



# Begin With Crane: To Launch Your Career

---

PRESENTED MAY 17 2016 BY ATOC1

Sam Baker  
Natalia Bednarek  
Sheila Cannon  
Shelli Decker  
Emeka Patrick



+ CRANE & CO.



In today's cluttered business world distinction is everything. To set oneself, not just apart, but above, the right tools are essential.

Raise the caliber of your career with Crane.

## BUSINESS BEST

---

Give entrepreneurs a chance to design the future of their business.





## Neuehouse

**Shared values:** Good manners.

**Who:** Selected solopreneurs, “high net worth” individuals, half of members are women, 40% hold EU passport.



## Soho House

**Shared values:** Sophisticated design, exclusivity.

**Who:** Selected wealthy individuals, community of creative souls.



## WeWork

**Shared values:** Attention to detail, variety of options to accommodate different personalities

**Who:** Creative individuals that desire to belong to the community and don't want to feel like at work.

## BUSINESS BEST

You will integrate with other “perks” that come with working in collaborative spaces, bringing their products directly to professionals.

**WHAT OUR MEMBERSHIP INCLUDES**

- Workspace
- Conference Rooms
- Online Member Network
- Benefits and Discounts
- Weekly Events
- CRANE & CO. Personalized Stationery

**Beautiful stationery for employees in participating companies**

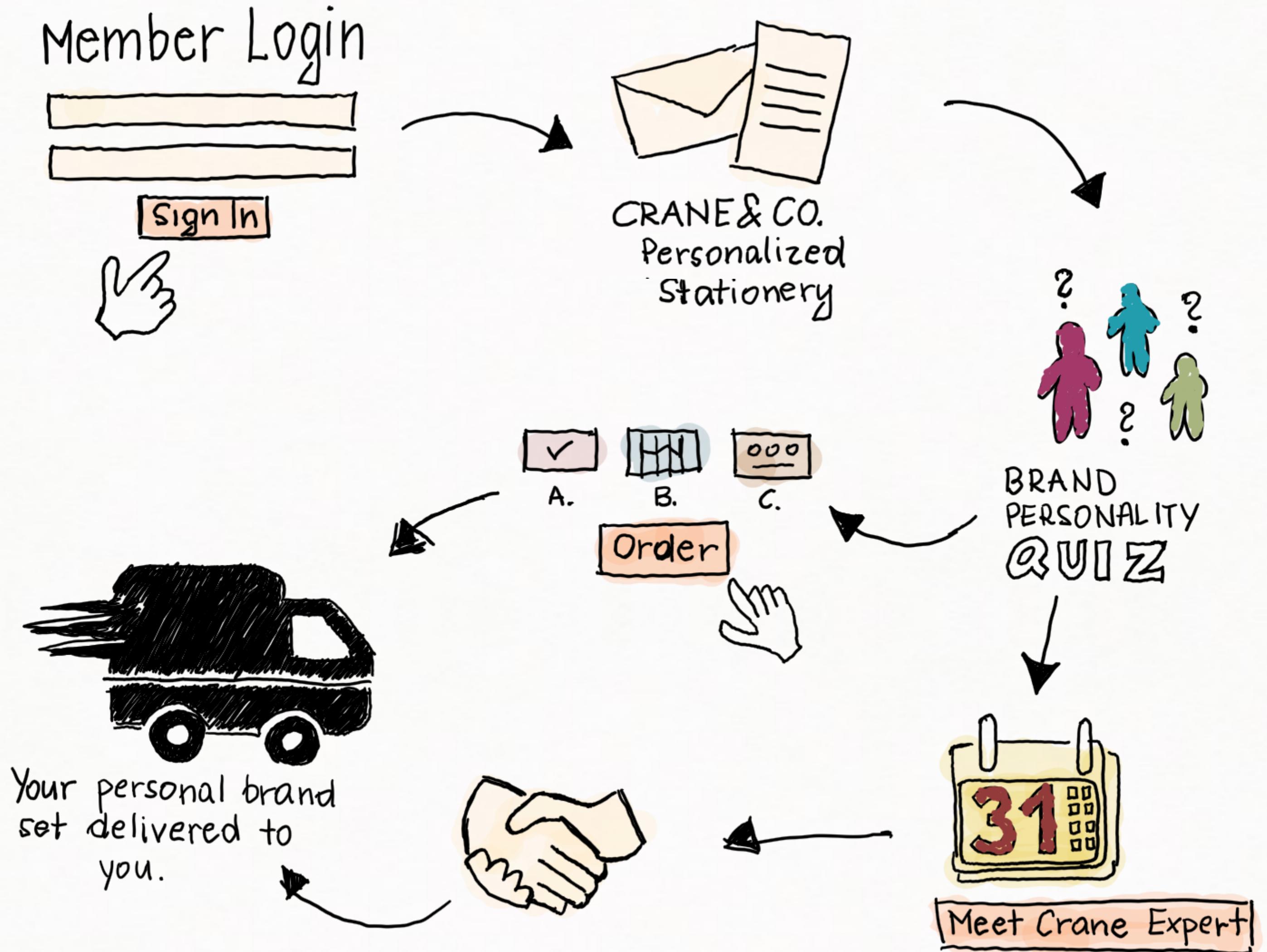
- Meet with Crane & Co. professionals to create stationery to elevate your business to the next level.
- Full-time service and access to help from Crane & Co. Order new stationery whenever necessary.

WORKSPACES IN NEW YORK CITY

The website is displayed on a silver iMac monitor.

## BUSINESS BEST

Customers can either choose one of the designs best suited for them via the personality quiz or set up an appointment with your associates within co-working spaces for customized stationery.





Persona 1

## The Eternal Optimist Changing the World

He or she sees the world as a playground and believes work and play go hand in hand. Their personal style reflects the combination of their playful and casual attitude, but is dressed up enough to be taken seriously.



Stationery



Persona 2

## The Curious Creative

He or she thrives on the limitless possibilities of creative exploration, the beauty of the written word, and the ability to tell stories through artistic expression.



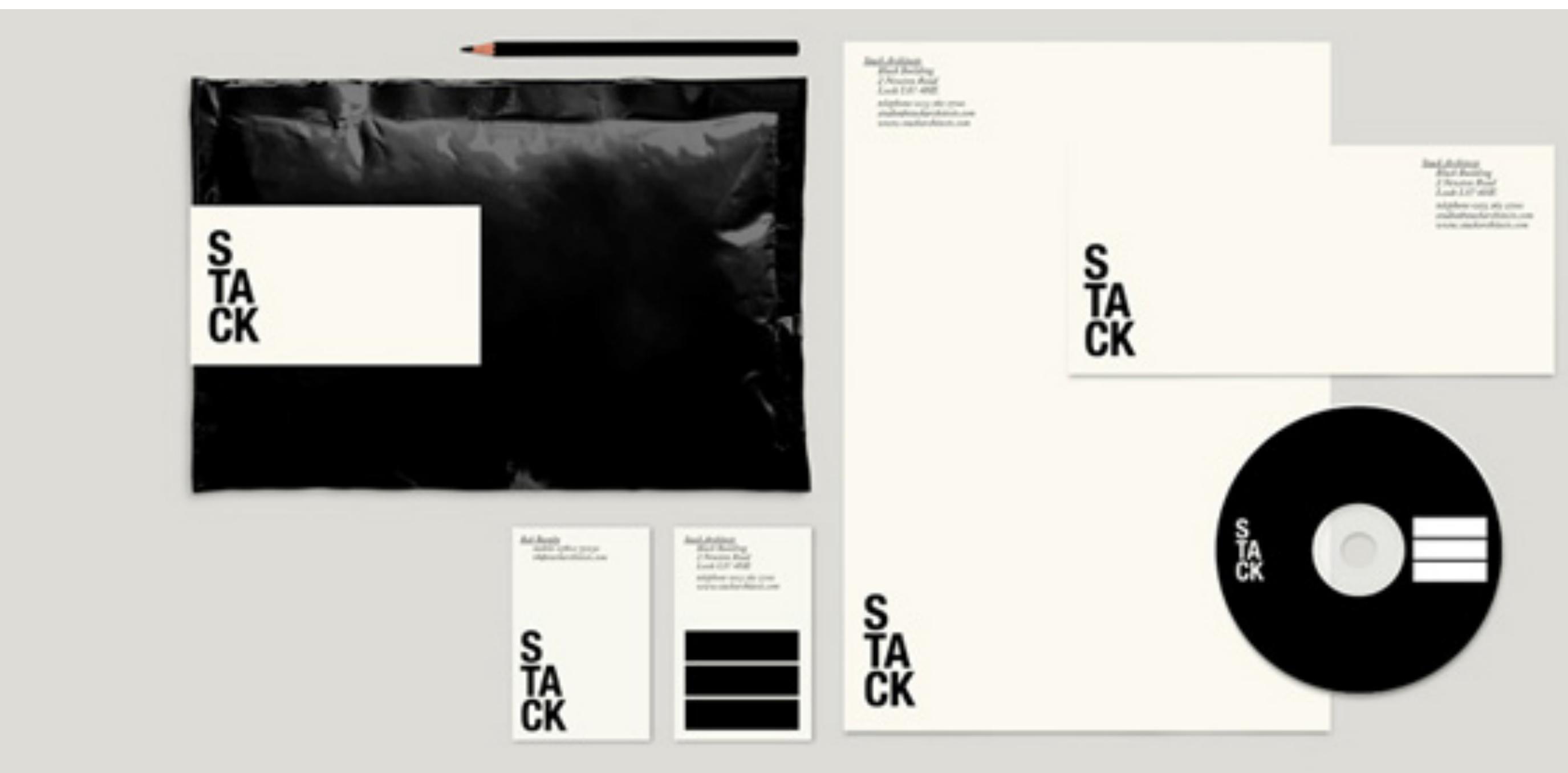
Stationery



Persona 3

## The Jetsetter

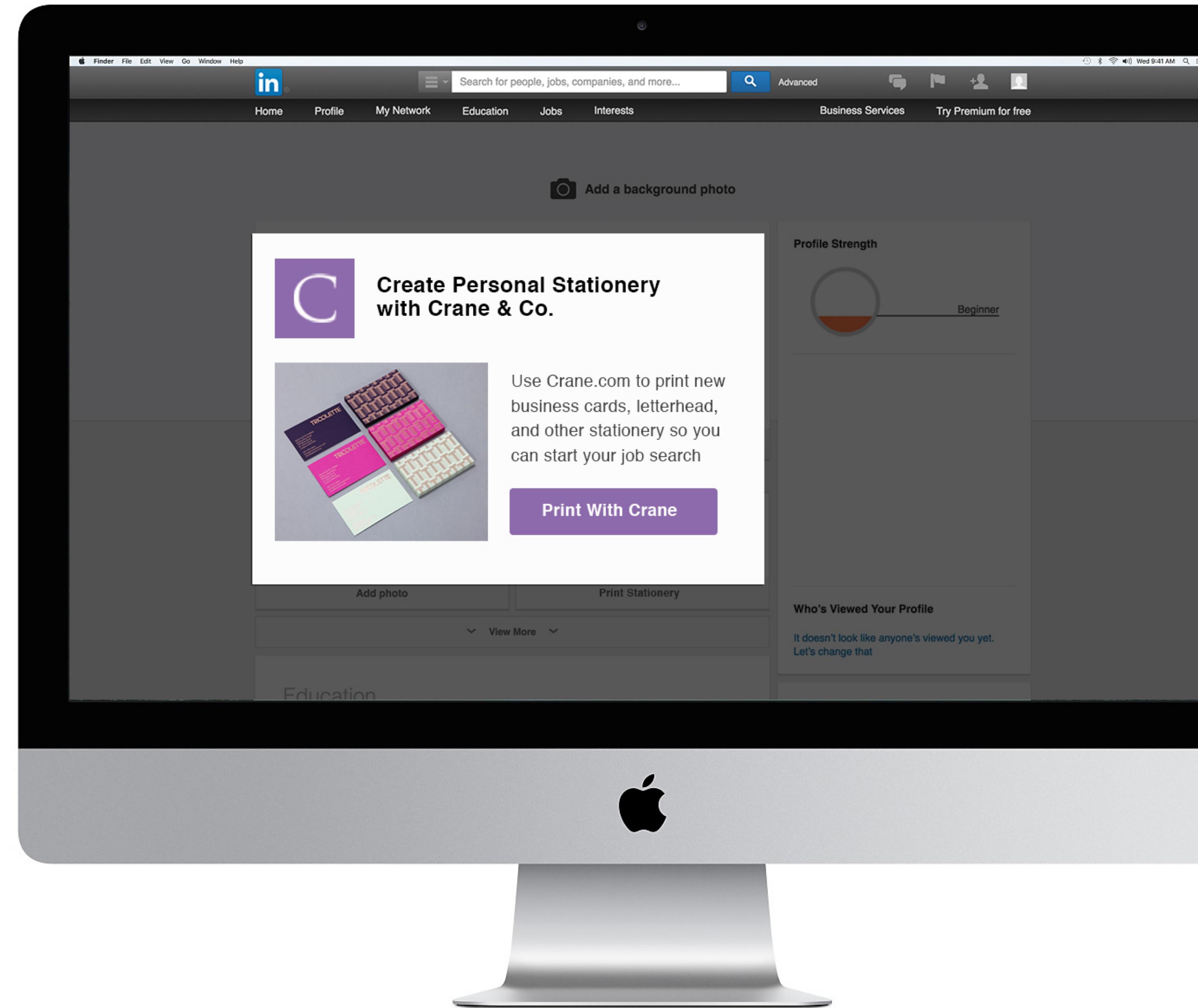
Whether it's jumping from city to city or coming up with trendsetting ideas for clients, this entrepreneur is always in the sky, and making things happen.



Stationery

## BUSINESS BEST ON LINKEDIN

Offer LinkedIn customers an option to print business cards and resumes through your website.



## NAVIGATED NOTES

---

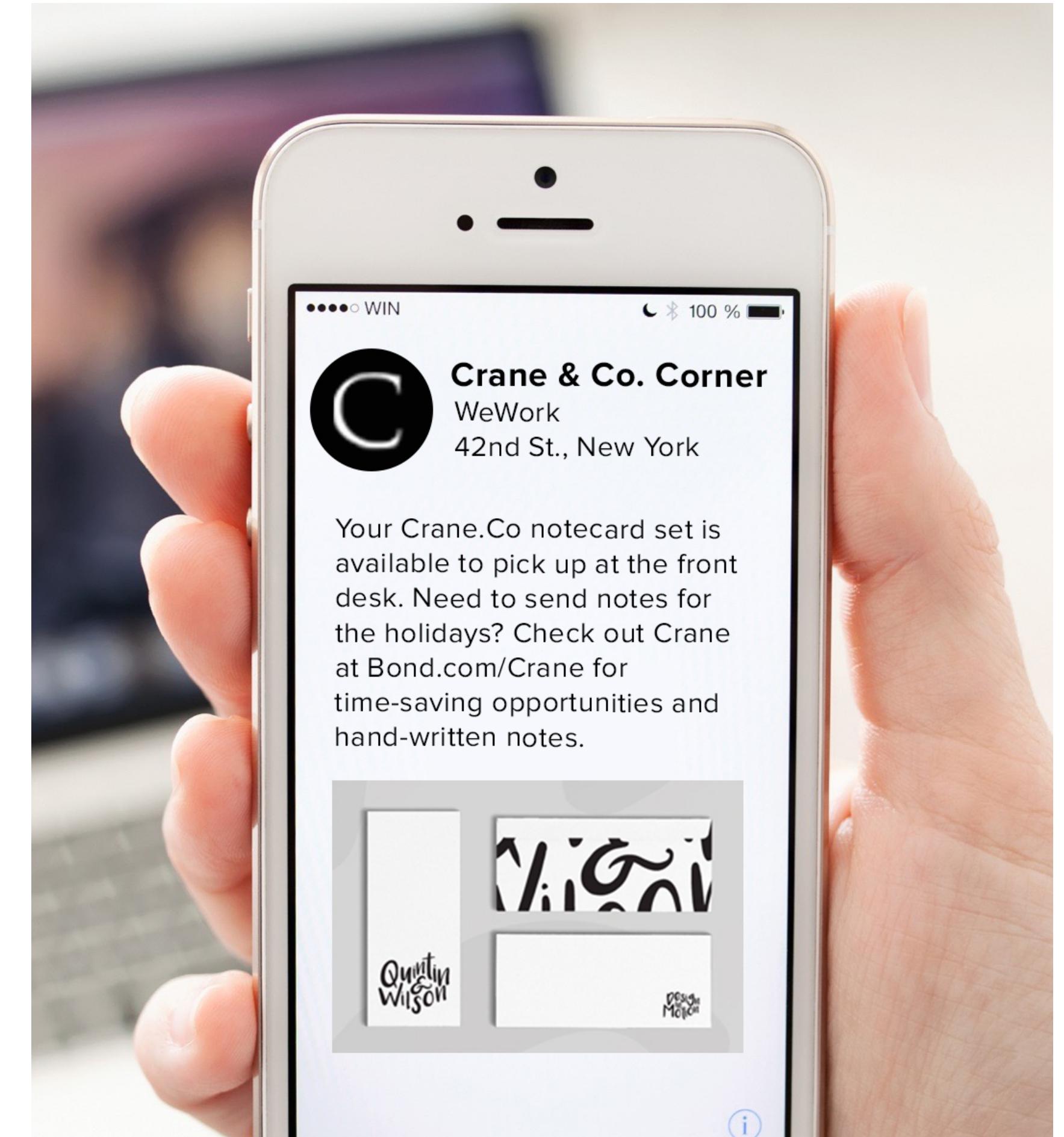
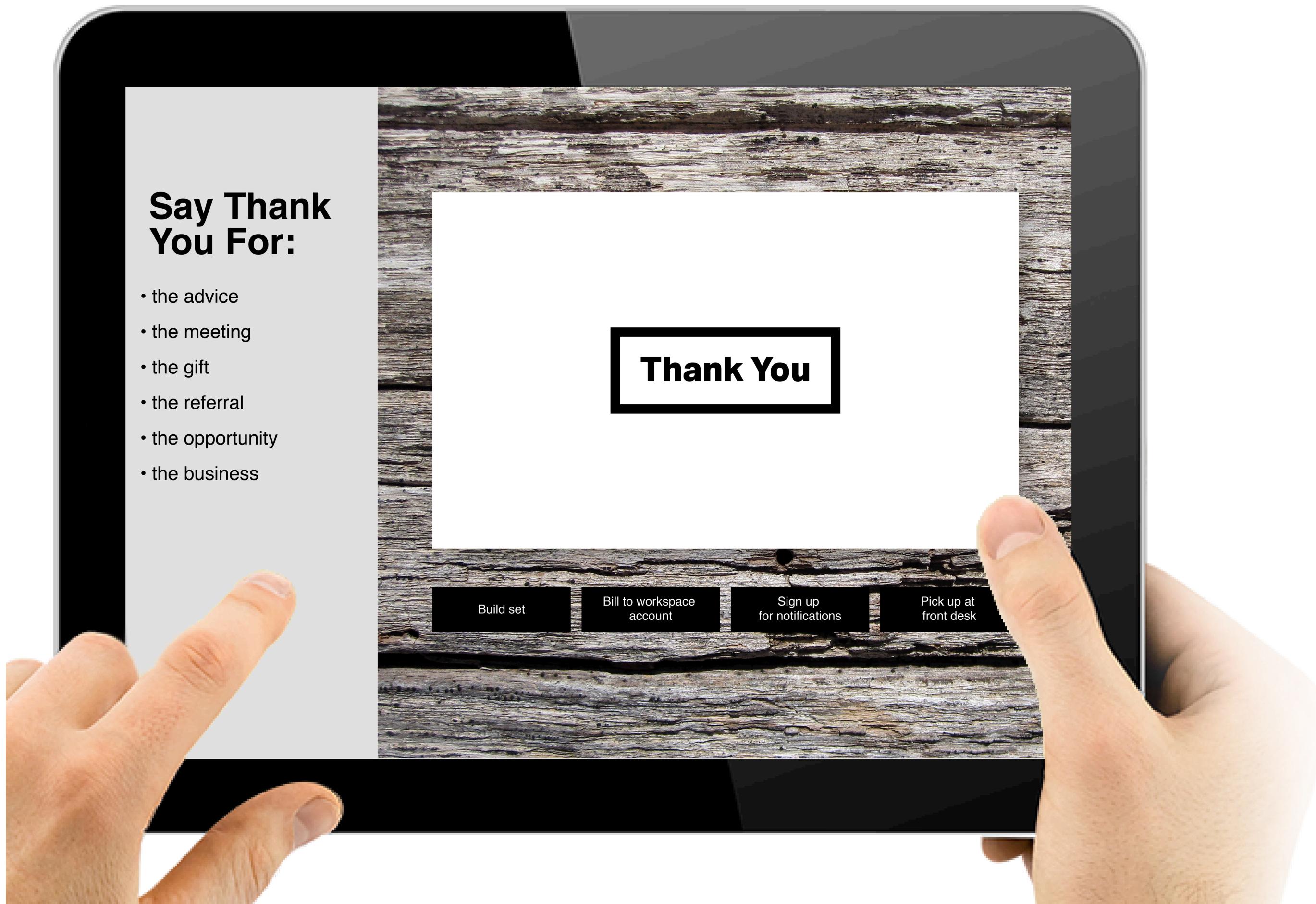
Sell collections of cards in shared workspaces that recommend opportunities for members to connect with clients. Provide message suggestions to inspire thoughtful notes.











## NAVIGATED NOTES + BOND

You can use your expertise to help Bond clients send thoughtful notes to their colleagues and clients.

The image shows a laptop and a smartphone displaying the Crane Composer application. The laptop screen shows a progress bar titled "Your Crane Composer Progress" with five steps: "Choose an occasion", "Choose a Thought Starter", "Choose a Notecard", "Write your note\*", and "Send". The "Choose a Thought Starter" step is currently selected, showing two options: "No thanks, I don't need a thought starter" (unchecked) and "Something in your speech really struck me and I'd like to hear more about it. Would you be available for lunch?" (checked). The smartphone screen shows a similar interface with a sidebar of occasion categories: "Business Occasions" (Thank You, Congratulations, New Opportunity, Following Up, Seasonal, Blank), "Personal Occasions" (New Job, Birthday, Anniversary, Get Well Soon, Thank You), and "Blank". A "Chat with Crane" button is visible at the bottom right of the phone screen. The overall design is professional and user-friendly, with a dark blue color scheme and gold accents.

## THE FINAL TOUCH

---

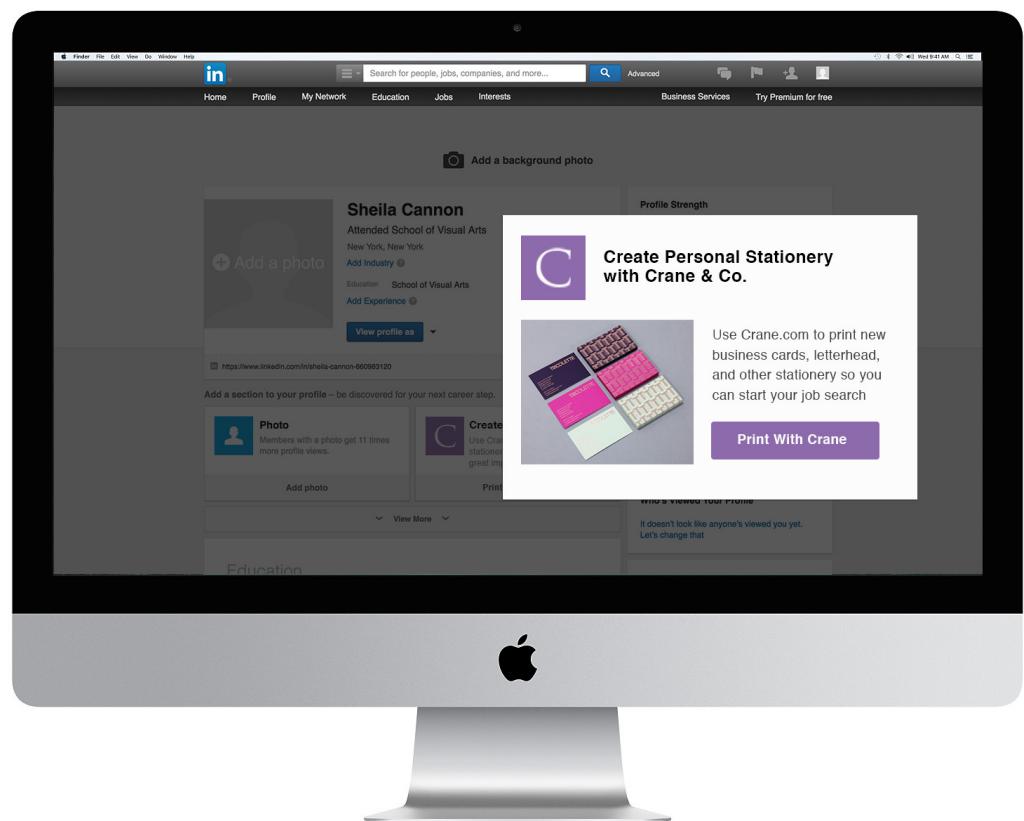


## THE FINAL TOUCH

You can enable people to create their business cards as they finish building their website.



# CRANE & CO.



# Thank you!

---



MASTERS IN  
BRANDING + CRANE & CO.