

FRANKY LOPEZ

PRESENTATION DESIGN SAMPLES

CONTENT REDESIGN

Optimized design and flow of existing content with a new custom template



What is it?

The "Collective" is a holistic career development initiative built to open doors for under-represented creators. Participants are given access to a wide variety of resources and opportunities within the BBDO NY production department.

Our core mission is to help set up our members for professional and personal success both within BBDO, and beyond.

Key Initiatives

Upon on-boarding, Collective members will have access and opportunity to:

- Immersive Shadowing Program (pre-pro thru post)
- Introduction to Production Bidding
- Reel Development
- Ideating and Pitching Creative Ideas
- Agency personnel meet-n-greets
- Agency and Industry news

Inclusion



BBDO Studios is committed to ensuring 100% of our productions reflect diversity on a grand scale, and are representative of all communities including gender identity and race/ethnicity.

We pledge that at least 25% of crews will be members from under-represented communities (BIPOC and LGBTQ+).

The Collective Value Exchange

Creators

Reel development, production experience, industry exposure, potential financial compensation

BBDO Studios/BBDO NY

Network expansion, revenue growth, internal growth, diversity/inclusion, production-centric solution for clients

Clients

Comprehensive production approach, quick turnaround studio making, small studio vibes with big agency energy

Key Contacts

www.bbdostudios.com

Kelly Matousek

Studio Director
All shooting production inquiries can go directly to Kelly Matousek.
kelly.matousek@bbdstudios.com

Jon Hau

Senior Line Producer

(Shooting)

Sami Kriegstein

Creative Partnerships

Brody Bernheisel

Creative Director



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A dark-themed page with red and white text. It features a section titled '2022 BBDO Studios Offerings' with four sub-sections: 'Creator Partnership', 'Influencer Partnership', 'Small Scale Production', and 'Large Scale Production'. Below this is a grid of small images showing various production scenes.

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ORIGINAL DESIGN

Investor Presentations - Custom design with only outline and loose branding provided

KWHCOIN

Our Mission

Improve the lives of the **1.2 BILLION PEOPLE** across the globe without reliable energy access. We do one community at a time.

COMMERCIAL GRID INTEGRATION

Keeping it Local

KWHCoin gives community members the ability to purchase renewable energy from a local generation source. KWHCoin keeps value and investment in local economies.

COMMERCIAL GRID INTEGRATION

Future Plans

THE FOLLOWING ARE THE NEXT STEPS IN THE PROJECT AS WE MOVE FORWARD TO AN EXCHANGE LISTING

The development of the ecosystem will allow renewable energy resources to collaborate and unlock value for the emerging internet of energy with holders of the KWHCoin token.

- Exchange Listing/ICO Update Information**
 - The ICO ended Tuesday, March 13 at 12 pm PST. We will be listed on the Cryptopia (Digital Currency Exchange). The team is actively working on this.
- Application Development Update**
 - The development team is actively developing a blockchain based application to serve as the platform for the collaboration of renewable energy resources.

COMMERCIAL GRID INTEGRATION

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COMMERCIAL GRID INTEGRATION

About KWHCoin

KWHCoin is a **renewable energy company** and **peer-to-peer social impact project** that uses a native token for a decentralized application.

It allows producers, consumers and other distributed energy resources to buy, sell and configure their energy resources. The KWHCoin token is a digital representation of deliverable energy output or equivalent.

Physical units of kWh energy are leveraged from multiple sources including smart meters, sensor readings and green button data. This data is then hashed and stored on the blockchain to create KWH tokens.

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The Problem

An estimated **14 percent** of the world's population — **1.2B people** — have **LITTLE OR NO ACCESS** to electricity.

The costs of renewable energy transactions are **TOO HIGH**.

COMMERCIAL GRID INTEGRATION

The Solution

Build a **decentralized network** of renewable energy resources with a **zero carbon footprint**.

- Export energy is converted to KWH tokens and transferred to users via digital wallet on our peer-to-peer energy trading application "The Grid".
- The Grid will use software and cooperation between peers to provide a global virtual power company. It will leverage blockchain technology and smart contracts to build a decentralized network of distributed clean energy resources.
- The execution of power generation and the distribution delivery of clean electricity will be decentralized. Once complete, our founders expect to reduce the cost of energy to consumers immensely, with no obstructions, and with a zero carbon footprint.

COMMERCIAL GRID INTEGRATION

Future Plans

Business Model: It's a dual business model. Charge a monthly fee for use of the network and other transaction fees based on volume and platform structure.

Revenue Generation: Flat monthly fee credit fees for commercial grid integration and a percentage fee for advertising/network promotions.

5-Year Projection: Billion dollar company

Expected Margin: Margin model is difficult to determine. Now we have to understand operating costs for projects.

Value to Investors: Tradeable token on multiple cryptocurrency exchanges. This is a new community token and will be used for energy purchases and has social impact. It's a startup with tremendous market position in a developing industry.

COMMERCIAL GRID INTEGRATION

Contact Information

ADDRESS
8031 Tech Way • 110 Plaza West
San Jose, California 95128

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800-KWHCOIN (800-574-2646)
contact@kwhcoin.com
www.kwhcoin.com

COMMERCIAL GRID INTEGRATION

TRUWOMEN
INVESTOR PRESENTATION

JUNE 2018

THE STORY

TRUWOMEN is an LA-based Nutrition company devoted to improving health through nutrition products. Our mission is in the box and our core category is to introduce a one-of-a-kind indulgent protein bar that is plant-based, clean, and delicious.

We create plant-based*, protein-packed, clean ingredient products that are designed for health and wellness testing nutrition which women wanted and asked for.

The TRUWOMEN brand is born by the female-first approach to everything. Form design of the products to the way they are marketed, all the way down to the female-led partners. The name is reflected in the products, marketing, and the way the brand is perceived all over the world.

The TRUWOMEN team is comprised of experts and marketing industry veterans with stellar track records who are creating innovative products that are distributed through a global network.

COMMERCIAL GRID INTEGRATION

THE PRODUCT

TRUWOMEN believes that healthy protein bars and protein powders should taste great and be their own reward. TRUWOMEN products are Indulgent Nutrition, plant-based*, protein+ packed, and delicious.

Our Flavor Innovators are disrupt the protein bar and protein powder industry with balanced nutrition products that taste like decadent desserts. "Great Flavor" is where TRUWOMEN excels and is the cornerstone of the brand.

COMMERCIAL GRID INTEGRATION

RECENT CATEGORY ACQUISITIONS

Company	Acquisition Year	Buyer	Revenues	Purchase Price	Product Line	Headcount	Last Ltr Rev
RXBAR	2017	Kellogg Company	\$20M	\$60M	15+ SKUs	54	N/A
thinkthin	2015	Glimboe	\$21M	N/A	23+ SKUs	N/A	N/A
VEGA	2015	White Wave	\$100M	\$550M	N/A	23x	N/A
KIND	2017	Mars Incorporated	N/A	\$4B Valuation	N/A	N/A	N/A
Kind	2017	Dolega	\$100M	\$250M	23+ SKUs	N/A	N/A

COMMERCIAL GRID INTEGRATION

EARLY BUZZ AND REVIEWS

Customer Reviews

WELCOME TO SUPER NATURAL INDULGENCE

COMMERCIAL GRID INTEGRATION

TRUWOMEN.COM EXPERIENCE

We plan on enticing customers to become members through premium membership levels, offer opportunities and access to exclusive experiences.

- Our goal is to make the process through subscriptions will remain simple.
- We plan to feature our TRUWOMEN website and simplify the user experience.
- TRUWOMEN is exploring opportunities to bring back the in-store order and more cutting edge tech that serves our customers.

COMMERCIAL GRID INTEGRATION

THE TEAM

THE TEAM

BROD J. PYOTT
FOUNDER & CEO
Former COO of Biotek Nutrition, A division of GNC. Total Assets over \$1.5B. Brod has over 20 years of experience in the food and beverage industry. He has held various positions in sales, marketing, and operations throughout his career.

Saffery Jackson
MARKETING DIRECTOR
Saffery has over 15 years of experience in the food and beverage industry. She has held various positions in sales, marketing, and operations throughout her career.

Caryn Gayola
VP OF FINANCIALS
Caryn has over 15 years of experience in the food and beverage industry. She has held various positions in sales, marketing, and operations throughout her career.

Derek West
VP OF SALES
Derek has over 15 years of experience in the food and beverage industry. He has held various positions in sales, marketing, and operations throughout his career.

Shelli Jarett
VP OF REVENUE
Shelli has over 15 years of experience in the food and beverage industry. She has held various positions in sales, marketing, and operations throughout her career.

COMMERCIAL GRID INTEGRATION

BUSINESS MODEL

Achievements and Future Plans

- Q1: Productive text
- Q2: Productive text
- Q3: Productive text
- Q4: Productive text
- Q5: Productive text

Financials

- Corp Table (see attached documents)
- Funding
- Revenue: \$5m

Use of Proceeds

- Sign Celebrity endorsers Seling Gomez and others
- Marketing
- Operating working Capital
- Marketing working Capital

Key Hires

- CFO
- Marketing
- Product Development
- Sales Head
- Current head: \$550k
- Marketing Costs: \$100k
- Total Average burn: \$150k

COMMERCIAL GRID INTEGRATION

THE OPPORTUNITY

TRUWOMEN is at an inflection point for massive growth. Consumer demand for plant-based*, protein-packed, clean ingredient products is rising with no end in sight. With many brands in the space, TRUWOMEN will take the lead in the nascent and dynamic Consumer Packaged Goods category.

TRUWOMEN was chosen by Amazon as one of only 30 brands across all categories to join their Go To Market Program. The benefits of this partnership include:

- Leverage of the Amazon team
- Retail Strategy
- Exposure
- Data Analytics
- Leverage of Whole Foods distribution channels

When the biggest retailer in the world is behind you, you know you've got something exceptional.

COMMERCIAL GRID INTEGRATION

DIGITAL MARKETING

Opinion Health
Opinion Health food and lifestyle media

Shoutit
Promote the idea that protein bars and protein powder can be crave-worthy and good for you

Feature Key TRUWOMEN influencers and amplify via social media

WEIL + HOOD

POPSUGAR.

THE ZOE REPORT

COMMERCIAL GRID INTEGRATION

PRODUCT OFFERING AND FUTURE EXPANSION

NEAR PRODUCT ROADMAP

Q1	Q2	Q3	Q4	Q1
Current Offerings	Zink Chocolate Sea Salt	PEBBZ	Hazelnut Dark Chocolate	Dark Chocolate Espresso
Future Offerings	Dark Chocolate	Vanilla Hazelnut	Vanilla Hazelnut	Dark Chocolate

FUTURE PRODUCT EXPANSION

MERCHANDISE	SNACKING	NEAR INFLUENTIAL NUTRITIONISTS
• Apparel	• Bites	• Ice Cream
• Accessories	• Truffles	• Cookies
• Limited Edition	• Category Innovation	•

COMMERCIAL GRID INTEGRATION

CONTACT US

INFO@TEAMTRU.COM
TRUBrands, Inc.
14143 Denver West Parkway, #100
Golden, CO 80401

TRUWOMEN

COMMERCIAL GRID INTEGRATION

ORIGINAL DESIGN

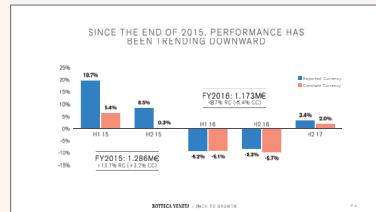
Internal Board Meeting - Custom design with only outline and branding guidelines provided



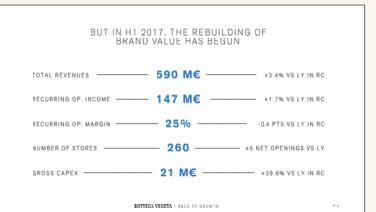
BOTTEGA VENETA
MADE TO GROWTH
SEP 25TH 2017



WHERE WE STAND:
A SNAPSHOT OF THE BRAND'S
CURRENT STATUS



BOTTEGA VENETA - BACK TO GROWTH



BOTTEGA VENETA - BACK TO GROWTH



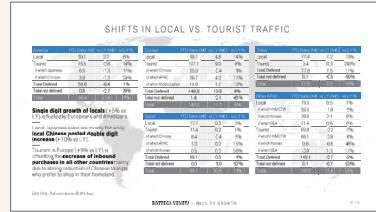
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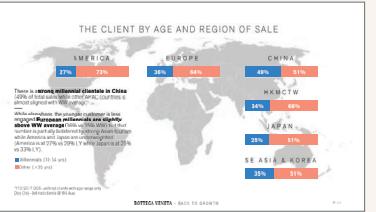
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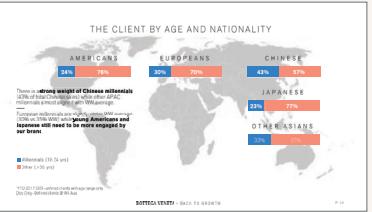
THE CLIENT TODAY:
SHIFTING BEHAVIORS IN
TRAVEL AND BUYING



BOTTEGA VENETA - BACK TO GROWTH



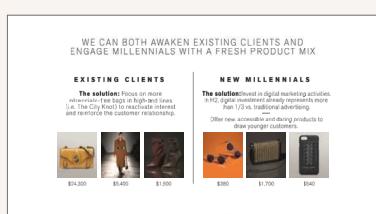
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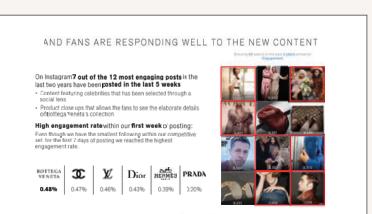
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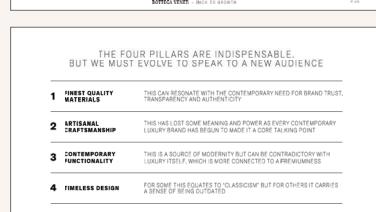
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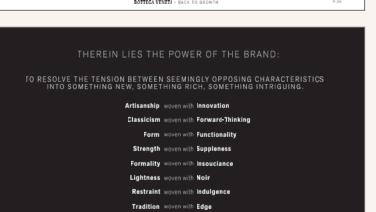
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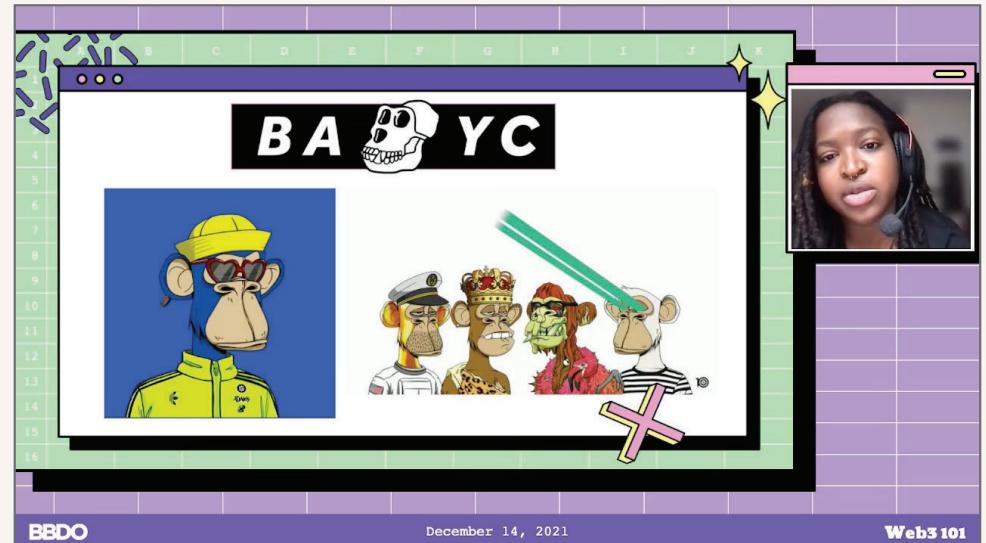


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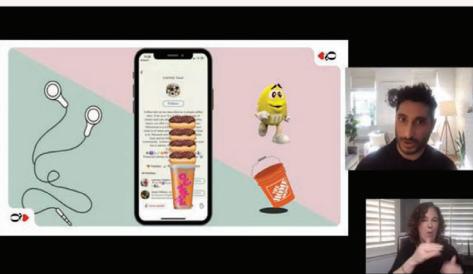
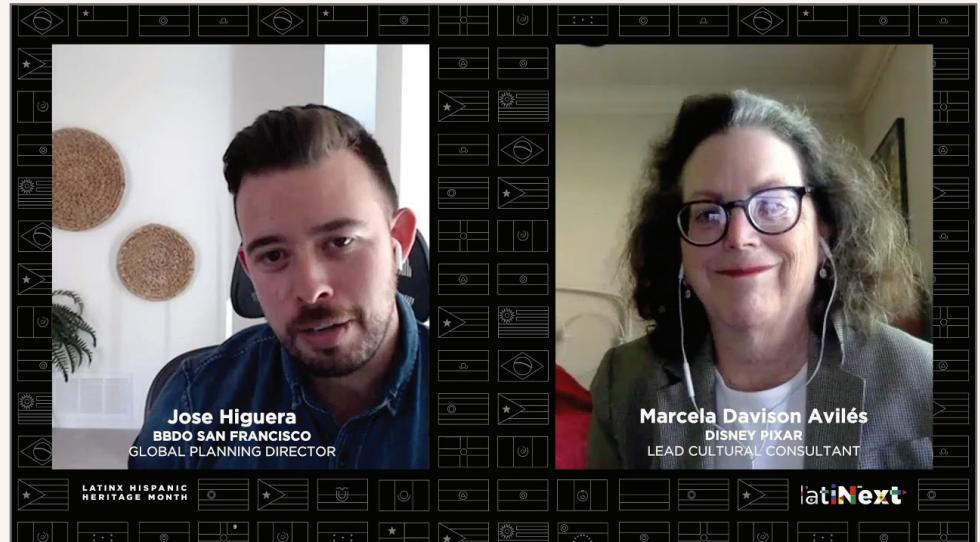
VIRTUAL EVENT DESIGN

Teams Live events produced with custom designed content and themed backgrounds



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Teams Live events produced with custom designed content and themed backgrounds



LIVE EVENT DESIGN

Global Board Meeting - Custom 6912 x 1536 template and presentations for curved LED wall

