

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

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

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+).

Key Contacts

Kelly Matousek

Studio Director

All shooting production inquiries can go directly to Kelly Matousek

kelly.matousek@bbdstudios.com

Jon Hsu

Senior/Line Producer

(Shooting)

Sami Kriegstein

Creative Partnerships

Brody Bernheisel

Creative Director

www.bbdostudios.com



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INCLUSION ON SET

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Who We Are

At the heart of it all, we're a team of efficient and unconventional makers here to produce award-winning creative and inspire innovation at BBDO. Provide efficient turn-key service to our clients.

Attitude. A fire in our belly. A determined nature and spirit. New ideas with curiosity and energy.

Strategy. A penchant for out-of-the-box thinking. Invested in the process and the work.

Execution. Leaning into new practices without losing sight of past learnings.



UNCONVENTIONAL MAKERS + AWARD-WINNING CREATORS FOCUSED ON THE WORK, TOGETHER

WITH QUALITY, EFFICIENCY, AND INNOVATION FLOWING THROUGH EVERYTHING WE DO.

- Reimagined creative resource for BBDO -

What we do

- Live-Action Shoots
- Editing, Animation, & Finishing
- Platform native content creation
- Creator Partnerships
- Community Management
- Live Streaming
- Prototyping
- DE&I Talent Cultivation
- Digital Development
- Dynamic Creation & Optimization
- Prototyping

2022 BBDO Studios Offerings

- Creator Partnership
- Influencer Partnership
- Small Scale Production
- Large Scale Production

The Production Collective: our holistic career development initiative built to open doors for under-represented creators and to set up our members for professional and personal success both within BBDO, and beyond.

Creative Development Dept: Our direct-to-client production offering that offers a low-budget alternative to traditional agency-structured production.

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2022 BBDO STUDIOS VERTICALS

Small Scale Production	Creator Partnership	Influencer Partnership	Large Scale Production
In-house makers	Quick-turn productions	Follower dependent	Expanded crewing
Low-lift deliverables	Platform native	Blended production	Sizeable budgets
Quick yielding profit	Innovative solutions	Who they are	Complex productions

The Production Collective: Career development initiative that opens doors for under-represented creators

Creative Development Department: Direct-to-client production alternative for out-of-scope and non-agency roster

Creator Partnership

What is it

Behind the camera.

A nimble, one-stop-shop powerhouse of content creation

Work independently with oversight from producers, creatives and/or client

Project-based or retained for client

Social following not a deciding factor for partnership

Examples: Both resulting in significant profit for Studios and key partnerships with creators

Video - Shoprunner team expressing interest in keeping social producer/shooter/editor on retainer for quick-turn projects and long-term brand awareness

Digital - Discovered an AR/3D duo out of Amsterdam to produce a series of AR ads for Home Depot.

Influencer Partnership

Partnership with influencers based on who they are, characteristics, & followers

Curated content featuring individual and their brand.

Work independently or in collaboration with agency

Agreed upon term, usage and exclusivity

Budget and timeline varies

Examples

Video - For the Shoprunner Holiday Windows project, we partnered with an influencer that specializes in miniature creation with a sizable subculture-specific audience. We then took the videos of her creations to create campaign materials utilizing Studios resources.

Digital - Working with a well-known AR creator to produce beautiful lenses but utilizing in-house resources to create media deliverables. This is the model we utilized to produce The Pedestal Project for Color of Change.

CREATOR PARTNERSHIP

- Nimble, one-stop-shop powerhouse
- Mastered social tools and trends
- Followers not a deciding factor, talent is
- Behind-the-camera type
- Aligns with BBDO quality standards
- Services yield significant profit for Studios
- Collaborate with BBDO Social Studio

Examples

Product Videos, Tutorials, AR Experiences

INFLUENCER PARTNERSHIP

- Partnership based on reach and niche targeting
- Content developed in collaboration with creator to feel authentic to their brand and platform
- Typically requires additional production resources and talent management

Examples

Platform-specific, launch videos, brand activations, campaign videos

ORIGINAL DESIGN

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



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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 prosumers, consumers and other distributed energy resources to connect and configure their energy resources. The KWHCoin represents a kilowatt hour (kWh) 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 measurable output is tokenized on the blockchain to create KWH tokens.

TRUWOMEN
INVESTOR PRESENTATION

JUNE 2018

THE STORY

TRUWOMEN is an LA-based Nutrition company devoted to improving female consumer nutrition and lifestyle through innovative products. Our mission in the bar and powder category is to introduce a one-of-a-kind **Indulgent Nutrition** category through disruptive marketing and distribution channels.

We create **plant-fueled**, **protein-packed**, **clean ingredient** products to address the demand for healthier, better tasting nutrition which women wanted and asked for.

The TRUWOMEN brand is defined by the female-first approach to everything – from design of the products to the women-powered business model and support of female-led partners. The name is reflected in the products, team, our architecture to prioritize and elevate women 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.

THE OPPORTUNITY

TRUWOMEN is at an **inflection point for massive growth**. Consumer demand for plant-fueled*, protein-packed, clean ingredient products is rising with no end in sight.

With the Amazon/Whole Foods partnership, TRUWOMEN will take the lead in this nascent and dynamic Consumer Packaged Goods industry 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:

- Exclusivity in this Brand Category
- Retail Strategy
- Data Analytics
- Exposure
- Leverage of Whole Foods distribution channels

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

Our Mission

Improve the lives of the **1.2 BILLION PEOPLE** across the globe without reliable energy access.

We do this **one community at a time**.

The Problem

An estimated **16 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**.

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' digital wallets 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 fully decentralized. Once complete, our borderless, peer-to-peer virtual power grid will operate seamlessly, with no obstructions, and with a zero carbon footprint.

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-fueled*, protein-packed, and made with clean ingredients.

Our Flavor Innovators are disrupting the protein bar and protein powder industry with balanced nutrition products that taste like decadent desserts. "Great Flavor" is where TRUWOMEN will disrupt and take the lead in this market.

RECENT CATEGORY ACQUISITIONS

Company	Acquisition Year	Buyer	Revenues	Purchase Price	EBITDA Multiple	Top Line
RXBAR*	2017	Kellogg Company	\$120M	\$600M	12-14x	5x
thinkThin	2015	Glanbia	\$84M	\$217M	N/A	2.5x
vega	2015	White Wave Foods	\$100M	\$550M	N/A	2.5x
KIND	2017	Mars Incorporated	N/A	\$48 Valuation	N/A	N/A
GOOD	2017	Conagra	\$100M	\$250M	2.5x	

DIGITAL MARKETING

Coverage in health/wellness, food, and lifestyle media

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

Feature key TRUWOMEN influencers and amplify via social media

Keeping it Local

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

Local energy generation reduces the losses and extends the lifespan of existing transmission infrastructures. Local generation also minimizes transmission costs for the customer.

KWHCoin Distribution by Region

Our initial impact investment is to **build the infrastructure**. We will allocate **10% of our revenues** for this.

Timeline

EARLY BUZZ AND REVIEWS

TRUWOMEN.COM EXPERIENCE

We plan on enticing customers to become members through premium offerings such as apparel, accessories and access to exclusive experiences.

- We will be running a loyalty program where customers can earn points through purchases which will reward loyalty.
- We plan to feature key TRUWOMEN influencers and amplify via social media.
- TRUWOMEN is currently in the process of launching our augmented reality, text-to-order and more cutting edge tech that serves our customers.

PRODUCT OFFERING AND FUTURE EXPANSION

NEAR PRODUCT ROADMAP

2018 Q1	Q2	Q3	Q4	2019 Q1
Current Offering	Dark Chocolate Sea Salt	PB&J	Mexican Hot Chocolate	Dark Chocolate Espresso

FUTURE PRODUCT EXPANSION

MERCHANDISE	SNACKING	NEW INDULGENT NUTRITION CATEGORIES
Apparel	Bites	Ice Cream
Accessories	Truffles	Category Innovation
Limited Edition	Cookies	

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 latest 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 with the exchange.
- 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.

Value Proposition

Business Model: Hybrid 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 – transaction fee for network usage, renewable energy credit fees for commercial and industrial projects and app fees for advertising network promotions.

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

Value to Investor: Tradeable token on multiple cryptocurrency exchanges. This is a new community token model with access to the internet of energy that also has social impact. It's a startup with tremendous market position in a developing industry.

Contact Information

ADDRESS
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San Jose, California 95128

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contact@kwhcoin.com
www.kwhcoin.com

THE TEAM

Omar Johnson	FOUNDER & CO-CEO
	Former CMO of Braava, where he helped grow the company from \$10M to over \$1B in revenue. He served as Apple's VP of Marketing.
	Former VP of Marketing at Whole Foods Market, where he oversaw marketing for the company's first 10 years.
Rafferty Jackson	PRESIDENT
	Formerly Vice President of Marketing at Cryptopia.
Karyn Gayle	VP OF MARKETING
	Former VP of Marketing at Whole Foods Market.
Derek West	VP OF SALES
	Former Vice President of Sales at Whole Foods Market.
Shelli Jarrett	VP OF FINANCE
	Former Vice President of Finance at Whole Foods Market.

BUSINESS MODEL

Achievements and Future Plans

- Q1 Placeholder text
- Q2 Placeholder text
- Q3 Placeholder text
- Q4 Placeholder text
- Q5 Placeholder text

Key Hires

- CFO
- Marketing
- Product Development

Runway Calculation

- Current burn \$150k
- New Hires - \$50k
- Marketing Costs \$100k
- Total Average burn 12mos = \$3.6m

Funding

- Round Size \$5m

Use of Proceeds

- Sign Celebrity endorsers Selena Gomez and Ariana Grande
- Operating working Capital
- Marketing working Capital

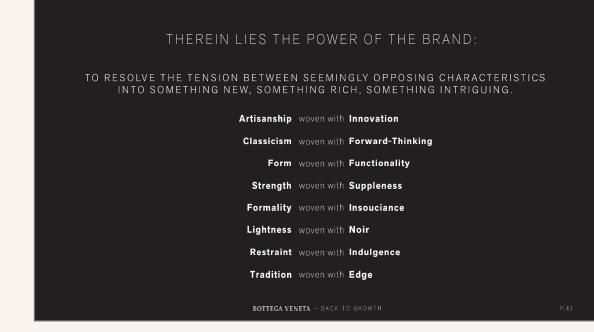
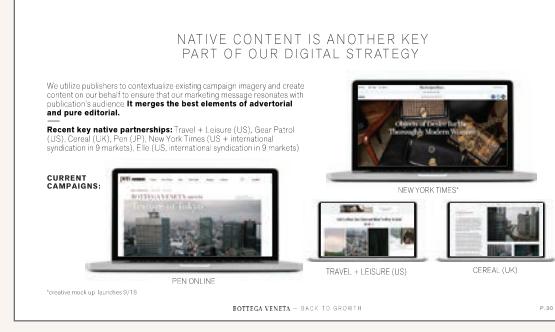
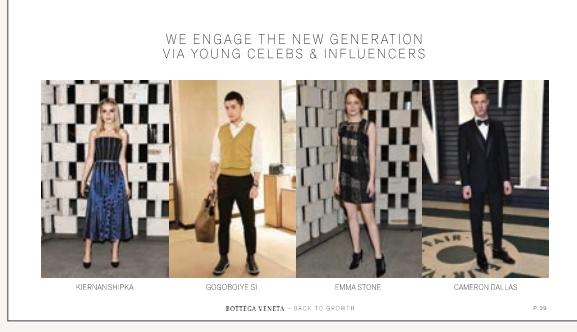
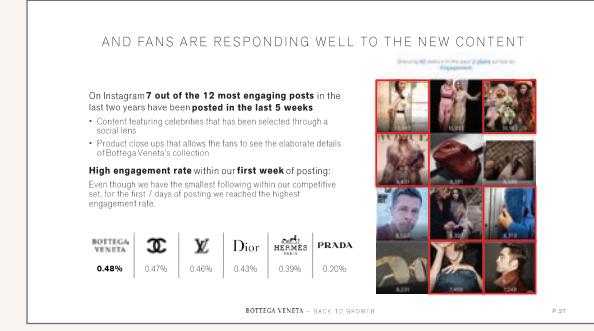
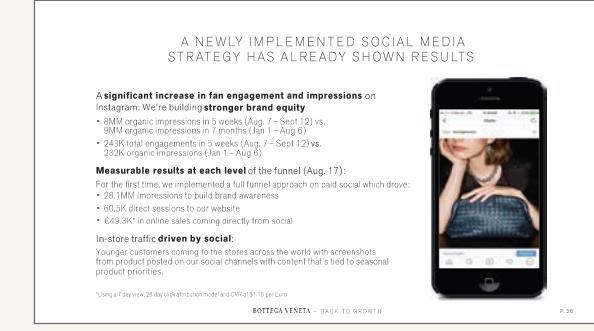
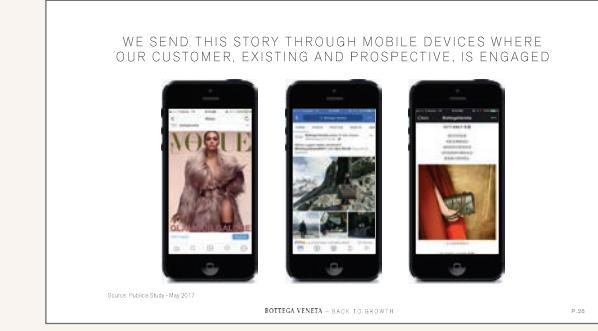
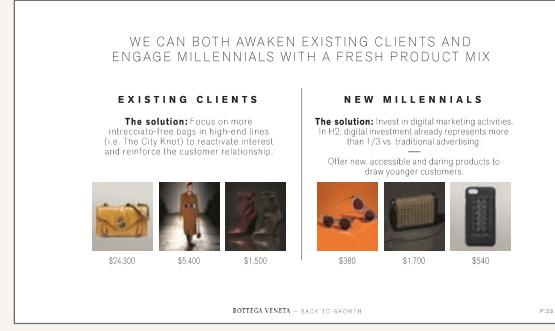
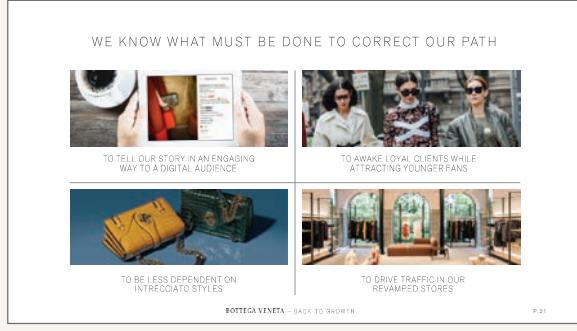
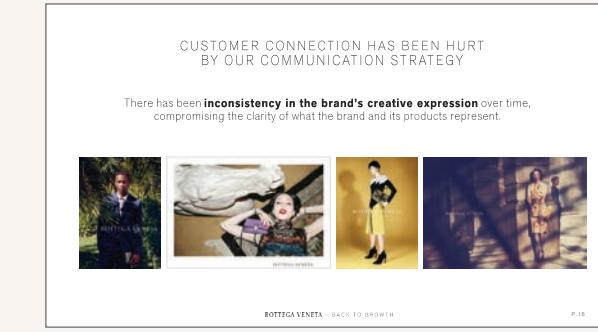
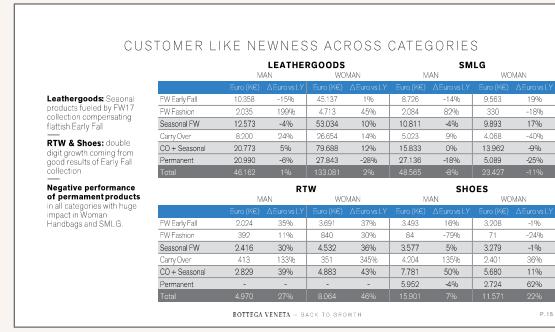
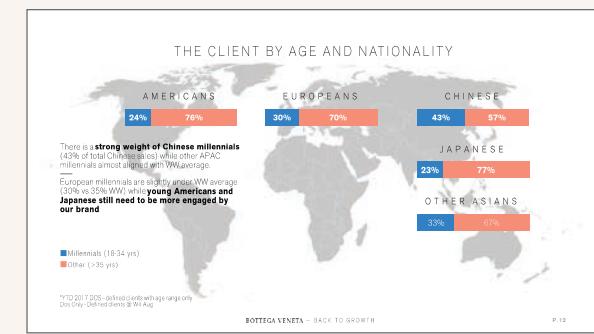
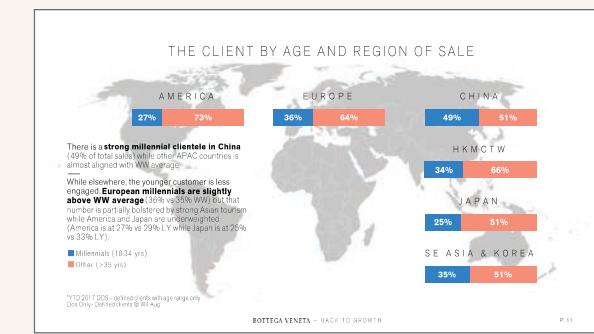
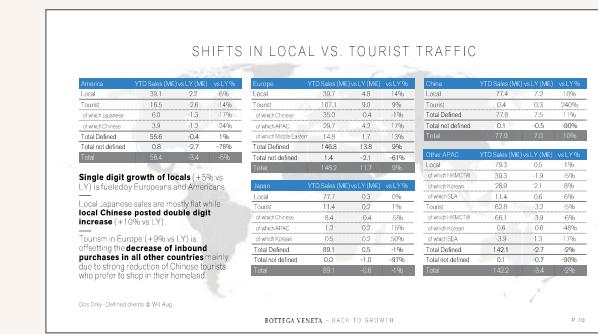
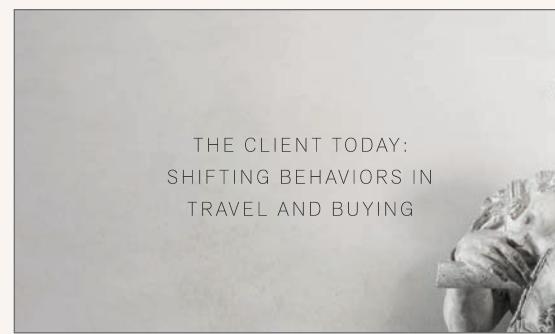
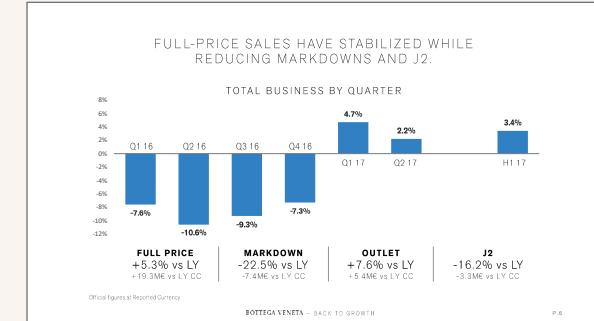
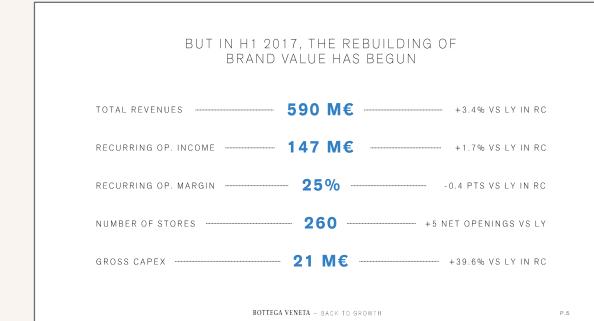
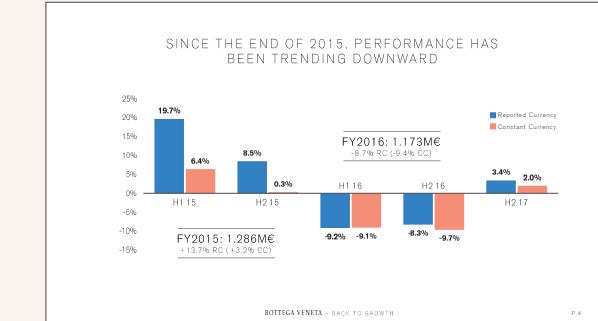
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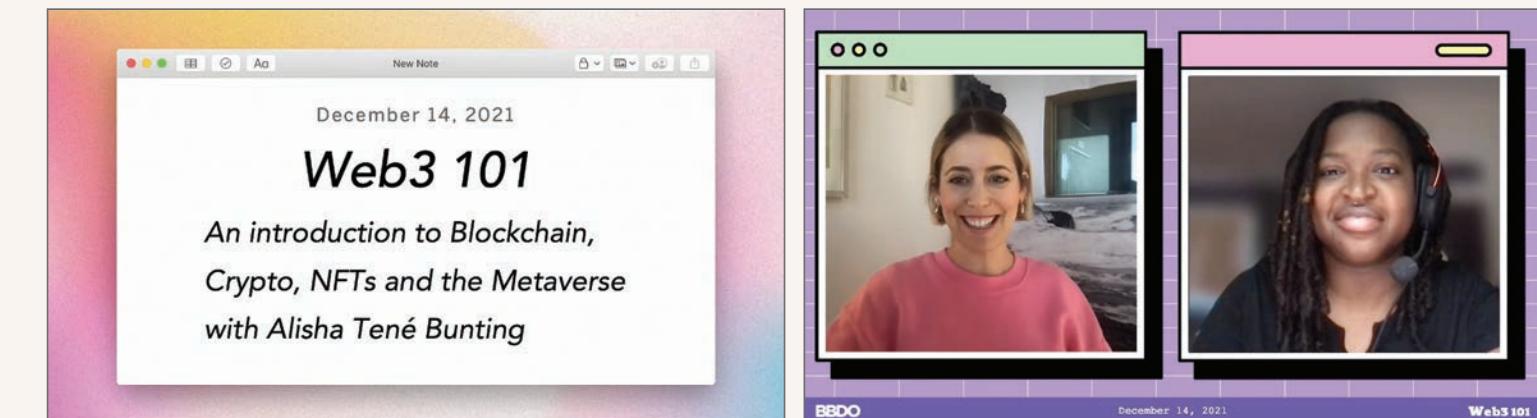
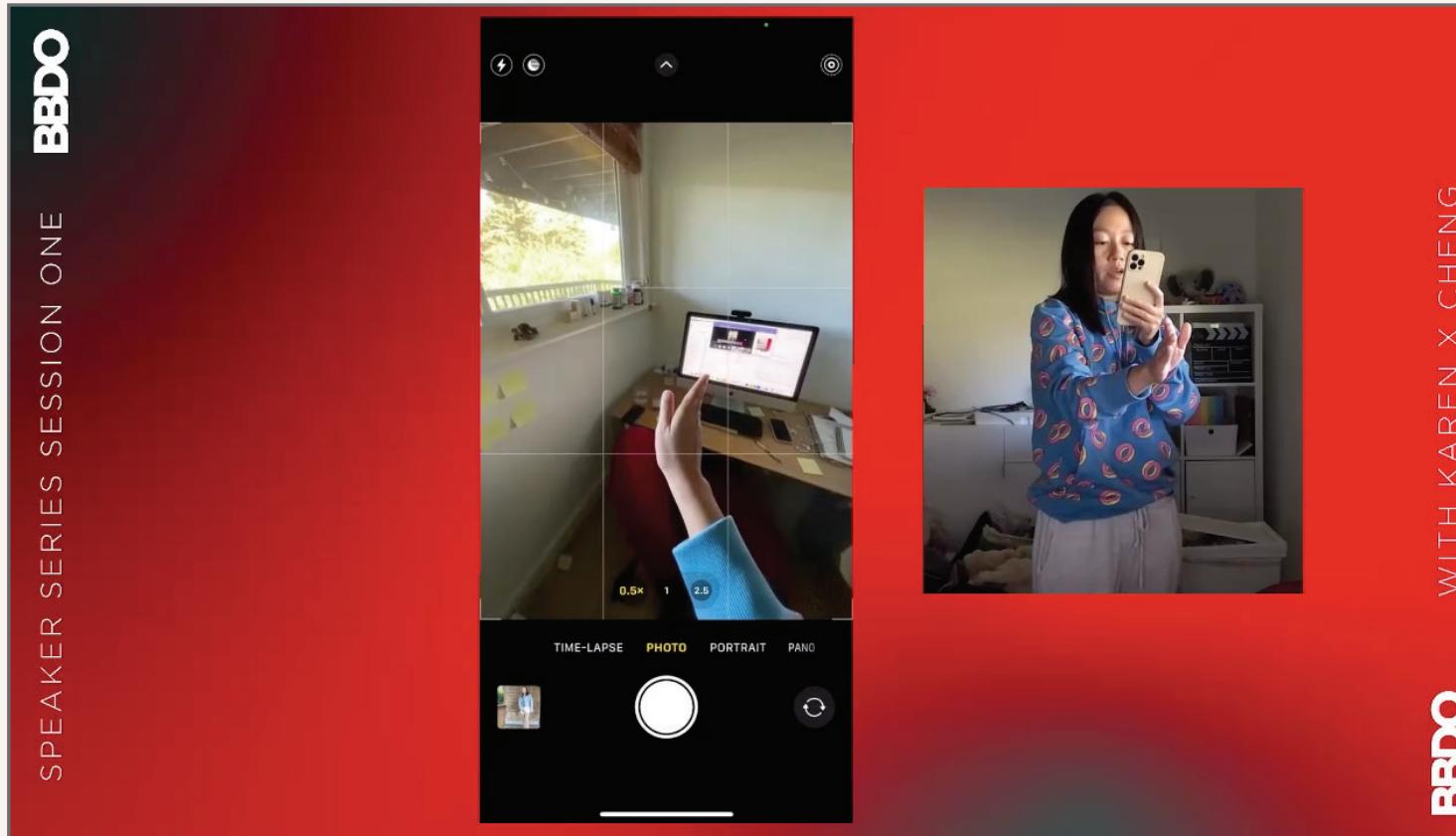
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Internal Board Meeting - Custom design with only outline and branding guidelines provided



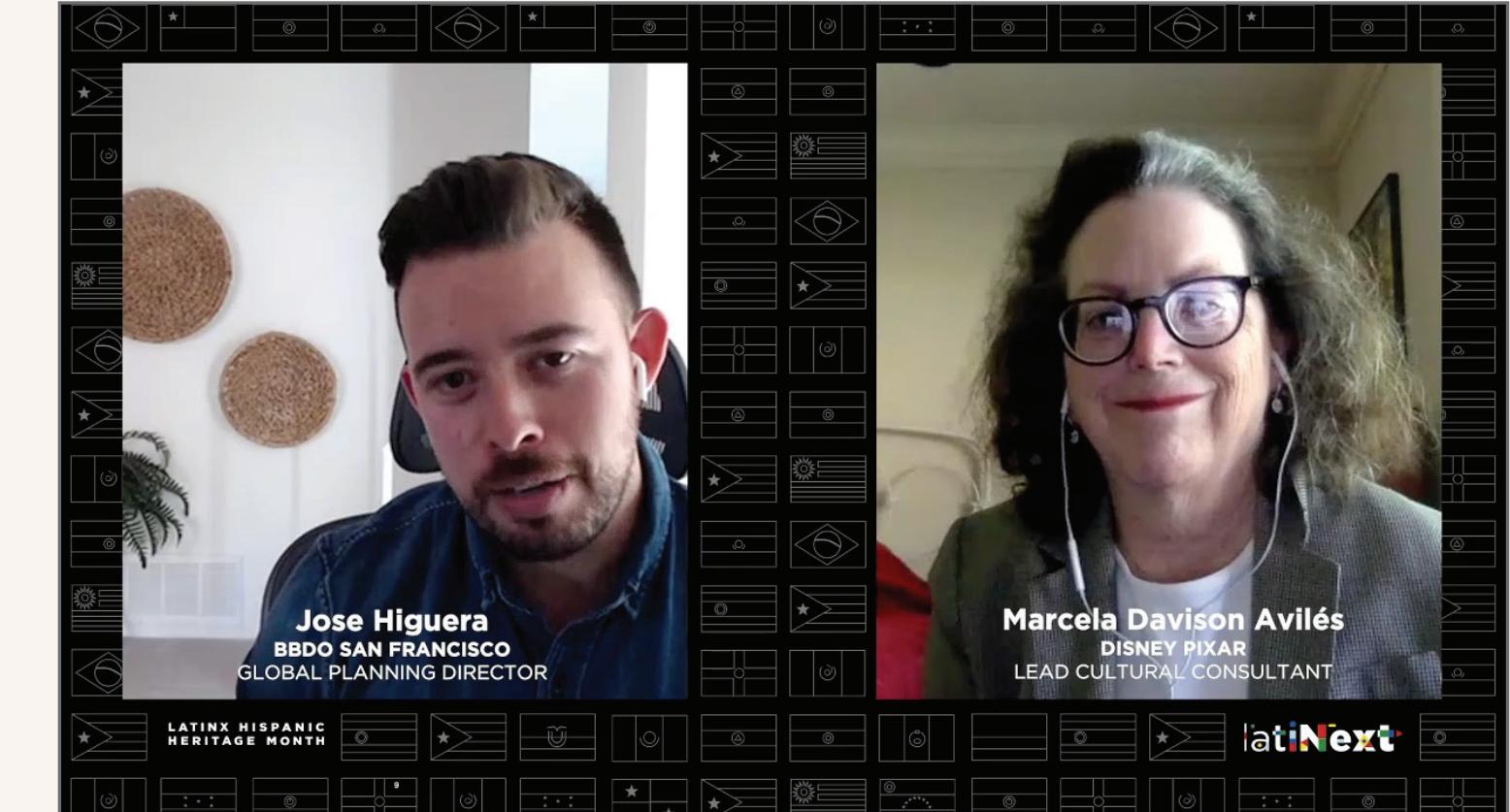
VIRTUAL EVENT DESIGN

Teams Live events produced with custom designed content and themed backgrounds



VIRTUAL EVENT DESIGN

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

