced structured data pipelines from survey submission through valuation output to help consistency and traceability.

- Technology: Delivered a fully functional Airtable solution integrating five interlinked databases, automated scripts, and email notifications for clients.

Project Deliverables

- Airtable workspace with Evaluation, Financial, DealStats, Normalized Evaluation, and Client databases
- Automated scripts for computing Brand Strength Score (BSS), financial value, pricing multiplier, and final valuation
- Survey-to-score mapping logic and DealStats benchmarking simulator
- Client email automation for delivering results
- Documentation outlining formulas, automation triggers, and scoring models

Recommendations

Ultimately, we recommend BrandWorth continue refining the formulas in the financial valuation component based on real-world industry data as time goes on. We also suggest integrating a front-end survey platform and eventually migrating to a backend-supported database architecture as the client base scales. Additionally, implementing basic analytics dashboards would allow stakeholders to visualize brand trends over time.

Student Consulting Team

Jorge Gracia: served as lead technologist. He is a junior majoring in IS at CMU and will pursue a career in software engineering after graduation.

Mia Li: contributed to systems design and quality assurance, and also considered our team lead. She is a junior majoring in IS plus Stat/ML and has interests in product management and technology strategy.

Saanika Chauk: served as project manager. and coordinator She is a junior majoring in IS with a minor in CS, and is passionate about digital transformation and innovation consulting