

VANTABLACK

**18**



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**\$1,000,000**

---

**40+**

# BRANDING

BELLWETHER + MANY OTHERS

## THE BELLWETHER BRAND



Exo DemiBold

Proxima Nova Light

Bellwether Tangerine Tango

#FB552E

RGB 251 85 46

CMYK 0 86 87 0

Dark Matter Gray

CMYK 67 60 59 46

#414141

RGB 102 102 102

### BRANDING NOTES:

"Bellwether Tangerine Tango" is a variety of Tangerine Tango on steroids. We tweaked it to be demand attention and possess a vivid burn digitally. Our color exhibits the enthusiasm we provide and stimulate our audience to dive deeper into the Bellwether experience.

- The three pronged, circled wave mark signifies a "new wave" of product engineering and has forward motion to it.
- The circle suggests our wide range of services from product conception to deployment (The full circle of product engineering). The three marks inside are symbolic to the most important three: Design, development, and direction.
- We loved the futuristic/techy implications of the Exo font and thought it would be emphasized well above a wide tracked, Proxima Nova Light.

# BRANDING

BELLWETHER + MANY OTHERS



SPOT is a GPS safety bracelet for kids that uses geofencing technology to give parents piece of mind that their children are safe, while giving kids the freedom to be, kids.



Varsity Views is a photo sharing apps for high school sport communities across the country. A Varsity Views photographer is present at every high school sporting event from football to wrestling.



Re-App creates a social network to fundamentally change the way people interact with our environment and exhibit positive "green" behaviors. The app encourages people to log what they have recycled and compete against their friends.



Our client created a systematic process to increase your odds at the roulette table. Roulette Wizard is the perfect table companion for suggesting where to place your next bet based on previous occurrences when playing Roulette



An employee rewards program that gives employees the ability to give point to reward positive workplace behavior and encourage a culture of giving and satisfaction.



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Chore Check is the new household system for assigning and completing chores. Children can view a list of chores they need to check off on a daily, weekly, and monthly basis while collecting allowance and learning responsible financial practices.



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# BRANDING

BELLWETHER + MANY OTHERS



## PARTICLE MESSAGING

- Innovative, sleek, scientific.
- Particle refers to a particle track where particles race at light speed then collide.
- Everything is defined by the sum of its particles. The car and driver are the "Z-particle" which is the origin particle.
- Empowering young people to defy the physical constraints of what they believe they can do. Just like how the driver uses the car as his vessel to break barriers
- Messages: "Define the line." "Racing matter"
- The mark signifies the particle track. Particle spinning at light speed.

#00ABBD #F15A24 #4E5D5C TELAMARINE



## DRAFT MESSAGING

- **Drafting:** Technique where two vehicles or other moving objects are caused to align in a close group reducing the overall effect of drag due to exploiting the lead object's slipstream.
- Use the concept of "slipstream" to create a cult following. This is what we would call our social media hub and the community we create.
- Followers would essentially draft, or follow, our brand to defy the atmosphere in which we live in. Defy odds, physical constraints. Empowering to followers.
- We are the ones followed, not the other way around.
- Font resembles a pieces of a track. Looks like it is moving fast.
- Messages: "Follow Draft" "Join the slipstream"
- The color is unique and exuberant. Draws attention when mixed with a blue infused gray.

#D9E021 #E8EC7A #4E5D5C TELAMARINE



## OUTLIER MESSAGING

- **Outlier:** A person or thing situated away or detached from the main body or system.
- Takes an emotional vs. logical approach, resonates with an audience emotionally and somewhat more powerfully.
- We are outliers and we support you as an outlier, we challenge the status quo and encourage you to challenge the status quo.
- Defy what you've been "told" you can or cannot do.
- From a mathematical standpoint, an outlier is not only a value that "lies outside"... It influences the majority and skews it into its direction. An outlier can be seen as pioneering a new direction and pushing the majority forward.
- A young audience is concerned with individualism and can relate to being an outlier.
- Messages: "Drive to defy" "Define the line"
- Red incorporated as a rebellious color.

#CA1C24 #4E5D5C TELAMARINE



# BRANDING

BELLWETHER + MANY OTHERS



#CA1C24

#4E5D5C

TELAMARINE

# PROCESS

DEVELOPMENT + DESIGN

## USER STORIES

**"As a student, I should be able to login with Facebook to use the Project XYZ service"**

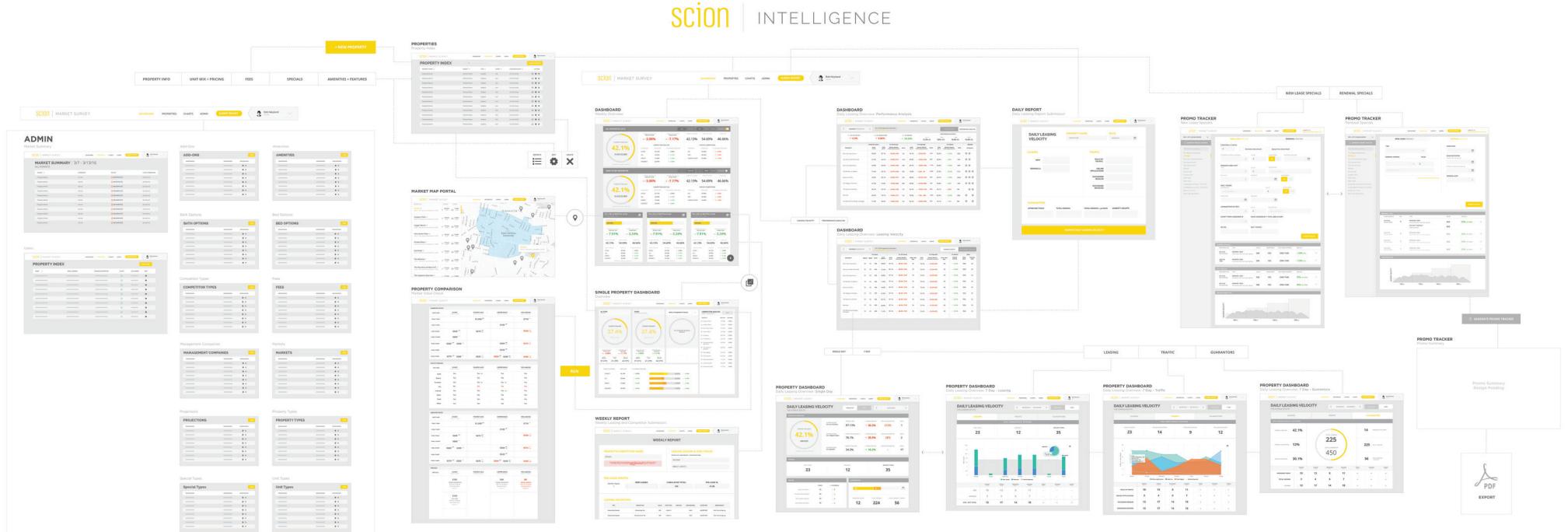
### Acceptance Criteria:

When the users clicks the login button, system will send them to facebook to verify access.

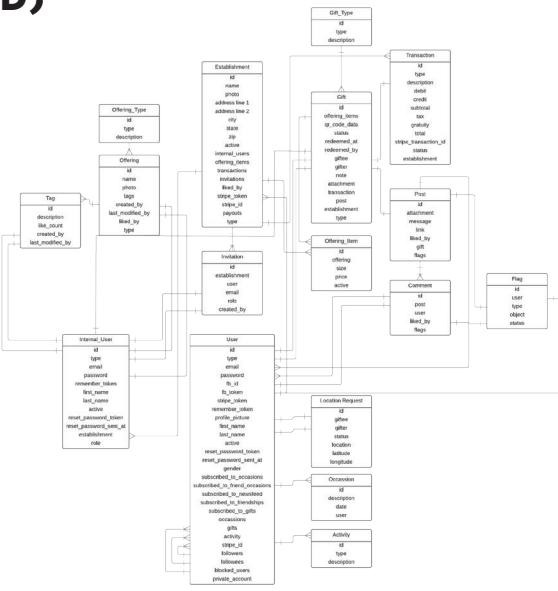
The users login session is stored

If the session is still active, skip login screen and send user to dashboard

## USERFLOWS



## ENTITY RELATIONSHIP DIAGRAM (ERD)



## PRESENTATION EXAMPLES

Before

Intec and Hella

1

- OUR RELATIONSHIP IS NOW ONE YEAR OLD
- INTEC WANTS TO GROW WITH HELLA
- WE CAN BE A GREATER VALUE TO HELLA

Product Design

Square	Flat	Round
--------	------	-------

Reality

Shrink	Warp	Variation
--------	------	-----------

6/20/17

After

OUR RELATIONSHIP IS NOW  
**ONE YEAR OLD**

Intec wants to grow with Hella.  
We can be a greater value to you.

INTEC + HELLA

PRODUCT DESIGN

SQUARE FLAT ROUND

IN REALITY

SHRINK WARP VARIATION

INTEC

# BOOK DESIGN + LAYOUT EXAMPLES



## HOW IT WORKS // SEARCH, COMPARE, DECIDE



### 1. SEARCH

Our Intelligent Predictive Text enabled Search Bar makes it easy for users to find listings at their schools. Users just have to start typing in the school name or the state in which they want to look and our platform will help them select the right option. Our goal is to simplify the apartment search process for the student and reduce friction points by providing them with relevant student-friendly options, in a clean, easy-to-use web tool that includes a map with proximity to campus already displayed and is designed to maximize engagement between student users and the properties we serve.



## HOW IT WORKS // SEARCH, COMPARE, DECIDE



### 2. COMPARE

We understand that browsing through pages of multi-family properties on other traditional sites can be overwhelming to a student, and it is easy for them to lose track of the properties that interest them. Campus Rental Guide allows students to bookmark properties they search and view them in our proprietary COMPARE tool. Here, students can look at their top picks side-by-side and compare key features, making them 5x more likely to take the next step in their buying journey and reach out to their preferred property. If they need a second opinion, students have the option to Share the comparisons with roommates and parents via email.



## HOW IT WORKS // SEARCH, COMPARE, DECIDE

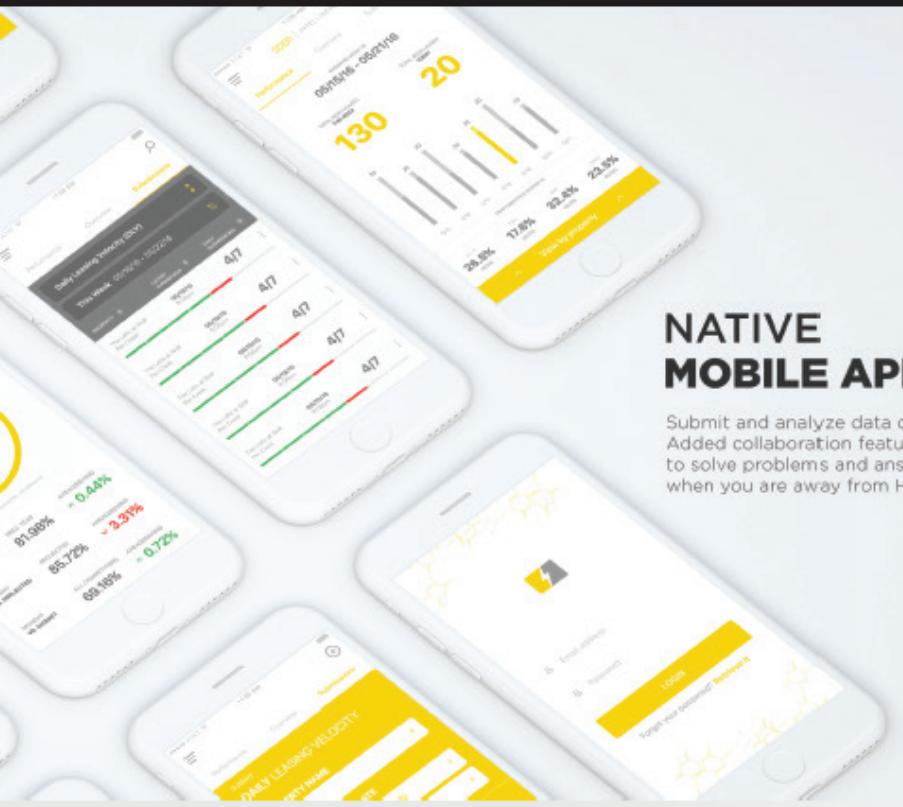


### 3. DECIDE

With Campus Rental Guide providing all of the information a student needs about a property, presented in an easy to use comparative format, students are closer to making a decision by the time they contact your property.



# BOOK DESIGN + LAYOUT EXAMPLES



## NATIVE MOBILE APPS

Submit and analyze data on the go. Added collaboration features make it easy to solve problems and answer questions when you are away from HQ.

**Scion | INTELLIGENCE**

## PLATFORM PROPOSAL

**Table of Contents**

**Introduction**

The document was submitted by you by or before 10/10/2018. It is a proposal for a new project and has been evaluated by you at the time of submission and may be revised or withdrawn at any time. The document is intended for your review and consideration by a third party without notice or comment.

**Version** 1.0  
**Created** 10/10/2018  
Last updated automatically under the Statement of Work via API automatically on November 10, 2018.

**Platform Proposal magazine**



## General Manager Platform Experience Guide

**DAILY LEASING VELOCITY REPORT**

This Daily Leasing Velocity Report is to be submitted through the Scion Intelligence platform for submission by 10/10/2018.

1. Log in to your account on Scion Intelligence at [www.scionintelligence.com](http://www.scionintelligence.com).

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Leasing insights  
Leasing forecast  
Leasing forecast  
Leasing forecast

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Comparative  
Comparative  
Comparative  
Comparative  
Coming Back



Scion Intelligence | INTELLIGENCE

OVERLEASING: ON

PROPERTY (18) WALKING DRIVING

<b>Aspen Heights</b> 17358 Hwy 67 #100, Statesboro, Georgia, 30458	69 min (4.6 mi)	21 min (4.6 mi)
<b>Cambridge @ Southern - The Palms</b> 130 Lanier Drive, Statesboro, Georgia, 30458	5 min (0.3 mi)	1 min (0.3 mi)
<b>Cambridge @ Southern - The Pines</b> 130 Lanier Drive, Statesboro, Georgia, 30458	5 min (0.3 mi)	1 min (0.3 mi)
<b>Campus Crossing</b> 133 Lanier Drive, Statesboro, Georgia, 30458	5 min (0.3 mi)	1 min (0.3 mi)
<b>Campus Evolution Villages</b> 1699 Stateboro Place Circle, Statesboro, Georgia, 30458	8 min (0.5 mi)	2 min (0.5 mi)
<b>Copper Beech</b> 1400 Stateboro Place Circle, Statesboro, Georgia, 30458	9 min (0.6 mi)	3 min (0.6 mi)
<b>Garden District</b> 17931 Highway 67 South, Statesboro, Georgia, 30458	18 min (1.2 mi)	5 min (1.2 mi)
<b>Market 100</b> 100 Bermuda Run, Statesboro, Georgia, 30458	11 min (0.7 mi)	3 min (0.7 mi)

PORTFOLIO INSIGHTS SUBMISSIONS SYSTEM

Mike Greeby ADMIN

Scion Intelligence

https://www.ScionIntelligence.com

Map showing the location of Cambridge @ Southern - The Palms (0.3 mi) at 130 Lanier Drive, Statesboro, Georgia 30458. The map highlights several properties in yellow, including Aspen Heights, Cambridge @ Southern - The Palms, Cambridge @ Southern - The Pines, Campus Crossing, Campus Evolution Villages, Copper Beech, Garden District, and Market 100. Other locations marked with red pins include Ruck St., S Main St., Old Register Rd., Akens Blvd., Malecki Dr., Stadium Wall Dr., Lanier Dr., Eagles Ct., and Terry Ln. The map also shows various streets like Cypress, Scotch pine Ave., S Main St., Old Register Rd., Akens Blvd., Malecki Dr., Stadium Wall Dr., Lanier Dr., Eagles Ct., Terry Ln., Veterans Memorial Pkwy., and Briarwood Ln. Landmarks like Charles H. Herty Pines Nature Preserve, Georgia Southern University, and Botanic Garden are also visible.

0 RADIUS HEATMAP

# ENTERPRISE

The image shows a MacBook and a smartphone displaying the Scion Intelligence software interface. The MacBook screen is larger and provides a detailed view of the software's features, while the smartphone screen is smaller and shows a simplified mobile version of the same data.

**Scion INTELLIGENCE**

OVERLEASING: ON

PORTFOLIO ▾ INSIGHTS ▾ SUBMISSIONS SYSTEM ▾ Mike Greeby ADMIN

**ALL PROPERTIES (34)**

CURRENT PRELEASE **86.6%**  
20,921 / 24,161

MONDAY PRELEASE VS. PREVIOUS YEAR	MONDAY PRELEASE VS. PROJECTIONS	MONDAY PRELEASE	PREVIOUS YEAR	PROJECTED
^ 0.49%	v 2.70%	86.00%	85.51%	88.70%

**SPECIFIC COMPETITORS**

CATEGORY	PRELEASE	% CHANGE PRELEASE	COMPANY	PRELEASE	% CHANGE PRELEASE
SCION	86.00%	^ 1.24%	ACC	57.96%	^ 0.71%
ALL	72.48%	^ 1.07%	EDR	63.76%	^ 0.84%
DIRECT	72.18%	^ 1.11%	ACH	48.72%	^ 0.96%
INDIRECT	73.03%	^ 0.99%	PC	59.06%	^ 1.02%

**SAME-STORE PROPERTIES (30)**

CURRENT PRELEASE **89.0%**  
18,946 / 21,297

MONDAY PRELEASE VS. PREVIOUS YEAR	MONDAY PRELEASE VS. PROJECTIONS	MONDAY PRELEASE	PREVIOUS YEAR	PROJECTED
v 0.68%	v 8.23%	88.37%	89.05%	96.59%

**SPECIFIC COMPETITORS**

CATEGORY	PRELEASE	% CHANGE PRELEASE	COMPANY	PRELEASE	% CHANGE PRELEASE
SCION	88.37%	^ 1.18%	ACC	57.96%	^ 0.71%
ALL	73.27%	^ 1.03%	EDR	63.76%	^ 0.84%
DIRECT	72.67%	^ 1.08%	ACH	48.72%	^ 0.96%
INDIRECT	74.53%	^ 0.93%	PC	59.06%	^ 1.02%

MacBook

scion INTELLIGENCE

Performance Overview Submissions

SHOWING WEEK OF 05/15/16 - 05/21/16

TOTAL BEDS LEASED THIS WEEK **130** TOTAL BEDS LEASED TODAY **20**

PERFORMANCE BUCKETS

BUCKET	PERCENTAGE	NUMBER
ONE	26.5%	(9/34)
TWO	17.6%	(6/34)
THREE	32.4%	(6/34)
FOUR	23.5%	(6/34)

View by property



4th Period Magnet - 3rd grade

3rd  
GRADE

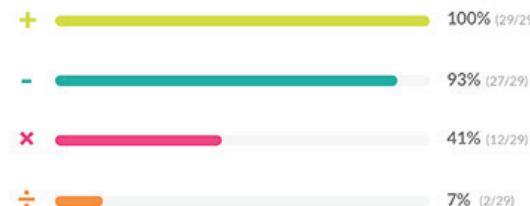
Overview

## 4th Period Magnet

Your class overview is where you can see how your students are progressing from a high level. Also track time spent/day. Toggle between your overview and individual students on the right.

Hillary Smith  
Teacher[Overview](#)[Students](#)**29** Students Enrolled

### Distribution of students per table



### Time statistics for your class

Average Time Spent  
A Day/Student**31 min**Average Time Spent A Day  
Vs. Recommended (20 min/day)**+11 min**Average time spent  
per Level**14 days**

### Per table breakdown

[+ Addition](#)[- Subtraction](#)[\*\*✖ Multiplication\*\*](#)[÷ Division](#)**45%**Average pretest  
score**31 min**Average time spent  
/day for this table**2**Number of students  
mastered**4 weeks**Average time to  
master[Level 1 \(0-6\)](#)[Level 2 \(7-12\)](#)[Level 3 \(Equation\)](#)[Mastered](#)**33% (4/12)****33% (4/12)****17% (2/12)****16% (2/12)**

# CUSTOM DESIGNED CHARACTERS + GAMING EXPERIENCE



# ENTERPRISE

The image displays three electronic devices showcasing various software applications used across different business units of a company.

- Tablet Screen (Top Left): Service Timeline**

This screen shows a "Service Timeline" for "SUNNYSIDE RETIREMENT COMMUNITY" effective from January 1st, 2015. The timeline includes several tasks and their due dates:

  - Start & Objectives Identified (01/01/15)
  - Draft Loss Control Checklist Templates
  - Create Covenant Insurance
  - Introduction to AIG Claims Adjusters (Attorneys, Nurses, etc.)
  - Introduction to Management Liability Team Experts
  - Gallagher Senior Living Dashboard is Created (xx/xx/15)
  - Exposure Review (xx/xx/15)
  - AIG Property Engineering Visit Scheduled (xx/xx/15)
  - Annual Meeting with Underwriters (xx/xx/15)
  - Review Program (xx/xx/15)
  - Exposure Review (xx/xx/15)

Each task has a checkbox next to it, indicating its status.
- Smartphone Screen (Bottom Left): Minimum Mod Analysis**

This screen displays "Minimum Mod Analysis" for "WORKERS COMPENSATION PREMIUM \$310,000". It shows the "LEADING CLAIMS BREAKDOWN" with the following data:

Claimant	Mod	Premium Impact
BETTY SMITH	.0659	\$208,000
BILL SMITH	.118	
LOU JONES	.0590	
JOHN SMITH	.0594	

Other statistics shown include:

  - CURRENT MOD: 1.33
  - AVERAGE MOD: 1.00
  - MINIMUM MOD: 0.51
  - CONTROLLABLE MOD: 0.82

A "VIEW LOSS ANALYSIS" button is at the bottom.
- Laptop Screen (Bottom Right): Medicare Data**

This screen shows "Medicare Data" for the USA and Illinois. It includes a table and a map of the United States.

Region	Avg. Number of Beds	Number of Locations
USA	106	15661
ILLINOIS	124	762
ABBINGTON REHAB & NURSING CTR	82	1

Below the table is a map where states are color-coded based on claims severity:

  - HIGH SEVERITY (Dark Blue): Paid > \$250,000
  - MEDIUM SEVERITY (Medium Blue): Paid between \$125,000 & \$250,000
  - LOW SEVERITY (Light Blue): Paid < \$125,000
  - NOT CATEGORIZED (White): < 5 closed claims

A "SEE MEDICARE DATA" button and the Gallagher Senior Living logo are also present.

# ENTERPRISE

Arthur J. Gallagher New Tab https://www.gallagherseniorliving.com

Medicare Data: Single Location

ABBINGTON REHAB & NURSING CTR ★☆☆☆☆

Repeated Violations - Past 3 Inspections

Violation Type	Count
K0012 - Construction Type	x3
K0018 - Construction of Doors	x3
K0025 - Smoke Barriers (1/2 hr Fire Resistance Rating)	x3
K0033 - Exit Components - Fire Walls	x3
K0048 - Written Plan - Fire Drill	x3

FIRE & SAFETY INSPECTIONS

Fire Safety Claims

Year	ABBINGTON REHAB & NURSING CTR	ILLINOIS	NATION
2012	~13	~5	~4
2013	~16	~6	~4
2014	~15	~6	~4

CLAIMS See level of harm (1)

	LOCATION	ILLINOIS	NATION
Number of claims for inspection on 10/14/14	16	6.5	3.3
Number of claims for inspection on 12/05/13	17	6.6	3.3
Number of claims for inspection on 12/05/12	13	6.1	3.4

https://www.gallagherseniorliving.com/locations/2588



ABBINGTON REHAB & NURSING CTR  
31 WEST CENTRAL  
ROSSELLE, IL 60172  
(630) 894-3058

Avg. Number of Beds: 106

USA	106
ILLINOIS	124
LOCATION	82

NURSING INFORMATION

- This is a nursing home (or a part)
- This is a nursing home (or a part)
- This is a nursing home (or a part)

RATINGS LOCATIONS

RATINGS	LOCATIONS
Health Inspections	★★★☆☆ (28 reviews)
Fire & Safety Inspections	★★★☆☆ (28 reviews)
Staffing	★★★☆☆ (28 reviews)
Quality Measures	★★★☆☆ (28 reviews)
Rates	★★★☆☆ (28 reviews)

Gallagher Senior Living  
Time To Evolve

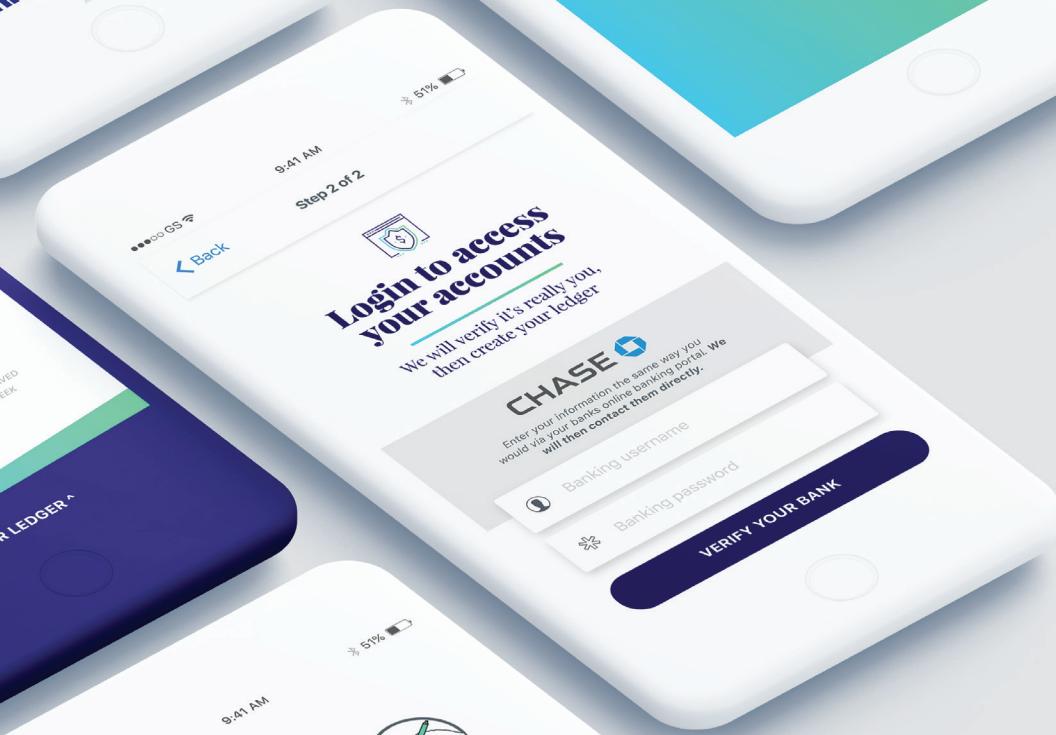
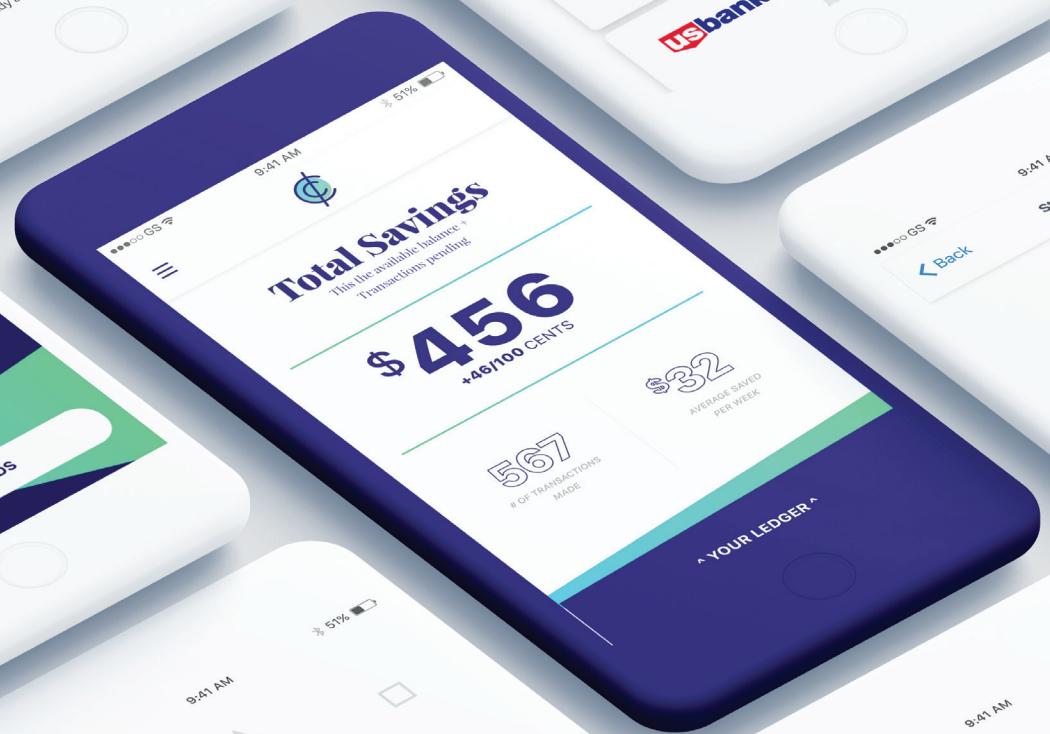
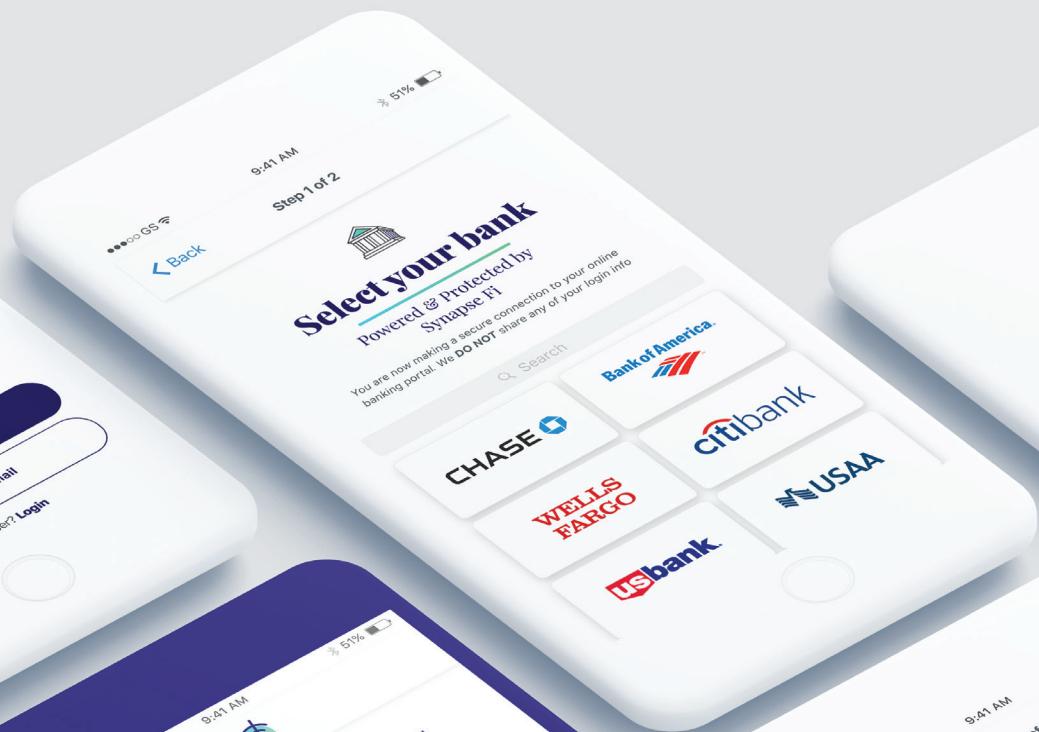
Medicare Data Report

SABER HEALTHCARE FACILITIES

December 18, 2016

## EXPORT INFINITE BRANDED REPORTS

Easily export, fully designed data and claim reports tailored to each client.





## Everytime you spend You save.

Round up, and save your spare change without doing a thing

*It feels even better than finding a crisp \$20 in your pocket...*

