

## The Solution

- A Liome brand representative connecting your team to make sure day to day operations are going as planned. Brand representative would ideally be based in Spain to oversee operational action items and manage Liome timeline to complete quarterly goals. This is in addition to Zach also being based in Spain, however, due to his commitment to the basketball season and main focus being dedicated to Basquet Coruna.
- Market Strategy: Liome plans to create and implement an aggressive brand awareness strategy that will reach the intended target market audience.
- Content Creation: Creating the story behind the brand through a multi-channel approach such as video content, social media engagement, and value add deliverables highlighting specific athletes' stories, backgrounds, and professional ventures. This would ideally build excitement and traction to plan an official launch event and/or future 3x3 launch event (see business proposal for example).

For additional information, partnerships or questions please contact:

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