

**A brand that establishes a face, and maintains that face consistently over time, develops credibility among its competitors and trust among its customers.**

**Core Values:** Honest, Friendly, Helpful, and Funny.

**Mission:** Empower you to impact and grow your community

**Target Audience:**

- Age: 20-45
- Income: Broke (Not Satisfied/Comfortable)
- Race: Minorities
- Education: Willing to Learn
- Employment: Unemployed/Part-time/Self-employed

**Value Proposition & Competition:**

We are driven to empower our audience to create meaningful experiences for others through products, services, and the sharing of knowledge.

**Personality:**

Funny, professional, and authentic(realist).

**SWOT Analysis:**

**Strengths:** Services we provide everyone, Educational Value we add, Relationship building, informational crowdsourcing hub.

**Weaknesses:** Services(We don't offer advanced tech solutions yet), Capital, Organization, Experience, and Time-management.

**Opportunities:** VR content, Video, AI(Chatbots), Augmented Reality, Easy Web Development, Live Streaming.

**Threats:** Bigger companies with more resources, time to learn new skills, capital, Repetitive info.

**Website:** theapolloservice.com

**Colors:** Black/White

**Font Title:** Playfair Display; **Font Body:** Open Sans

**Black Navigation bar:** About Us, Partners, Team, iAM X(Blog), Contact

**Logo-**



**Tagline** - We build brands using innovative interactions with consumers.

**Model After** - <https://www.mabbly.com/>