d.

FOUNDER'S STUDIO

GUERRILLA BRANDING
FOR ENTREPRENEURS

7 NOVEMBER 2012

Guthrie Dolin
@gee3

Caroline O'Connor
@dtcaroline

EXTERNAL

INTERNAL

BRAND EXPRESSION

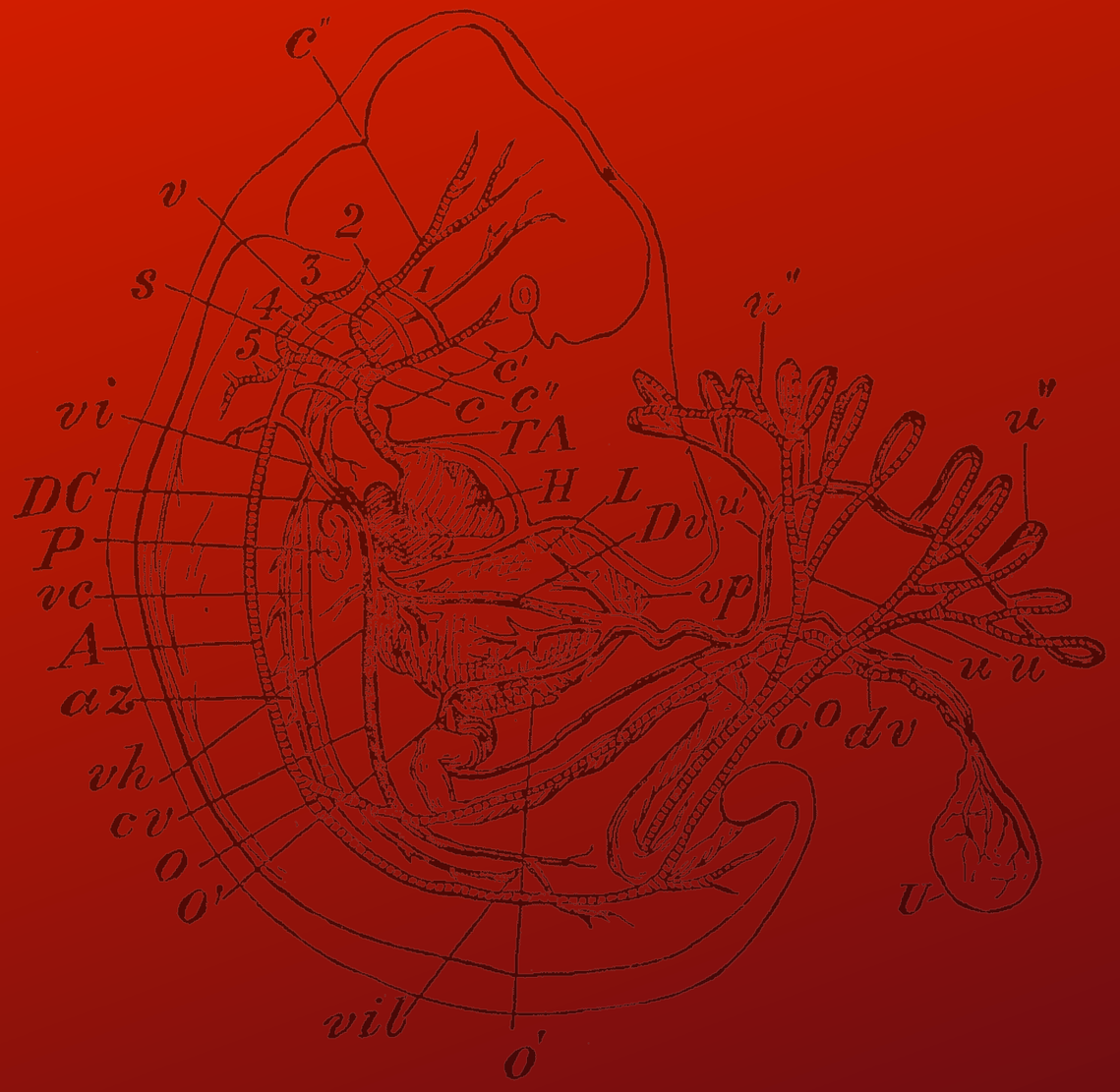
- Name
- Logo
- Tagline
- Copy tone
- Look and feel
- Behaviors

SESSION

3

Bringing it to life.

HOW DO WE MAKE IT REAL?



“

What’s in a name? That which we call a rose by any other name would smell as sweet.

WILLIAM SHAKESPEARE | POET AND PLAYWRIGHT

HELLO
POSTER BOY?
HELLO
HELLO
HELLO

Naming:

It's time to name our company. The key is to identify the main themes, ideas, and messages you want to express while keeping in mind the practical considerations and the existing constraints.

While it's no trivial task — it certainly doesn't need to be overly complicated, or take a huge amount of time. If you let it, the process can be even be enjoyable.

Naming process:

Know what you want to express.

A. Identify the main themes, ideas, and messages you want to express.
B. Prioritize them by ranking 1-5.

For each word, think of:
Things/concepts that are that
Names that are the thing
Expressions

These are the words you will type into your thesaurus.

Naming process:

Explore a spectrum

Attributes vs. Benefit
Caffienator vs. NoDoz
Amazon vs. Best Buy

Descriptive vs. Suggestive
PizzaHut vs. RoundTable
Live Search vs. Bing

Aesthetic decisions

Single real words (Apple, Word)

Compounds (PayPal, PowerPoint)

Acronyms (UPS, IBM)

Coined (Vimeo, Vizio)

Unique spelling (Flickr, Qwitter)

Practical considerations

Trademark for single real words is very difficult to attain

Do you need the direct URL?

Is the name for US only? Or international? Which countries?

Will it be lost in translation?

A good name is...

Distinctive and memorable

Unless you only need differentiate on price with a commodity (like pushpins) or have a total monopoly — you'll want a name that helps you stand out, and be remembered.

eg. Apple (vs. Microsoft)

Easy to spell and easy to say

Even if you have a word that has a unique spelling, or even totally invented, think about how how easy or difficult it maybe for people to spell and/ or pronounce.

eg. Hulu (vs. Jwaala)

Fit your brand personality

Your name doesn't need to articulate your brand positioning, or deliver on your value proposition — but it does need support overall tone of the brand's personality.

eg. Yahoo! (vs. Crackle)

1800mattress.com®

call click chat

Naming Tools:

Generating

Wordnik
http://www.wordnik.com

Visual Thesaurus
http://www.visualthesaurus.com/

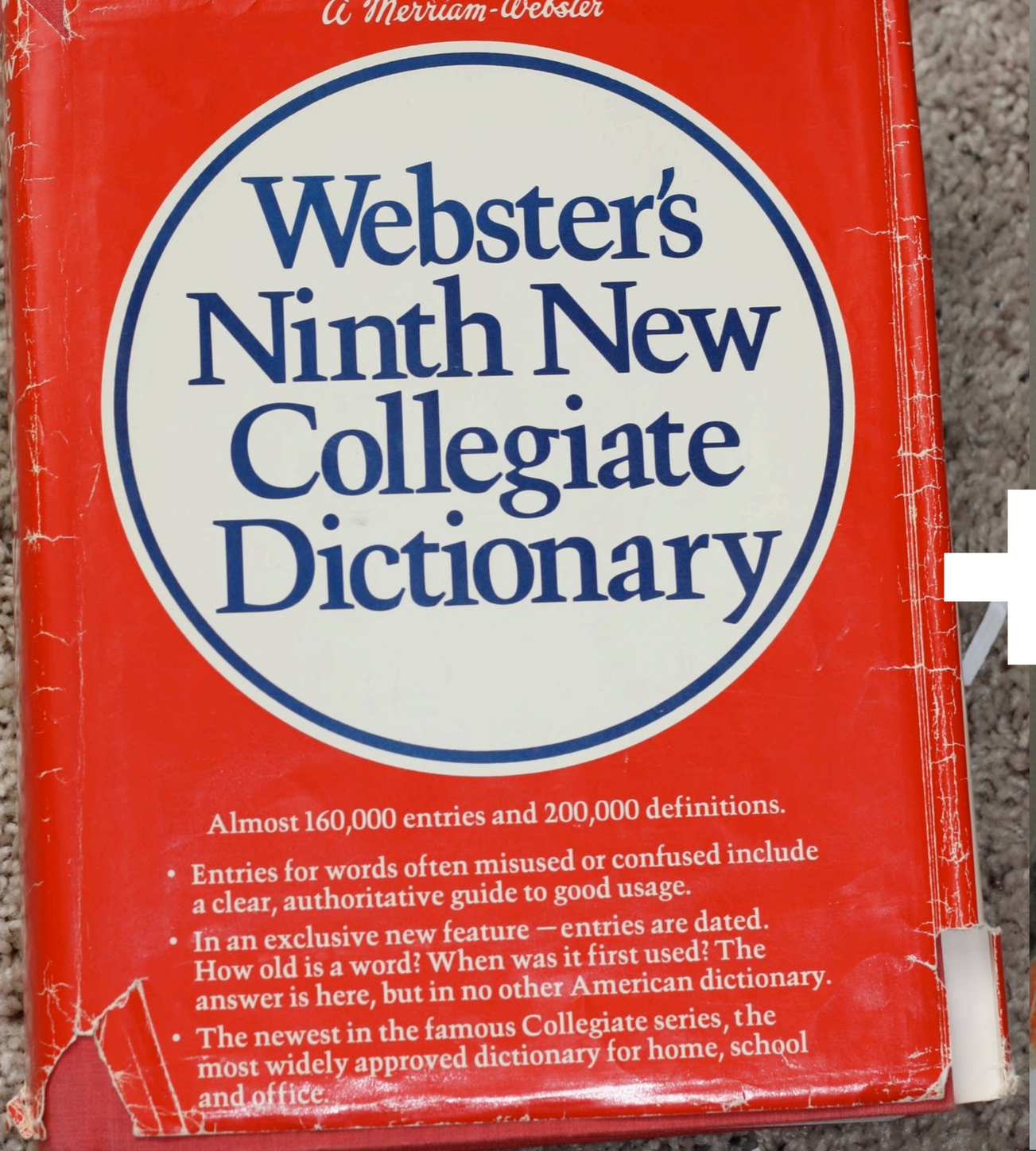
Online Etymology Dictionary
http://www.etymonline.com/

Validating

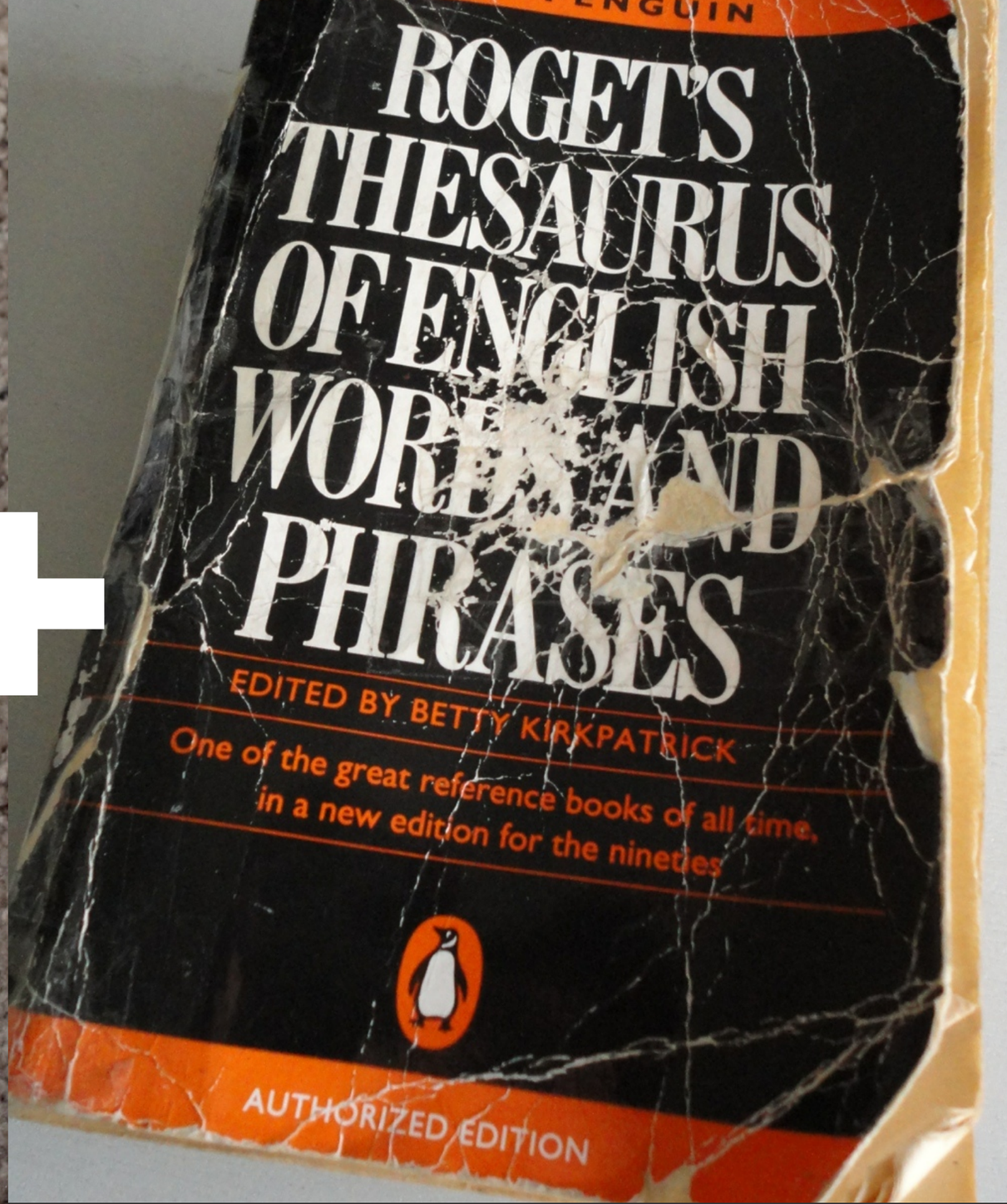
Trademark Search — USPTO
http://tess2.uspto.gov/

Domain Search
http://instantdomainsearch.com

Google Consumer Surveys
http://www.google.com/insights/consumersurveys/


A Merriam-Webster
Webster's Ninth New Collegiate Dictionary
Almost 160,000 entries and 200,000 definitions.
• Entries for words often misused or confused include a clear, authoritative guide to good usage.
• In an exclusive new feature — entries are dated. How old is a word? When was it first used? The answer is here, but in no other American dictionary.
• The newest in the famous Collegiate series, the most widely approved dictionary for home, school and office.

+


PENGUIN
ROGET'S THESAURUS OF ENGLISH WORDS AND PHRASES
EDITED BY BETTY KIRKPATRICK
One of the great reference books of all time, in a new edition for the nineties
AUTHORIZED EDITION

BRAND TAGS!

LEVEL: EASY

AWESOME
COMPUTER
COOL
EXPENSIVE
FRUIT
INNOVATIVE

LEVEL: EASY

AWESOME
COMPUTER
COOL
EXPENSIVE
FRUIT
INNOVATIVE

LEVEL: EASY

AWESOME CHEAP FURNITURE SHIT SHOP SWEDISH

LEVEL: EASY

AWESOME CHEAP FURNITURE SHIT SHOP SWEDISH

LEVEL: EASY

CARTOON
FUN
HAPPY
KIDS
MAGICAL
MICKEY

LEVEL: EASY

CARTOON
FUN
HAPPY
KIDS
MAGICAL
MICKEY

LEVEL: MODERATE

AMAZING BOOKS EASY EVERYTHING ONLINE SHOPPING

LEVEL: MODERATE

AMAZING BOOKS EASY EVERYTHING ONLINE SHOPPING

amazon

LEVEL: MODERATE

GLUE
GOOD
MMM
POST-IT
STICKY
TAPE

LEVEL: MODERATE

GLUE
GOOD
MMM
POST-IT
STICKY
TAPE

LEVEL: MODERATE

EXPENSIVE
FOOD
GREEN
GROCERIES
HEALTHY
NATURAL

LEVEL: MODERATE

EXPENSIVE
FOOD
GREEN
GROCERIES
HEALTHY
NATURAL

WHOLE FOODS MARKET

LEVEL: MODERATE

BLUE
CAR
GOOD
HANDS
INSURANCE
RELIABLE

LEVEL: MODERATE

BLUE CAR GOOD HANDS INSURANCE RELIABLE

LEVEL: HARDER

DELICIOUS
FAST FOOD
HAT
RED
ROAST BEEF
YUMMY

LEVEL: HARDER

DELICIOUS
FAST FOOD
HAT
RED
ROAST BEEF
YUMMY

LEVEL: HARDER

CLEAN
GARBAGE
GREEN
RECYCLE
RUBBISH
TRASH

LEVEL: HARDER

CLEAN
GARBAGE
GREEN
RECYCLE
RUBBISH
TRASH

WASTE MANAGEMENT®

LEVEL: HARDER

BEAR COOL IDEAS RED SMART TALKS

LEVEL: HARDER

BEAR COOL IDEAS RED SMART TALKS

TED

MOULIN DE LA VIERGE
Sp.t de CROISSANTS
CHAUDS
A TOUTE HEURE
PANIFICATION
HYGIENIQUE
PAINS SUR LEVAIN
VIENNOISERIE
TOUT AU BEURRE
Sandwich
FERME
LE MARDI
Sp.t de PAINS de LUXE
CHAUDS
A TOUTE HEURE
PATISSERIE
FINE

Home Page 101:

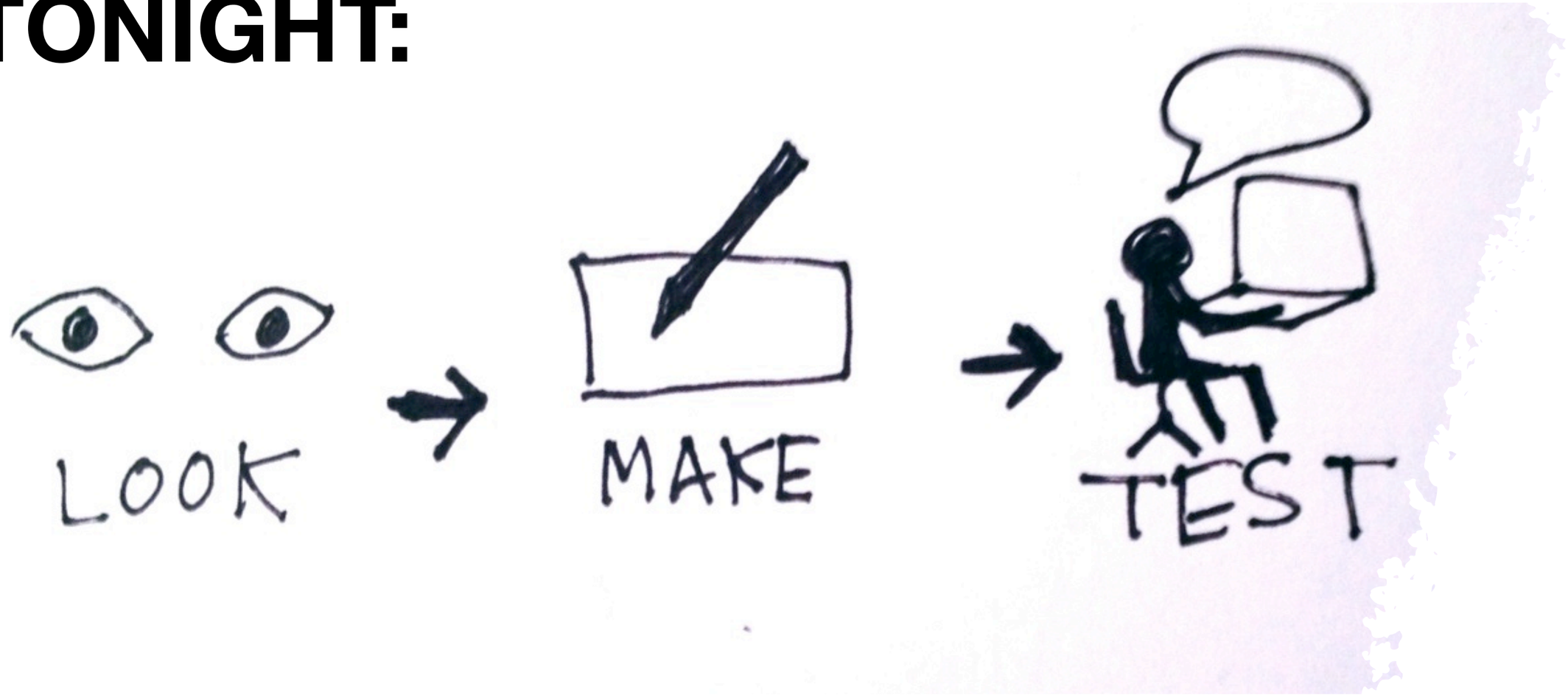
The importance of your brand's home page can't be overstated. In today's connected world, it's often the first impression.

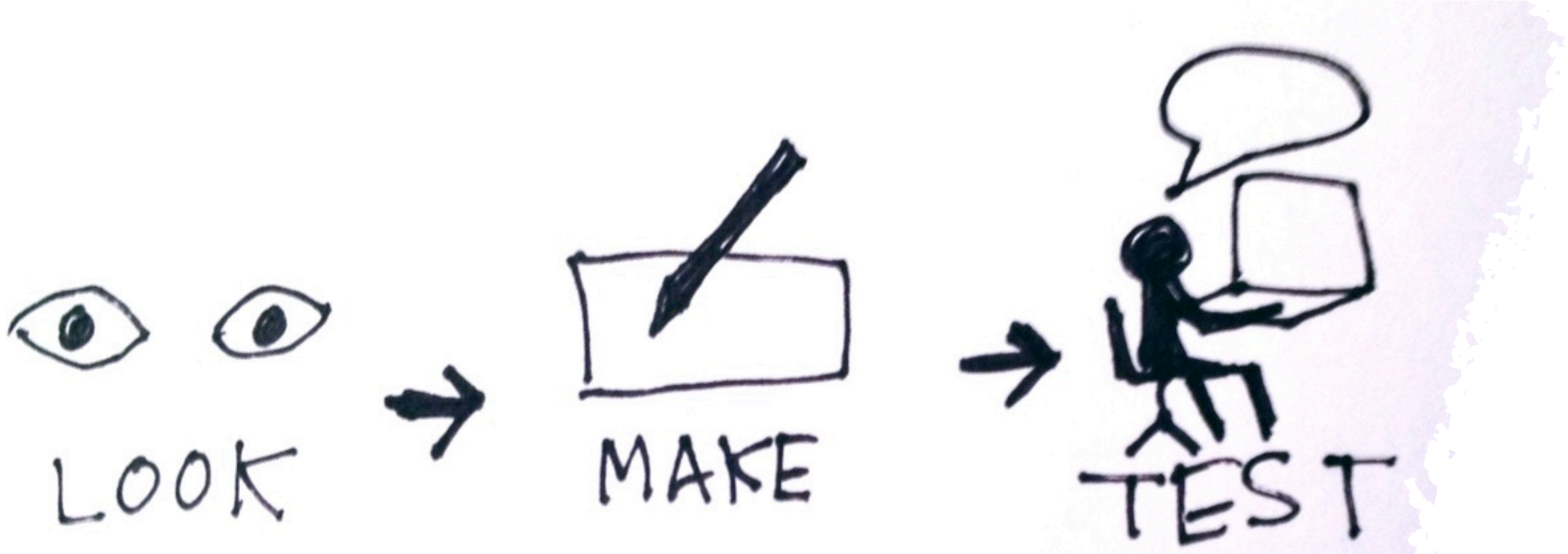
Visitors furiously scan the page to answer their most pressing questions. What do they actually do/offer? Is it right for me? Do they seem reputable? Can I find what I'm looking for? Is this worth any more of my time?

@jakek

OAKLEY > MICROSOFT > GOOGLE >
DESIGN PARTNER, GOOGLE VENTURES.

TONIGHT:





DO THIS BEFORE BUILDING STUFF.

AirPort Express

AirPort Express

Simultaneous dual-band 802.11n Wi-Fi. Quick and easy setup
from your iPhone, iPad, iPod touch, Mac, or PC. It's fast in every way.
And it's just $99.

Log in | Sign up

mint.com

WHAT IS MINT? | HOW IT WORKS | FIND SAVINGS | COMMUNITY | COMPANY

It's easy to understand what's going on with your money.

Get a handle on your finances the *free* and fast way. Mint does all the work of organizing and categorizing your spending for you. See where every dime goes and make money decisions you feel good about.

Free! Get started >

Spotify

Listen to millions of songs for free.

Play, discover and share with your friends.

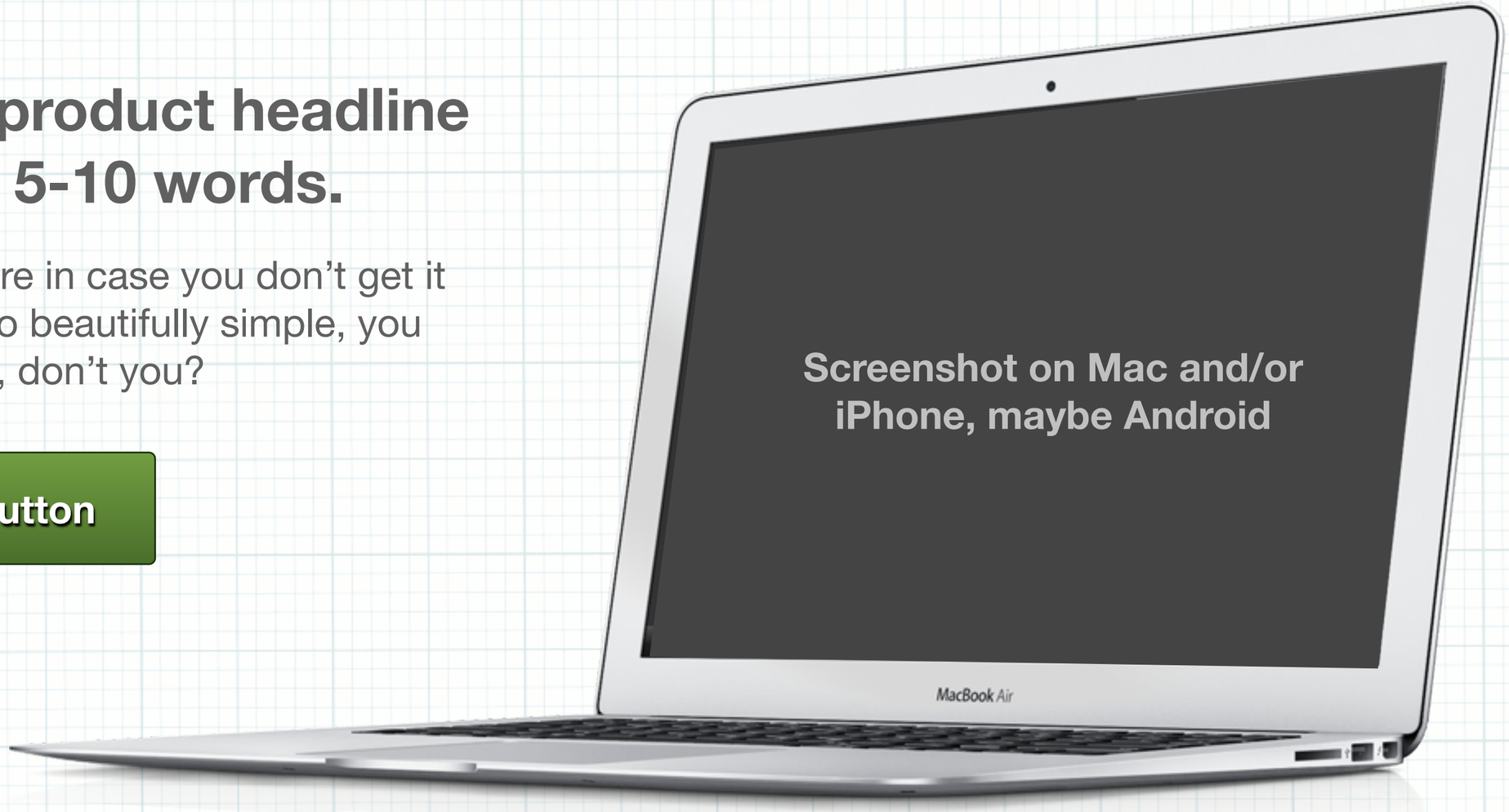
Download Spotify

By clicking download, you agree to Spotify's terms & conditions and privacy policy.

Punchy product headline in about 5-10 words.

A little bit more in case you don't get it yet. But it's so beautifully simple, you already get it, don't you?

Big Fat Button



the GLAMOUR recipe

Double Robotics

~~$2,499~~ $1,999
New orders shipping early 2013

Pre-order Now ▶

Due to high demand, the first production run of Double has sold out! **New orders will ship in early 2013.** Blog Post »

Double — Wheels for your iPad

Like 1.3k Tweet 2,550 Send us a voicemail

Double is the simplest, most elegant way to be somewhere else in the world without flying there. The minimalist design and intuitive touchscreen controls allow you to freely

Getting Started

Contact us!

Sign in ▾

Watch a Video

Download Dropbox

Free for Windows, Mac, Linux, and Mobile

Punchy product headline in about 5-10 words.

Big Fat Button

the VIDEO recipe

RECEIVED A GIFT?

WANTFUL™

LOG IN

Gift well.

Give the gift of choice: twelve perfect products, beautifully presented.

GET STARTED ▸

Create something special.

Tell us about the person you're buying for, and we'll help you create a collection of twelve gift ideas you know they'll love.

Create something special.

Tell us about the person you're buying for, and we'll help you create a collection of twelve gift ideas you know they'll love.

Make it personal.

Their collection is delivered in our signature gift book, custom printed, beautifully wrapped, and ready to give.

Let them choose.

All they need to do is choose the one item they

clipboard
Select. Collect. Reflect.

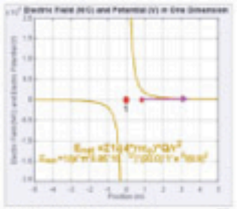
Get Started Now

Already have an account? Log In

The best way to save and share anything online.

Available on the App Store

Electric field - Wik...
mark via wikipedia.org



#electric field +/- Q

Welcome to Clipb...
clipboard via clipboard....

Welcome to #clipbo...

Nikola Tesla - Wik...
mark via wikipedia.org

#electricity #inspirat...

Wolfram Alpha
mark via wolframalpha....

Charged sphere radi...

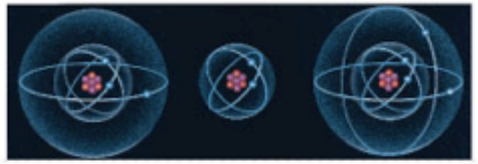
Organize your research

Save all of your online research in one place for easy reference later on.

Tag your clips to keep them organized by subject, and share them with your study group.

With Clipboard you can save just the bits of the web you need.

Welcome to Clipboard
clipboard via clipboard.com



Welcome to #clipboard!

Collect recipes

Compare products & prices

TNW THE NEXT WEB
Clipboard may have just killed copypaste

Mashable All That's New on the Web
Clipboard actually saves the original functionality and format of the items a user shares

TechCrunch
It's addictive, too

cnet
Making it easy to snip relevant bits of information and stash it for later viewing

UNCRUNCHED
Clipboard looks like a winner. It's GOOD. Really good.

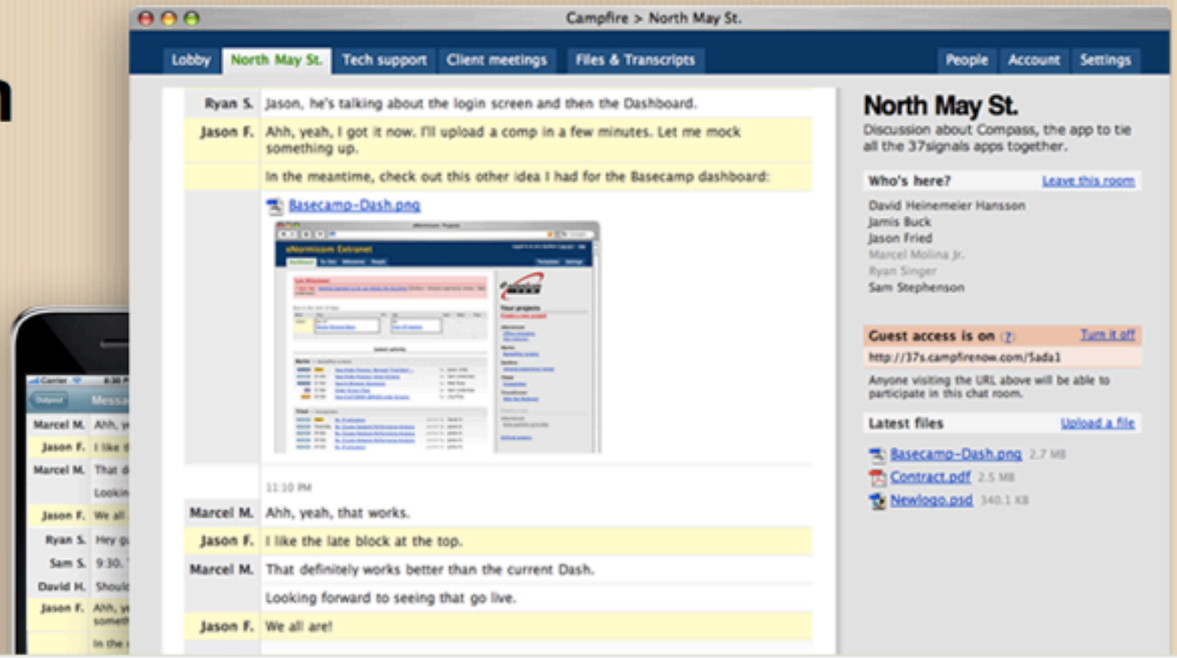
Campfire™

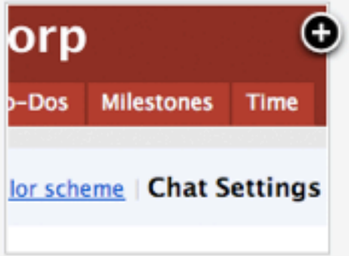
Team collaboration with real time chat.

Campfire is like instant messaging, but designed exclusively for groups.

Share text, files, and code in real time.
Save transcripts so you don't forget.

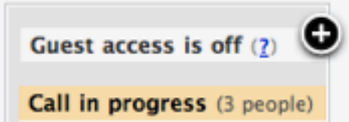
See Plans and Pricing
30-day free trial, sign up in 60 seconds.

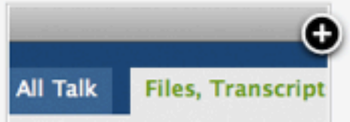




Basecamp Classic
Use Campfire with Basecamp Classic, the leading web-based project collaboration tool.

Live image previews
Upload a GIF, JPG, or PNG, and it shows up right in the chat room.





Over 100,000 people have used Campfire to send more than 60,000,000 chat messages to their clients, in-house colleagues, and remote teams.

WHAT IS CAMPFIRE?

Campfire is a web-based group chat tool that lets you set up password-protected chat rooms in just seconds. Invite a client, colleague, or vendor to chat, collaborate, and make decisions. Link to a room on your intranet for internal communications.

NOTHING TO INSTALL

It's elegant, easy, and web-based. You don't need to download, install, or configure anything (no IT department required!). All you need is a web browser and an internet connection. It's as simple as visiting a web page.

CAMPFIRE FOR THE IPHONE

Punchy product headline in about 5-10 words.

Big Fat Button

First **this** happens, and you're like, okay, but then...

This happens and you're like whoa, whoa, wha...? and then...

THIS happens. Yes, really. We can do that. And then you're like, I will pay any amount of money to have this. Bingo.

the EXPLAINER recipe

Search

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Categories · Everything · Popular · Gifts

Pinterest is an online pinboard.
Organize and share things you love.

Join Pinterest » Login

Adore this combination.

15 likes 46 repins

Becca Jones via Sarah Mehlman onto Style Inspiration

Great idea for handmade presents...ingredients for cookie recipe in a mason jar

33 likes 93 repins

Jordana Eisen onto Good Ideas

heaven, scent.

11 likes 28 repins

Sarah Lee onto glitter

Party in the USA; Alaska & Christmas in July. Would make a great item for the reading area. Igloos are cool. You can easily build an milk jug igloo in your classroom with some planning, lots of milk jugs and hot glue. For example, the...

40 likes 166 repins

LeAnn Rockwell onto summer care

Loving the infinity scarfs from target.

16 likes 72 repins

fibromyalgia

8 likes 1 comment 22 repins

Briseida Fte onto Fibromyalgia

Leonda Steinle Seems exaggerated, but I fell asleep while chewing! More than once ,,,,,,, one thing about fibro, you frequently have some new and bizarre tale to tell .... boring, it isn't.

Fish Tank!

36 likes 2 comments 116 repins

Kaity Mueller onto Fish Tanks!

Heather Moore How would you feed the fish?

Heather Moore How would you feed the fish?

chris

6 likes 29 repins

Seyphir onto Chris Hemsworth

business casual

amazon Join Prime | Your Amazon.com | Today's Deals | Gift Cards | Help

Holiday Toy List › Shop now Presented by Citi®

Shop by Department | Search All | Go | Hello. Sign in Your Account | Join Prime | 0 Cart | Wish List

- Unlimited Instant Videos
- MP3s & Cloud Player
  20 million songs, play anywhere
- Amazon Cloud Drive
  5 GB of free storage
- Kindle
- Appstore for Android
  Get Backflip Madness free today
- Digital Games & Software
- Audible Audiobooks

- Books
- Movies, Music & Games
- Electronics & Computers
- Home, Garden & Tools
- Grocery, Health & Beauty
- Toys, Kids & Baby
- Clothing, Shoes & Jewelry
- Sports & Outdoors
- Automotive & Industrial

› Full Store Directory

Instant Video | Cloud Player | Cloud Drive | Kindle | Appstore for Android | Digital Games & Software | Audible Audiobooks

The All-New kindle fire HD
The ultimate HD experience
From $199 › Shop now

Introducing kindle paperwhite
The world's most advanced e-reader
From $119 › Shop now

Kids in Africa Get Kindles | Black Friday | Amazon Prime

COUNTDOWN TO
Black Friday Deals Week
› Shop now

Thanksgiving
› Shop now

Advertisement

UP TO 50% Off HOODIES & FLEECE
Prices as marked.
› See more

Get Charged with Powerful and Versatile Equipment

Emergency & Portable Power

Solar Chargers

Wind Power

› All jump starters, chargers, and portable power

Gold Box Deal of the Day

51% Off the Cinderella or Toy Story Trilogies

› Today's Deals

$30 Off

KAYAK

Flights Hotels Cars Deals More

Login My Trips Free App

Round-trip | One-way | Multi-city

From

WAS

add nearby airports airport map

To

add nearby airports airport map

My dates are flexible

Depart

11/20/2012 Anytime

Tue, Nov 20 2012

Return

11/27/2012 Anytime

Tue, Nov 27 2012

1 adult Children or Seniors

Economy nonstops only

find hotels find car rentals

Find Flights

SEARCH ONE AND DONE.

Compare hundreds of travel sites at once.
Choose where to book.

Free KAYAK Mobile Apps

The #1 Travel App **19,000,000+ downloads**
Try KAYAK Mobile.

About | Privacy | Destinations | Feedback

Cheap flights, hotels and travel deals. Find and book cheap flights, airline tickets, cheap hotels, vacations and rental cars with KAYAK. Search hundreds of travel sites and find cheap flight deals.

Chicago Flights Las Vegas Flights London Flights Los Angeles Flights Miami Flights New York Flights Orlando Flights San Francisco Flights Washington Flights / Top 50 Cities: USA
Atlanta Flights Boston Flights Dallas Flights Denver Flights Fort Lauderdale Flights Honolulu Flights Phoenix Flights Seattle Flights / Top 50 Cities: Europe Asia Worldwide

backyard It's all right here.

Connect with Facebook

Where you at?
your city or zip

search

Find Local Deals. Discover New Places. Share with Friends.

find deals on the go

Go mobile. Backyard's on iPhone, iPad and iPod Touch.

coming soon!

get found on backyard

Add and promote your business. Get reviews and ratings from your favorite local customers.

Get Started

backyard in 10 seconds

Find what you need in 10 secs.

who is backyard?

Backyard helps you find the perfect burger, the hottest night club, a reliable plumber, and so much more.

Learn More

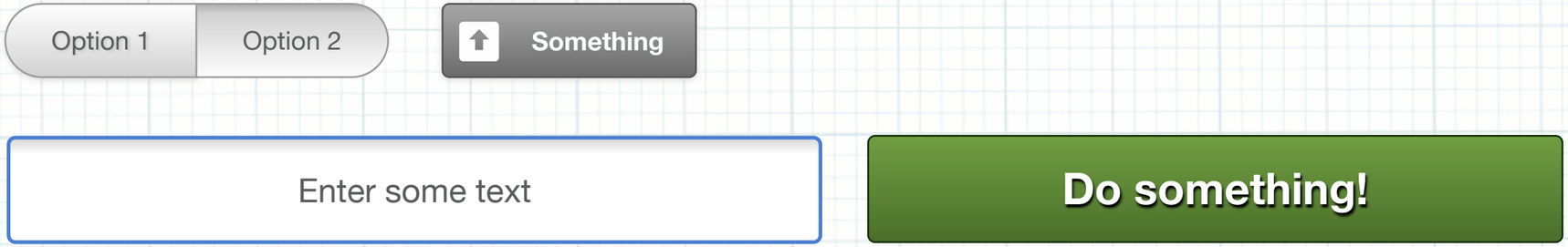
Tweet 27 Like 115

copy

The easiest way to protect amazing things.

Drop amazing things here to share

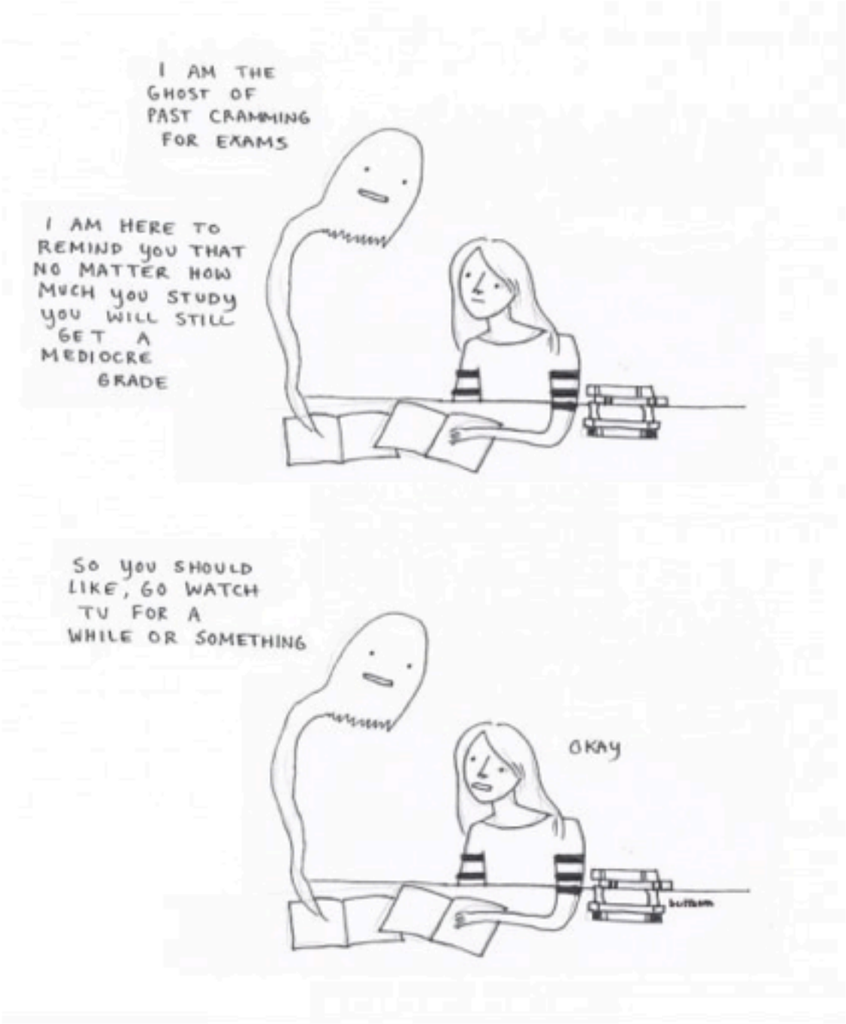
(or click to share one or more files)



the JUMP RIGHT IN recipe

POP QUIZ, HOTSHOTS!

Tip: Press the 'J' and 'K' keys to quickly navigate through posts. Use 9GAG Like A Boss!



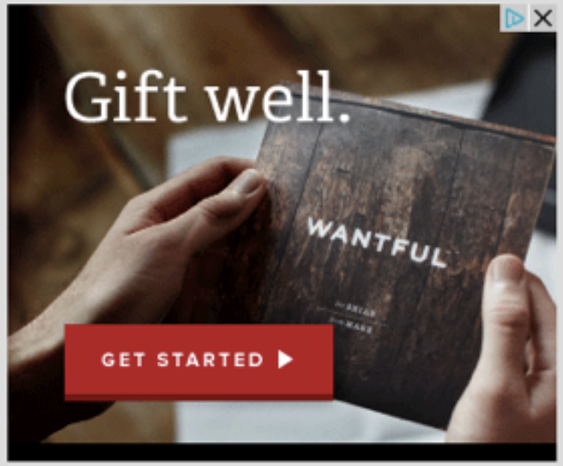
Exam Ghost

bopopod

11 5861

Tweet 2 Share 1684

Y U No Signup?!



Show your love to 9GAG

Like 4,185,757 people like this. Be the first of your friends.

Follow @9gag 1.0M followers

+1 65k Recommend on Google

Are you keeping your financial information to yourself when you shop?

pocket

Signup | How to Save | Blog | Support | LOGIN

FORMERLY Read it Later

When you find something you want to view later, put it in Pocket.

Watch video to learn more »

SIGN UP NOW

SAVE FOR LATER

Put articles, videos or pretty much anything into Pocket.

Save directly from your browser or from

Ways to Pocket:

- Your Web Browser
- Via Email

SAVE FOR LATER

Put articles, videos or pretty much anything into Pocket.

Save directly from your browser or from apps like Twitter, Flipboard, Pulse and Zite.

Ways to Pocket:

- Your Web Browser
- Via Email
- From Over 300+ Apps

VIEW WHEN READY

If it's in Pocket, it's on your phone, tablet or computer. You don't even need an Internet connection.

View Pocket:

- iPhone and iPad
- Android
- Kindle Fire

SugarSync

TOUR FEATURES LOG IN

Your Cloud.

Why SugarSync? Watch a video.

Try SugarSync Free

Your Files. Your Photos. Your Music. Your Life.

Like 438k Follow @SugarSync +1 816

voxer®

Walkie Talkie
Turn your phone into a Walkie Talkie

Text, Voice, Photos and Location
All-in-One messenger

Group Chats
All your friends in one chat

Facebook Integration
Talk to your Facebook friends on Voxer instantly

Like 474,268 people like this. Be the first of your friends.

Follow @voxer

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Available in Android Market

Available on the App Store

Square

Square Register

Square Wallet

Sign In

Start accepting credit cards today.

Sign up and we'll mail you a free Mobile Card Reader.

Email address

Password

Confirm password

Get Free Card Reader

2.75% per swipe, no additional fees, and next day deposits ▸

VISA MasterCard DISCOVER

Works with iOS and Android devices.

Yesware
Email For Salespeople

Blog Help Careers Sign In

Home Product Tour Customer Testimonials

Watch a 70 second Video about Yesware

Email for Salespeople.

Track emails, create templates, CRM sync, & more.

- Find out who opens your emails and clicks on your links.
- Email templates help you say the right thing, real fast.
- Sync emails to your CRM with one click.
- Get insights into your email with reports.

Add Yesware to Gmail

A free add-on for Chrome and Firefox

Or Tour the Features »

TRUSTED BY
85000
SALESPEOPLE

Customer Testimonials

"Salespeople just started using it, closing more business and spreading the word. Before long, I knew this was a key service that we should deploy to everyone."

Don Otvos, Yammer - Senior Manager of Sales Operations

Media Coverage

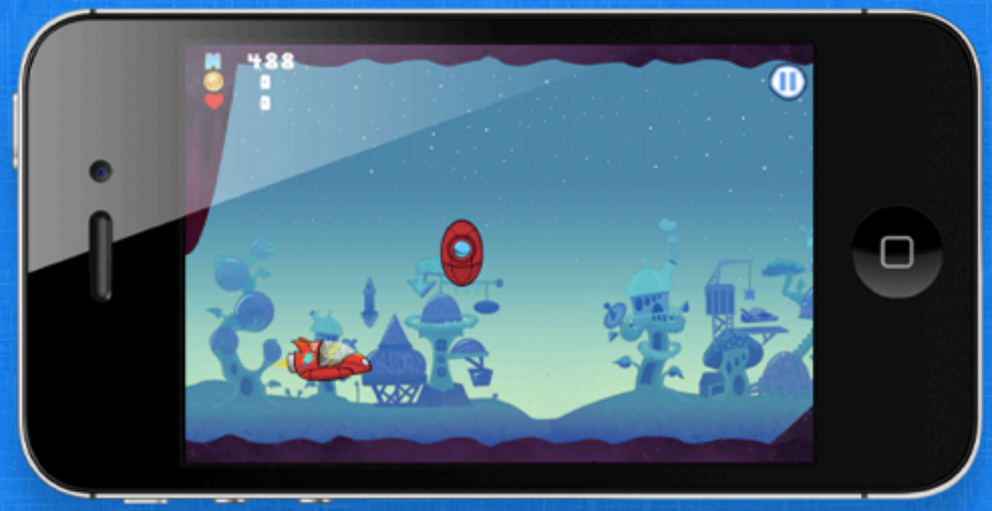
TC TechCrunch
CRM.com
AGBeat
FORTUNE
Mashable
Entrepreneur

In app video ads

Have a mobile app? Integrate Vungle's SDK and start getting paid by showing 15 second video trailers

Integrate SDK

1 play 2 Pause 3 Watch 4 Download



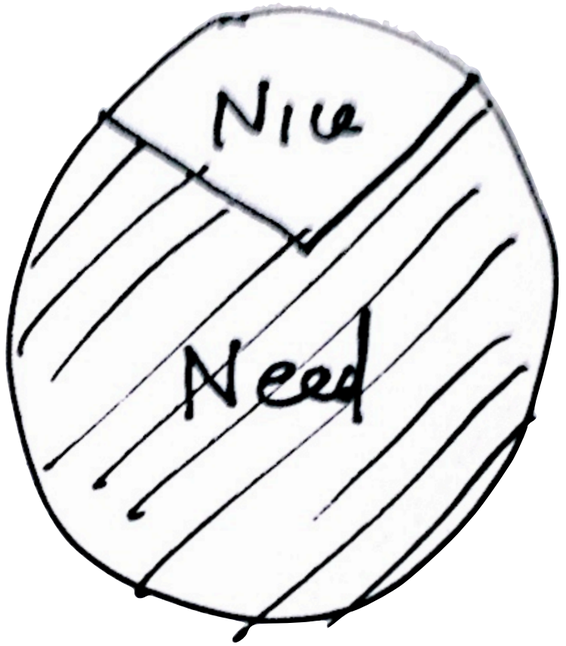
1. Use your favourite app or game

TODAY: ~~VISUAL~~ DESIGN

YOU DON’T NEED VISUAL DESIGN

YouTube

5 yrs ago



Now

YUP, YOU MIGHT NEED VISUAL DESIGN.

YUP, YOU MIGHT NEED VISUAL DESIGN. BUT...

OUTSOURCE.

odopod

Weightshift

IN THE MEANTIME

thenounproject.com

+

Helvetica

+

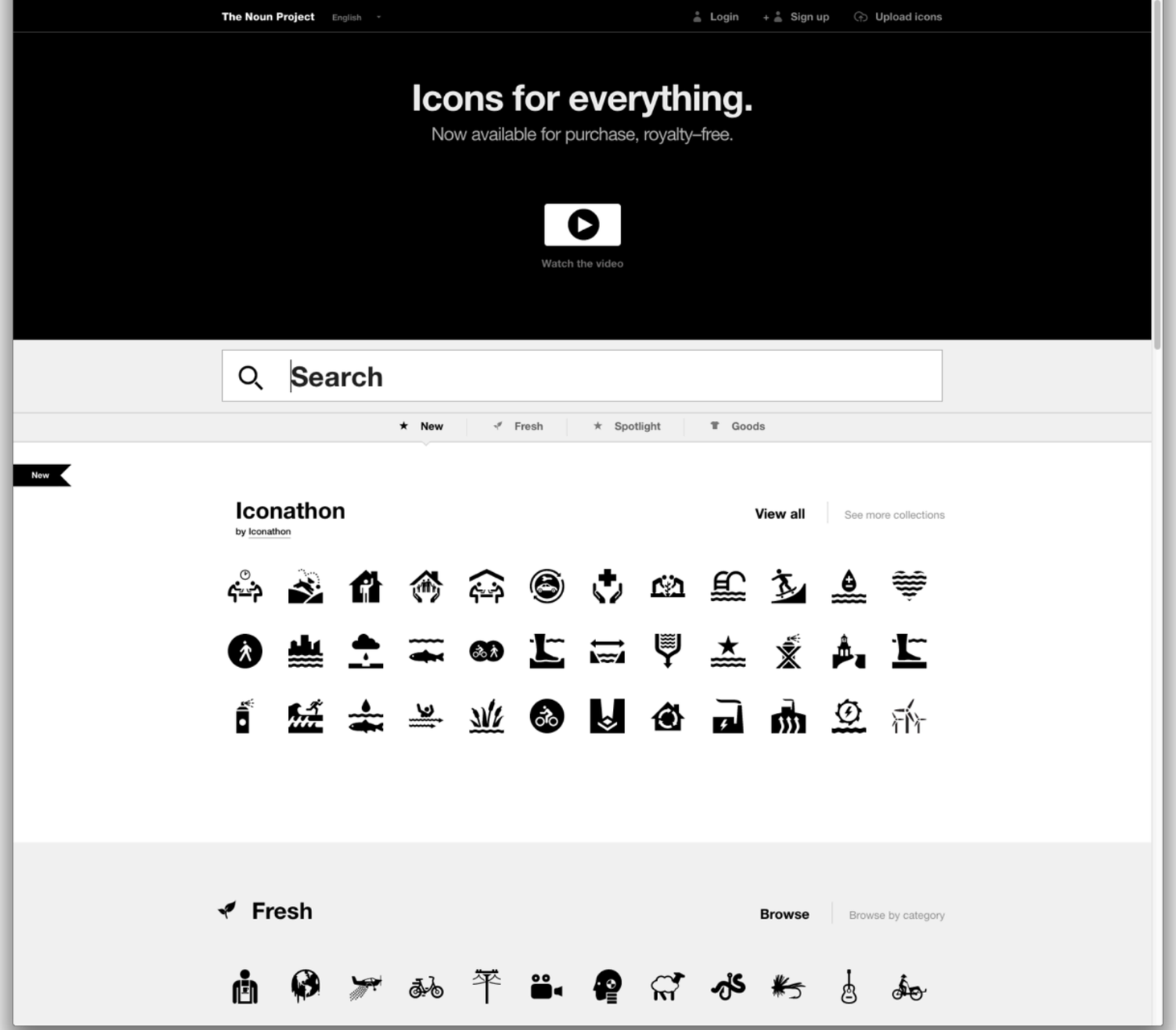
rectangle?

= PLACEHOLDER LOGO!

Company

Company

company

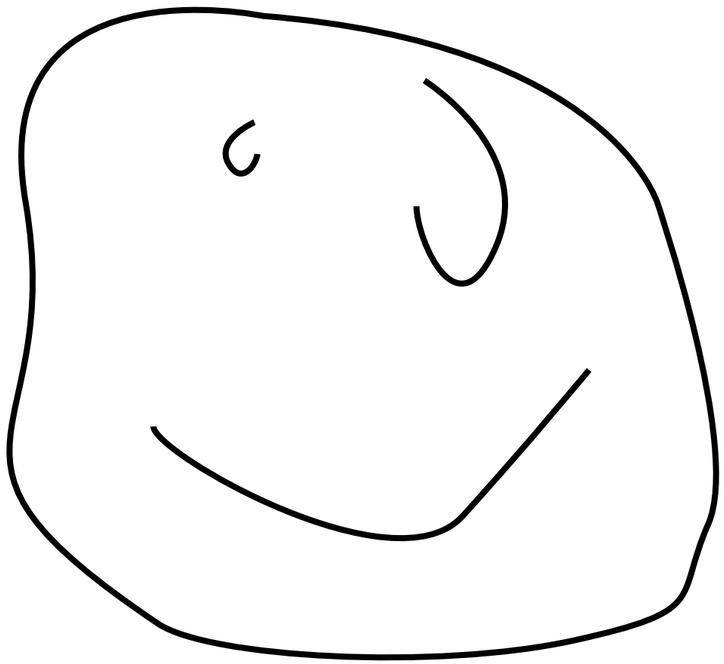


thenounproject.com also: Glyphish

</VISUAL DESIGN>

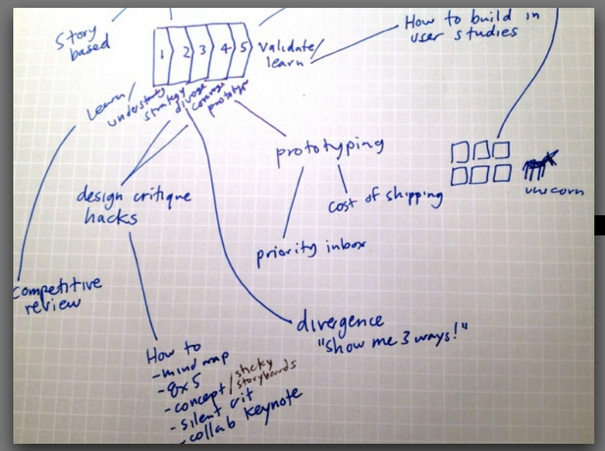
<INTERACTION DESIGN>

WE’RE GONNA DRAW BUT...



IT’S OKAY IF YOU CAN’T DRAW

LET’S DO IT!


Story based
1 2 3 4 5
Validate/ learn
How to build in user studies
prototyping
cost of shipping
unicorn
design critique hacks
priority inbox
competitive review
divergence "show me 3 ways!"
How to
-mind map
-8x5
-concept / sketch / storyboards
-silent crit
-collab keynote

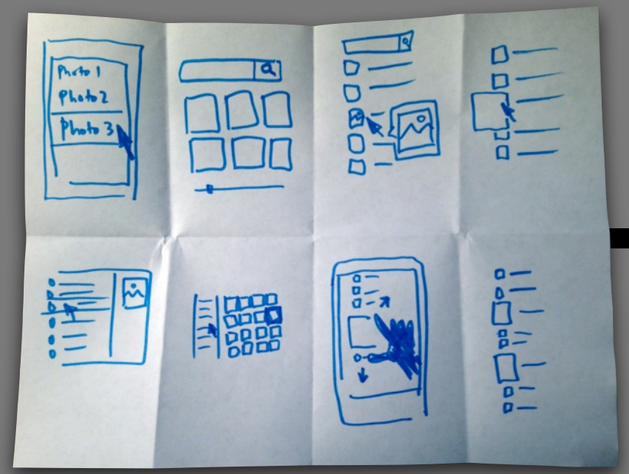
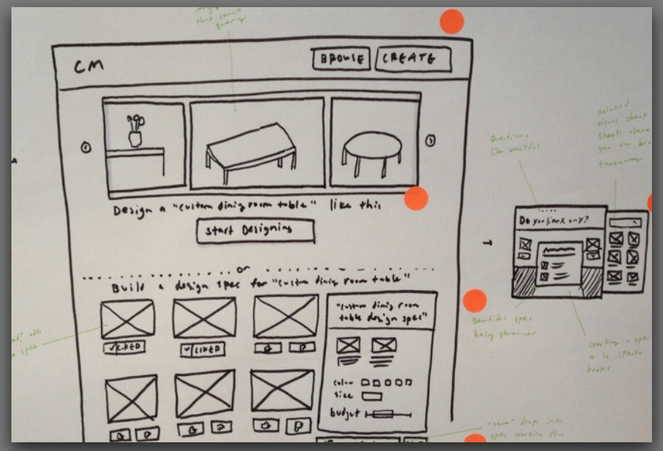
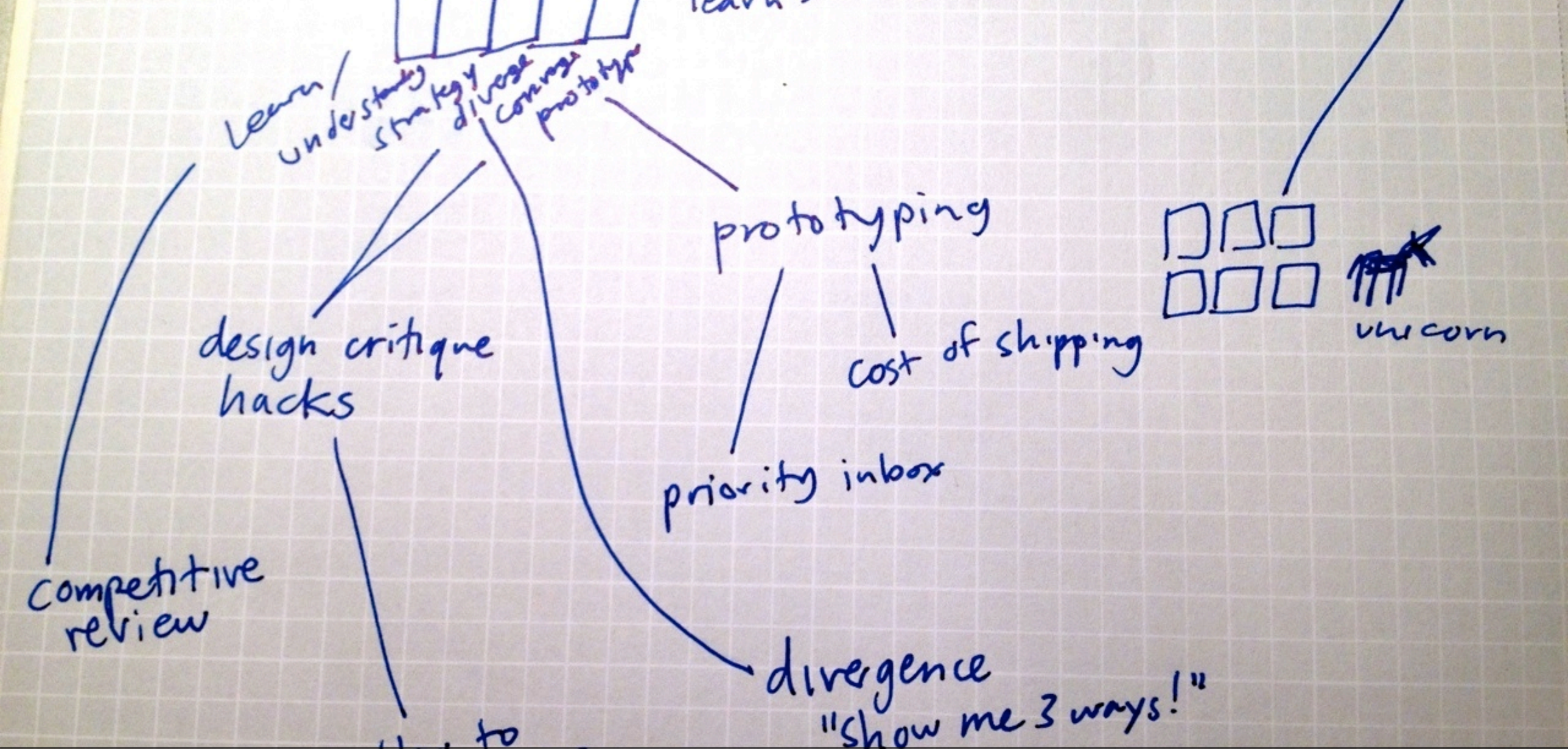


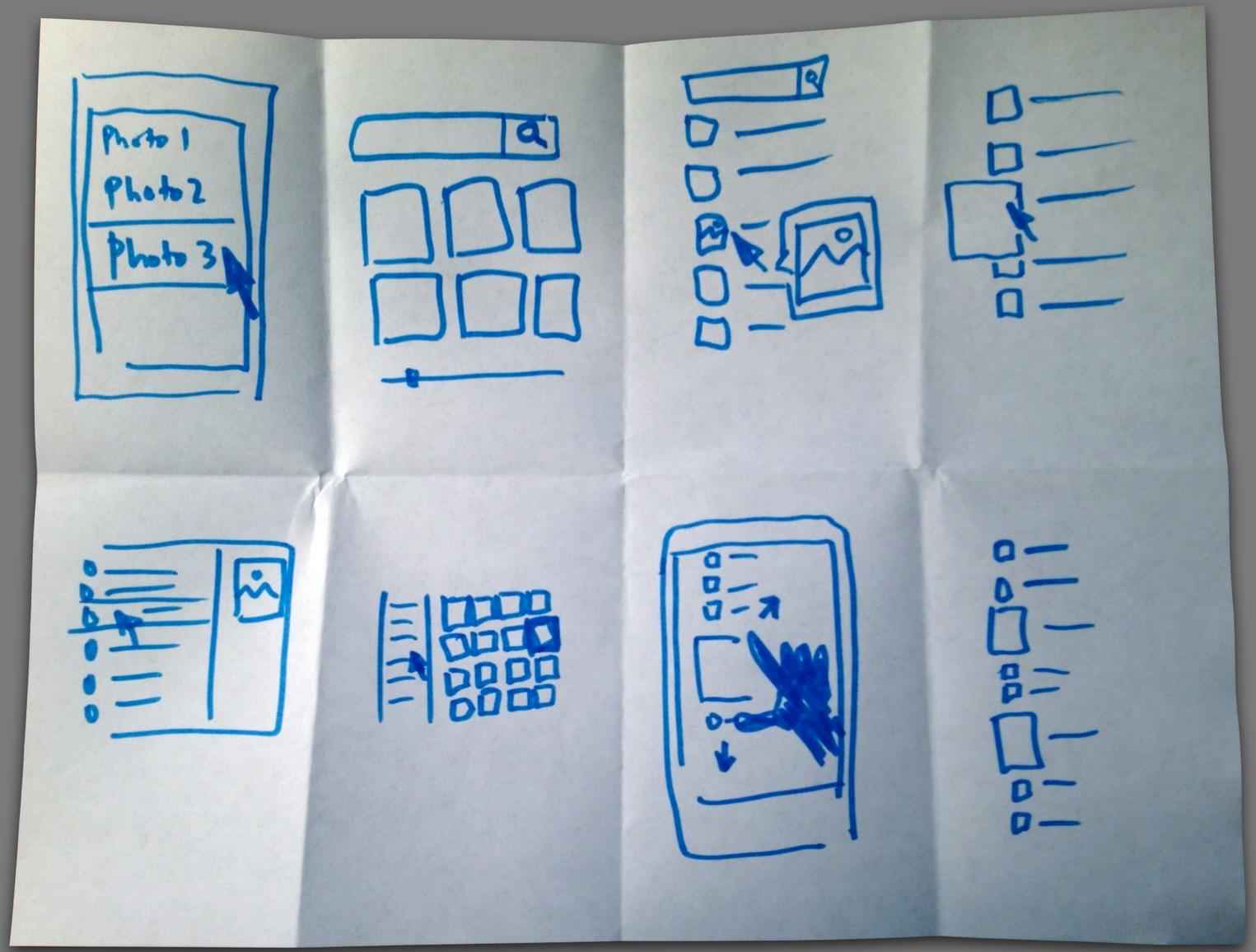
Photo 1
Photo 2
Photo 3


CM
BROWSE
CREATE
Design a "custom dining room table" like this
start Designing
or
Build a design space for "custom dining room table"
"custom dining room table design space"
color
size
budget

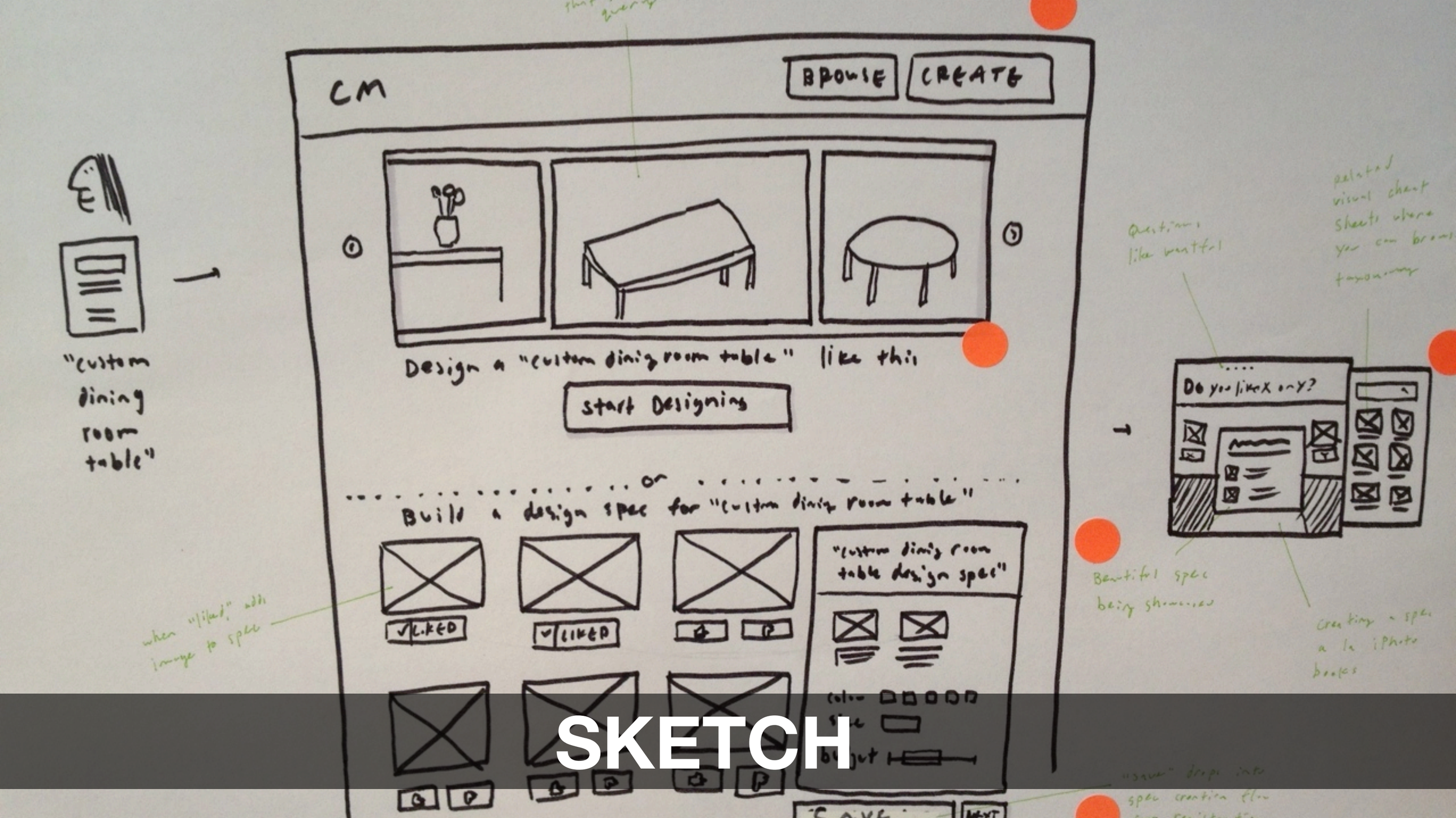
MAP THE PROBLEM SPACE


learn/understanding
strategy
diverge
converge
prototype
prototyping
design critique hacks
cost of shipping
unicorn
priority inbox
competitive review
divergence
"show me 3 ways!"
How to
-mind map
-8x5

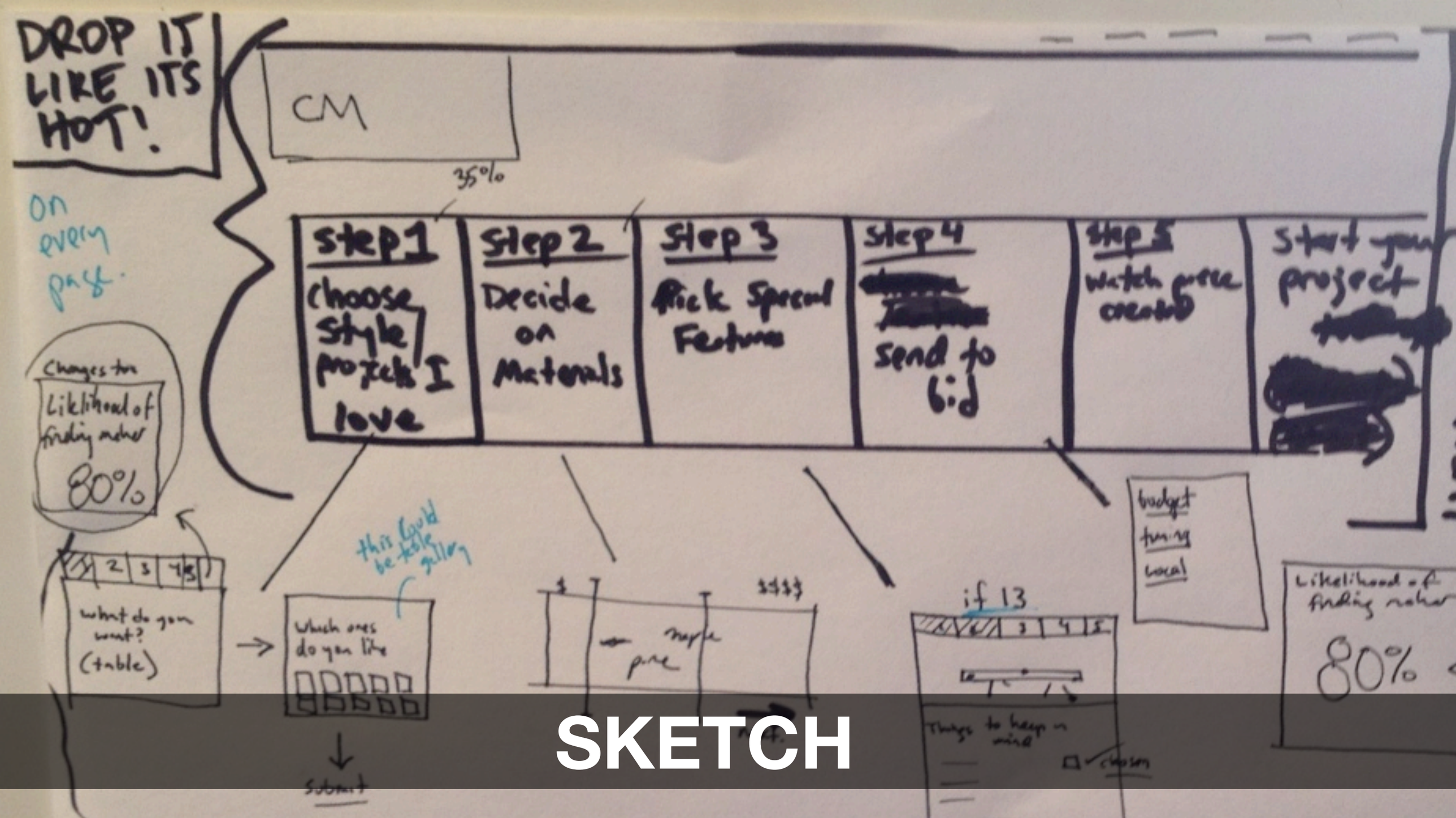
MIND MAP



CRAZY EIGHTS


CM
BROWSE
CREATE
"custom dining room table"
Design a "custom dining room table" like this
start Designing
or
Build a design spec for "custom dining room table"
LIKED
LIKED
"custom dining room table design spec"
color
size
budget
SAVE
NEXT
Do you like X or Y?
when "liked" add image to spec
Beautiful spec being showcased
creating a spec a la iPhoto books
"save" drops into spec creation flow

SKETCH


DROP IT LIKE ITS HOT!
On every page.
CM
35%
Step 1
Choose style projects I love
Step 2
Decide on Materials
Step 3
Pick Special Features
Step 4
Send to bid
Step 5
Watch price creep
Start your project
Changes to
Likelihood of finding maker
80%
what do you want? (table)
which ones do you like
this could be table gallery
submit
$
$$$$
maple
pine
if 13
Things to keep in mind
chosen
budget
timing
local
Likelihood of finding maker
80%

SKETCH

CUSTOM MADE

Search completed projects

Start a project

Welcome to CustomMade!

The world's largest marketplace for getting custom goods made

Choose a **project template** to start with:

Bed	Chair	Necklace
Bookcase	Cutting board	Ring
Bracelet	Desk	Table
Cabinet	Earring	Other

Post a project

Trust & Safety Guarantee
up to $5,000

This is Josh

He's a great guy that wanted **a unique dining table.**

Watch Josh's story

Post a Project to the Project Board

Get Proposals from Makers

Manage Project & track progress

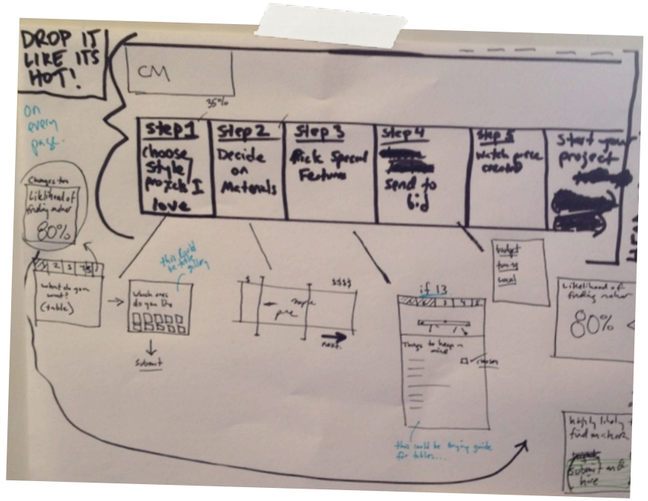
Sending request...

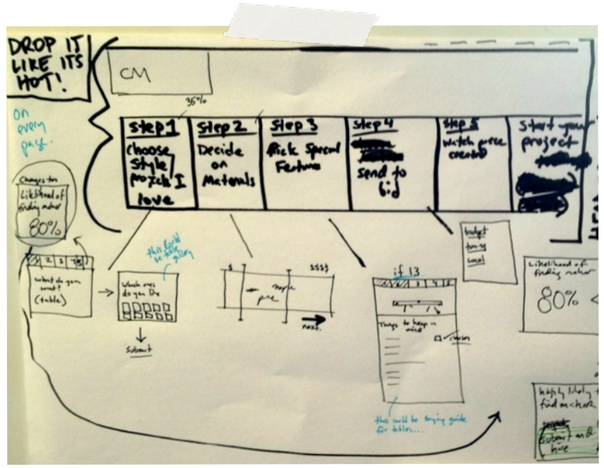
Contact us!

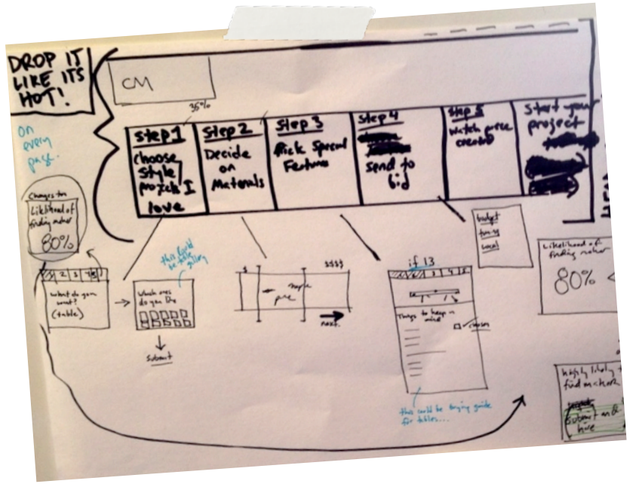
SKETCH RULES

1. Self-explanatory
2. Anonymous
3. Ugly is okay

STICK UP







1. With your group
2. Horizontally

ROTATE

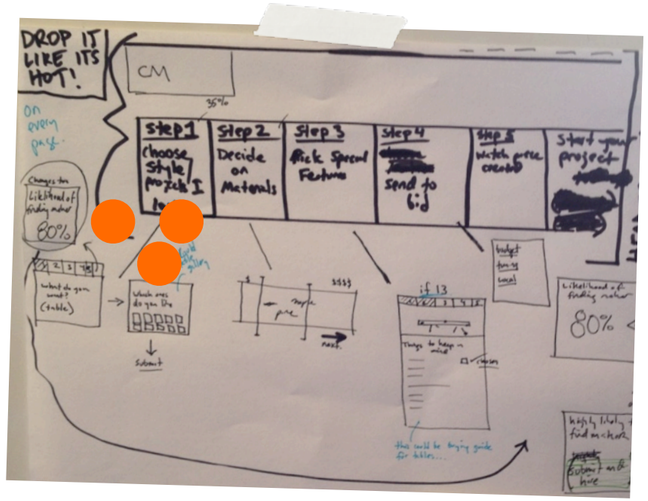
YOU’RE THE INVESTOR!*

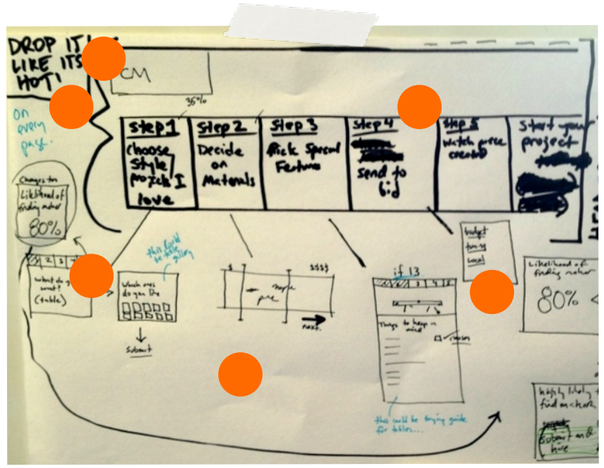
*SEE HOW I DID THAT? WITH THE DOTS?

INVESTING RULES

- = $100K
- = $50K

Multi-investing okay


DROP IT LIKE ITS HOT!
CM
35%
Step 1
Choose Style/ Projects I love
Step 2
Decide on Materials
Step 3
Pick Special Feature
Step 4
Send to big
Step 5
Watch price crash
Start your project
80%
Submit
next
if 13
Things to keep in mind
Submit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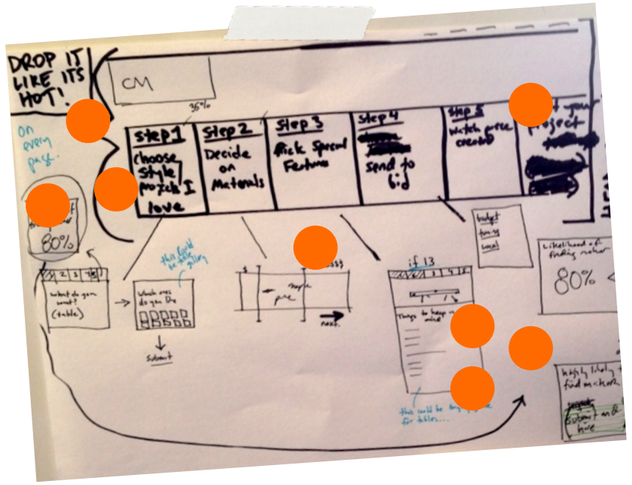
80%
Submit
next
if 13
Things to keep in mind
Submit


DROP IT LIKE ITS HOT!
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35%
Step 1
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Step 2
Decide on Materials
Step 3
Pick Special Feature
Step 4
Send to big
Step 5
Watch price crash
80%
Submit
next
if 13
Things to keep in mind
Submit

DISCLAIMER

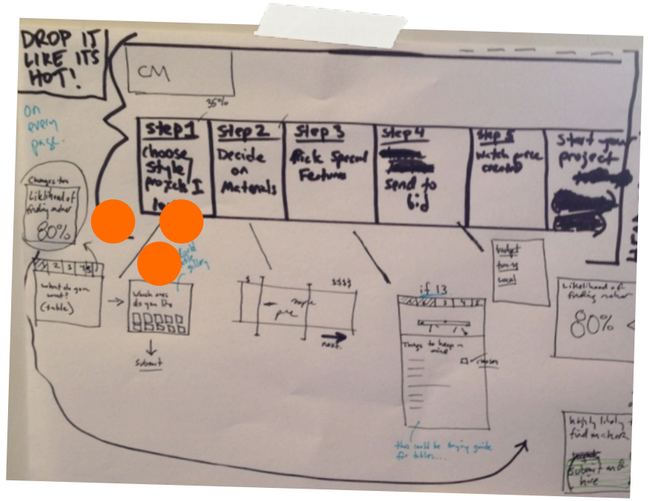
Good for design critiques.

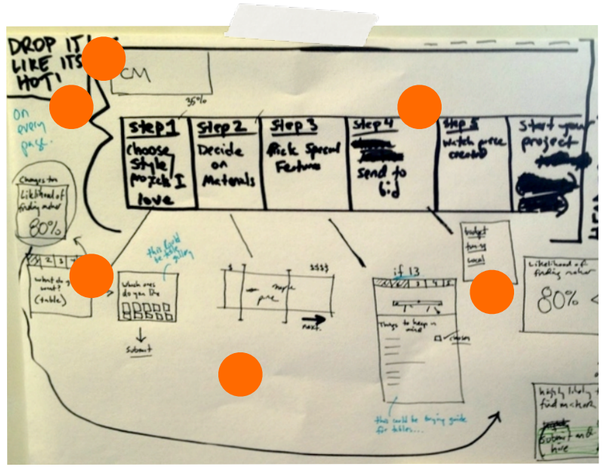
Too democratic for decision-making.

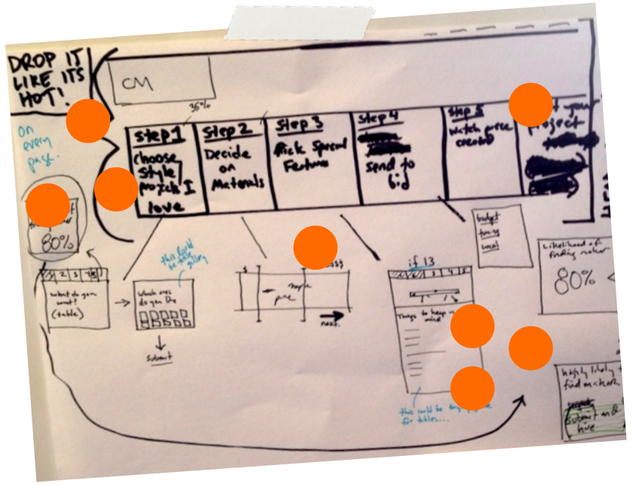
DISCLAIMER
Good for design critiques.
Too democratic for decision-making.

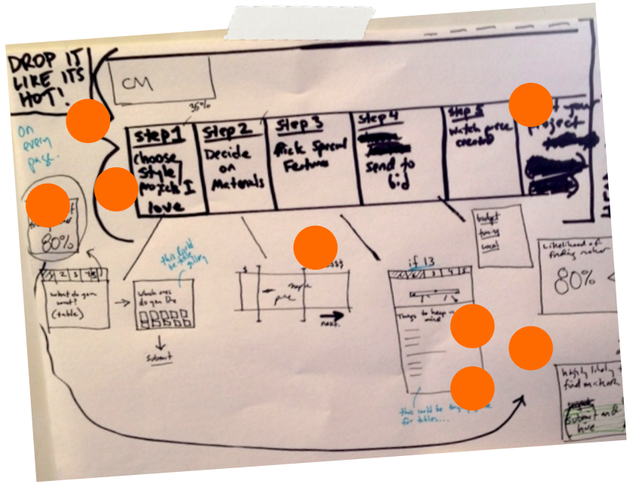
Oh well.

Which one has the most stickers?



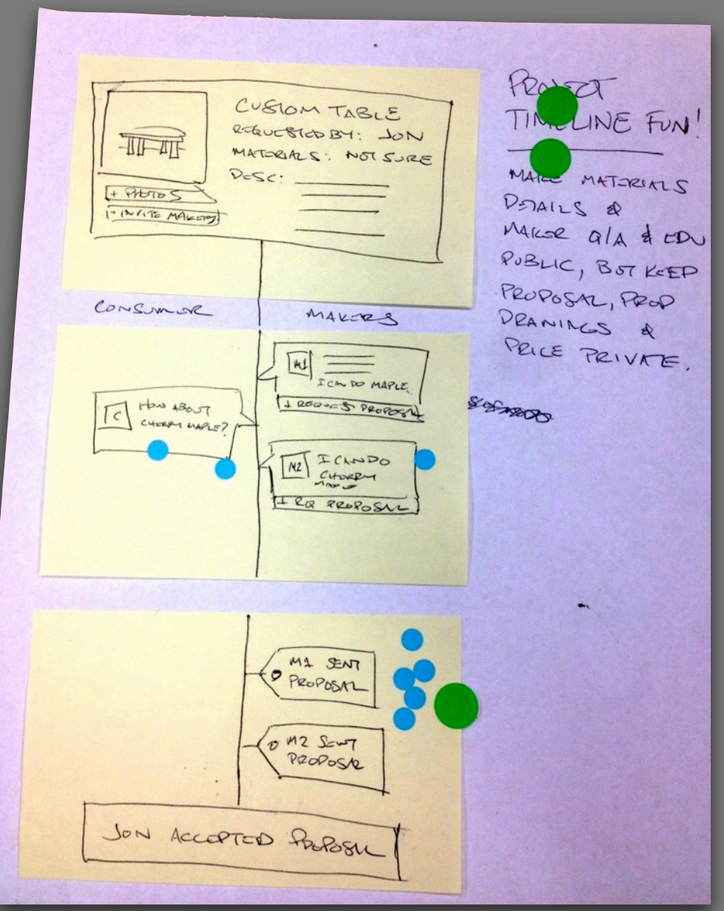


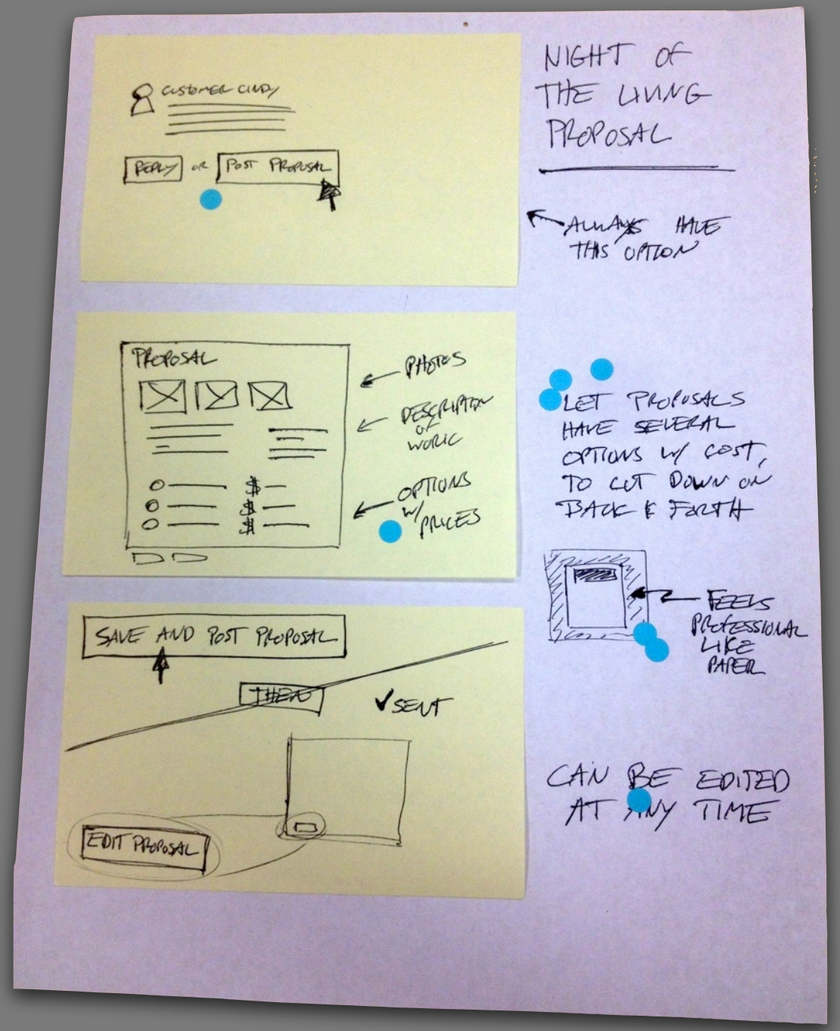


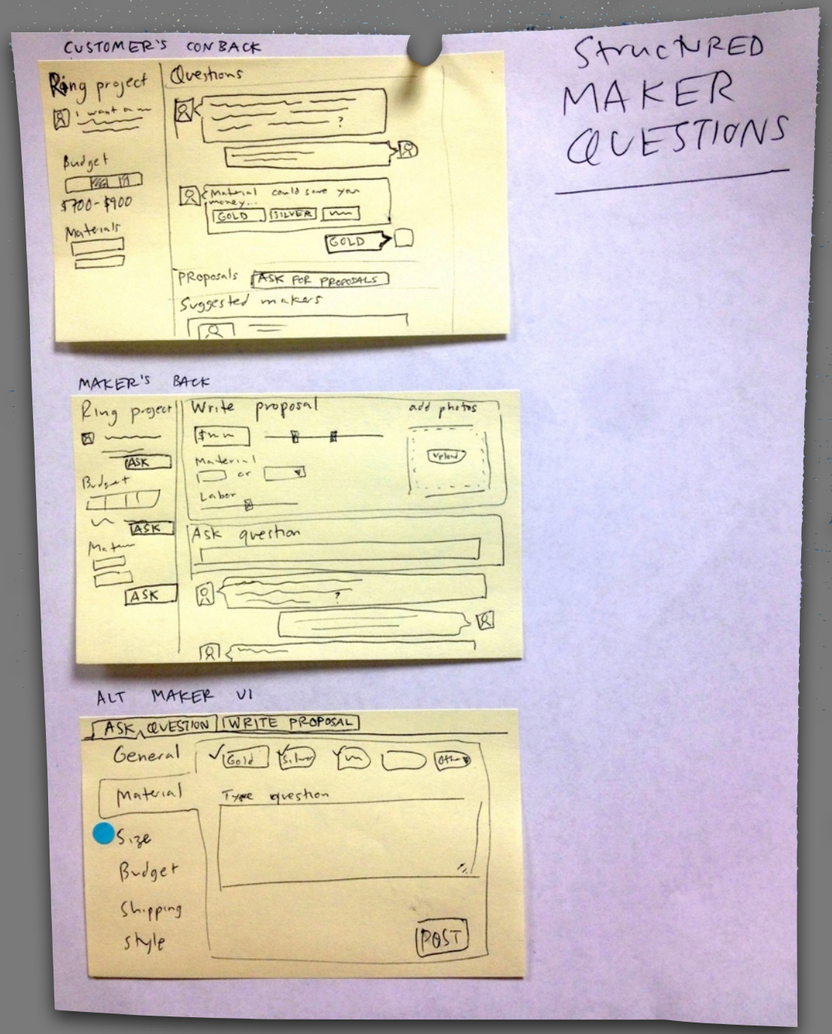


WINNERS = ROUND 2

SHOUT-OUT TO LOSERS







ALSO, WINNERS ARE HEREBY DISQUALIFIED FROM INVESTING

INVESTING ROUND 2

● = $100K

● = $50K

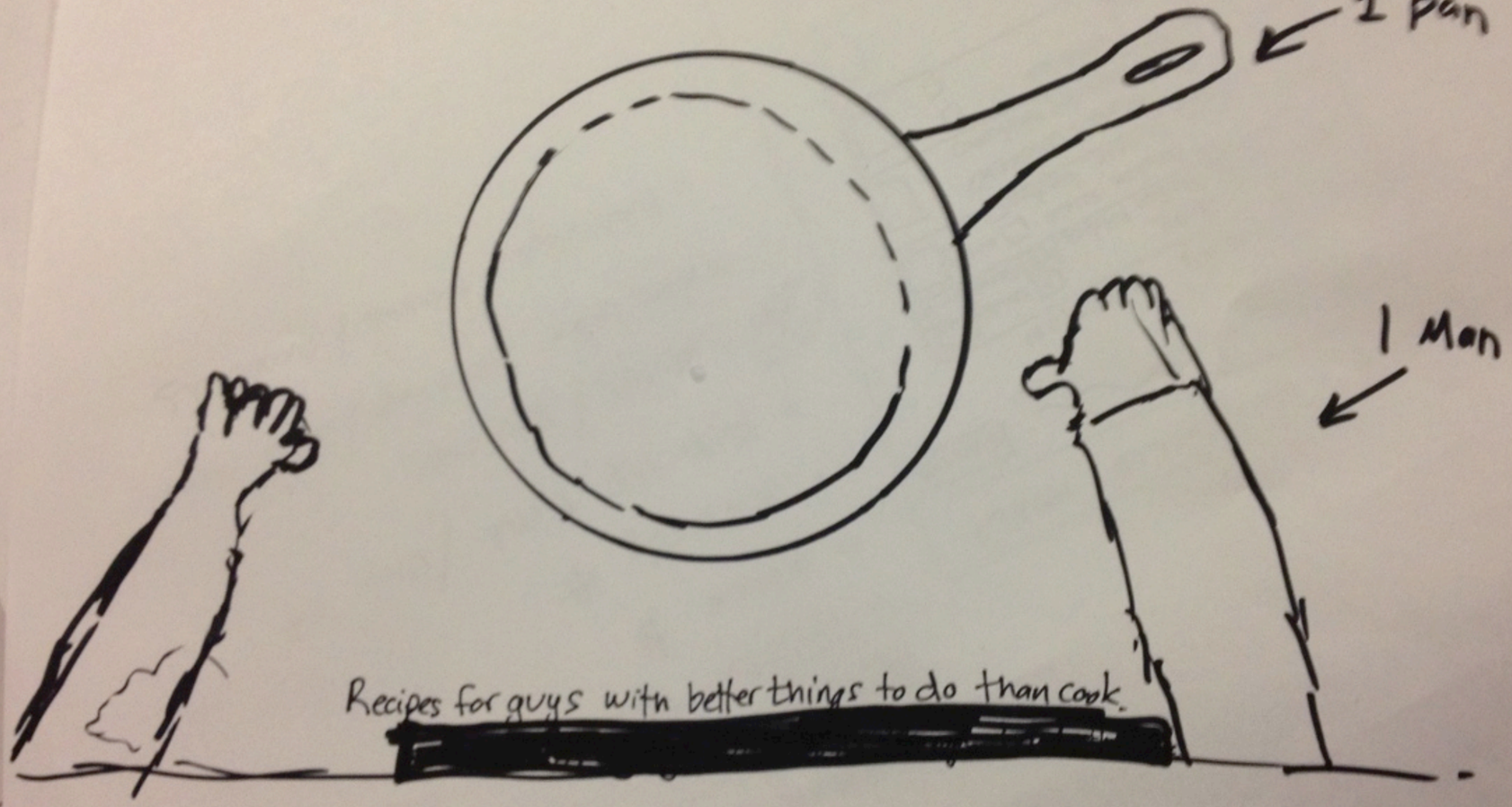
Multi-investing okay

Keynote: $20
Keynotopia templates: $100

WINNING HOME PAGE CONCEPT

one pan man!

impress them.... but not too much.



Use what you've got
What's in the cupboard and the fridge? Let's make it work.

Food for the week
Yeah, it's a shopping list.

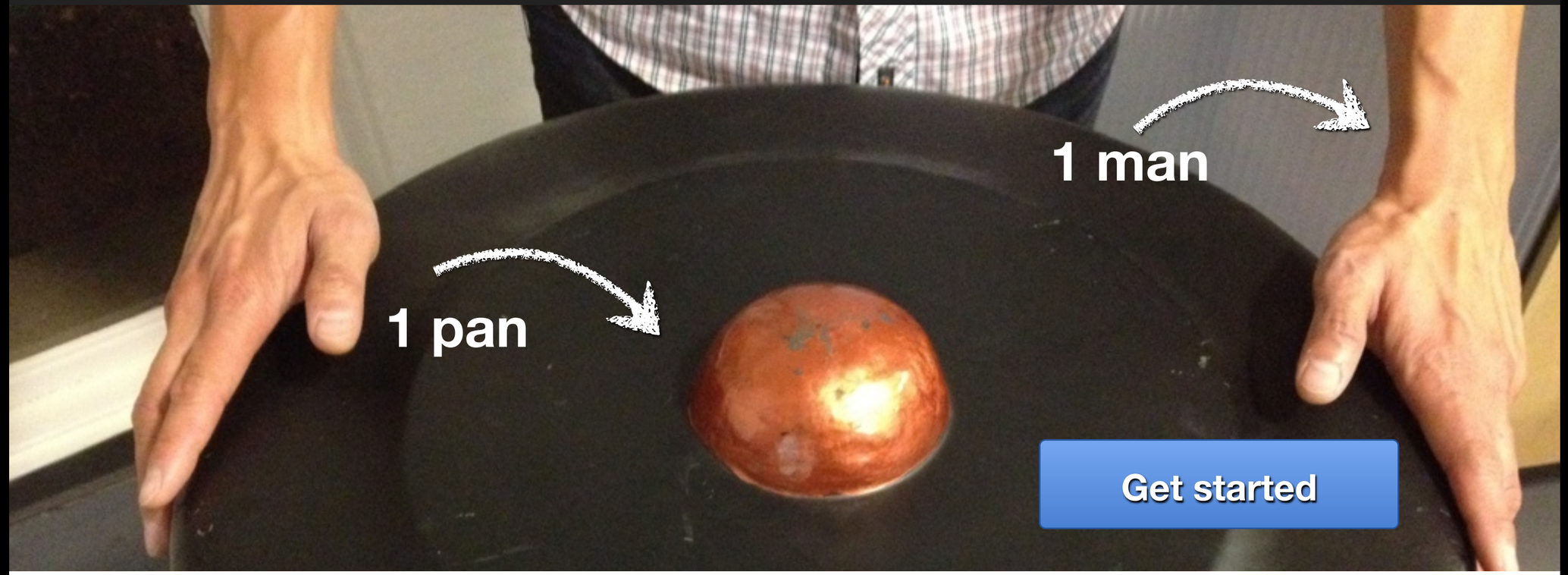
To your tastes
Answer some ?'s
We've got recipes that suit you

New Tab

onepanman.com

onepanman

Impress them... but not too much.



Recipes for guys with better things to do than cook.

Use what you've got	Food for the week	To your tastes
What's in the cupboard and the fridge? Let's make it work.	Yeah, it's a shopping list.	Answer some questions. We've got recipes that suit you.

THE END

LET’S DO THIS!