Rocket Fuel for Growth











We transform the companies of today into the disruptors of tomorrow.

Money

INTERNATIONAL **BUSINESS TIMES**

The Street



Digital has accelerated the speed at which companies must evolve

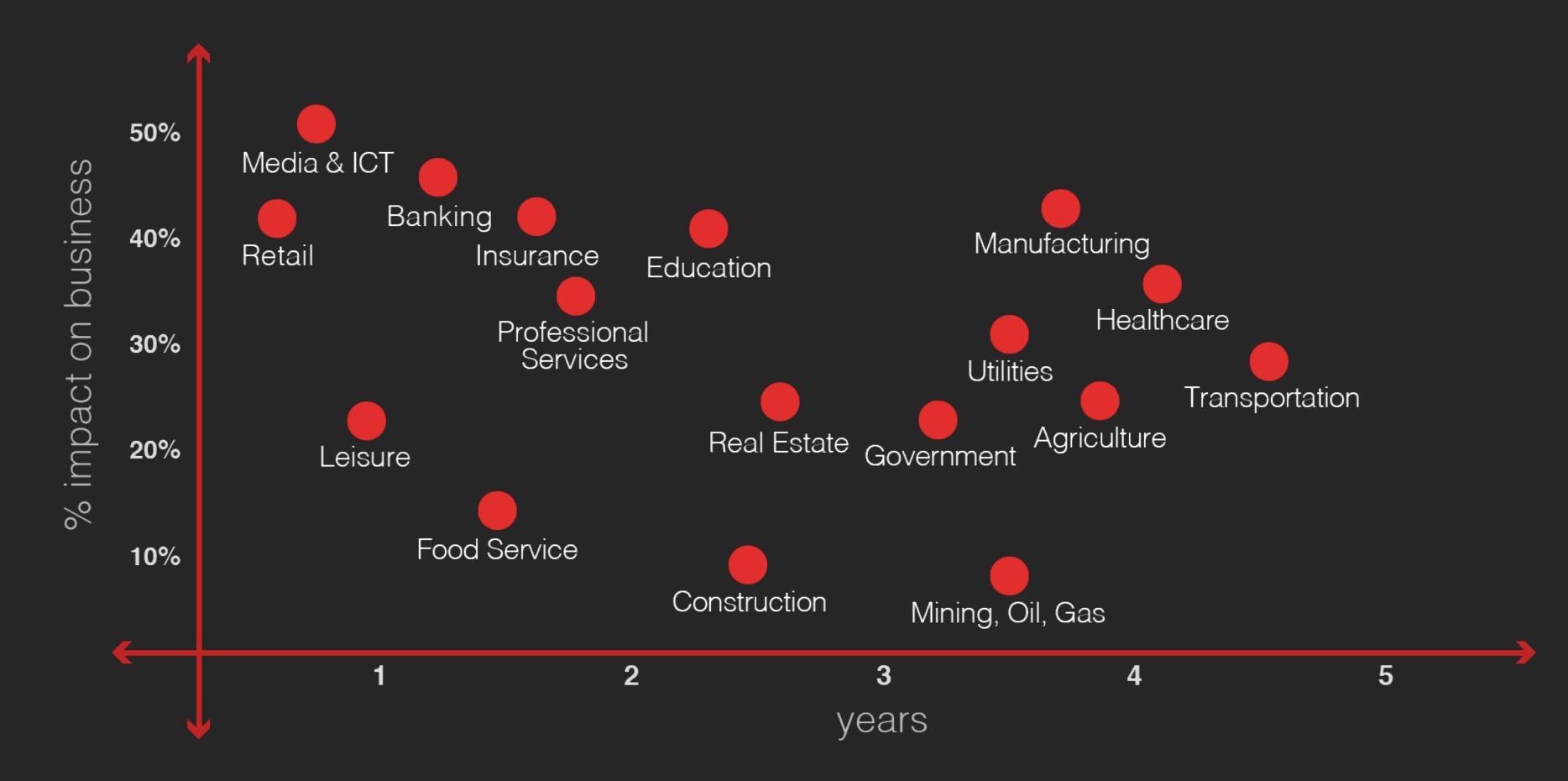


"At least 40% of all businesses will die in the next 10 years if they don't change their entire company to accommodate new technologies."

John Chambers - Former CEO of Cisco



Most companies will be disrupted in just 2-3 years unless they adapt



Oncoming digital disruption chart. Data supported by Deloitte.

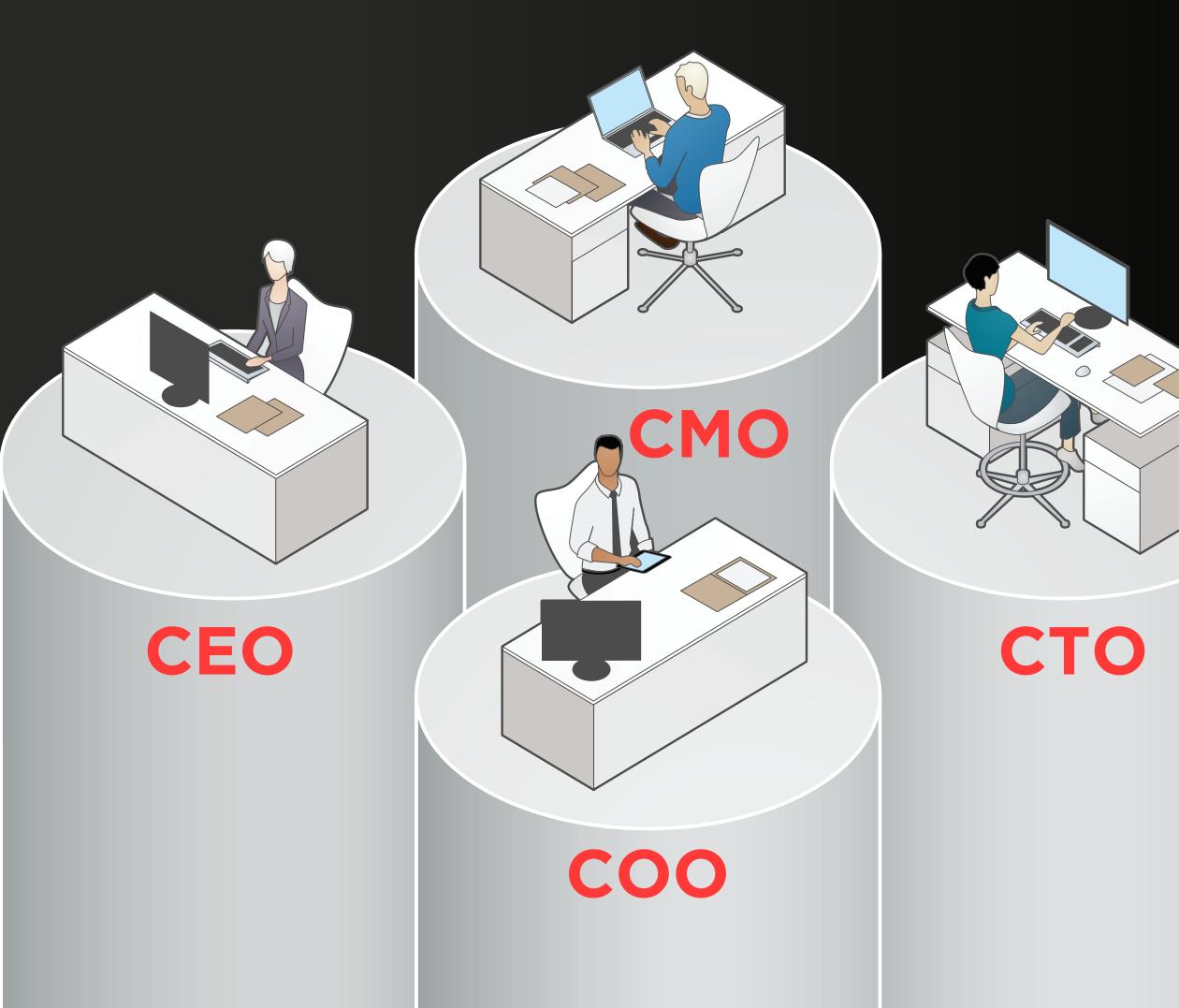




Tomorrow's success requires an innovative approach where all aspects of an organization are unified



But companies are trapped in silos with disparate tactics & outdated solutions



Silo Symptoms:

Data does not predict performance Slow decision making processes 3-5 year churn on people & tech Reactionary to competition Innovation is challenging Technology is fragmented Stuck in the weeds

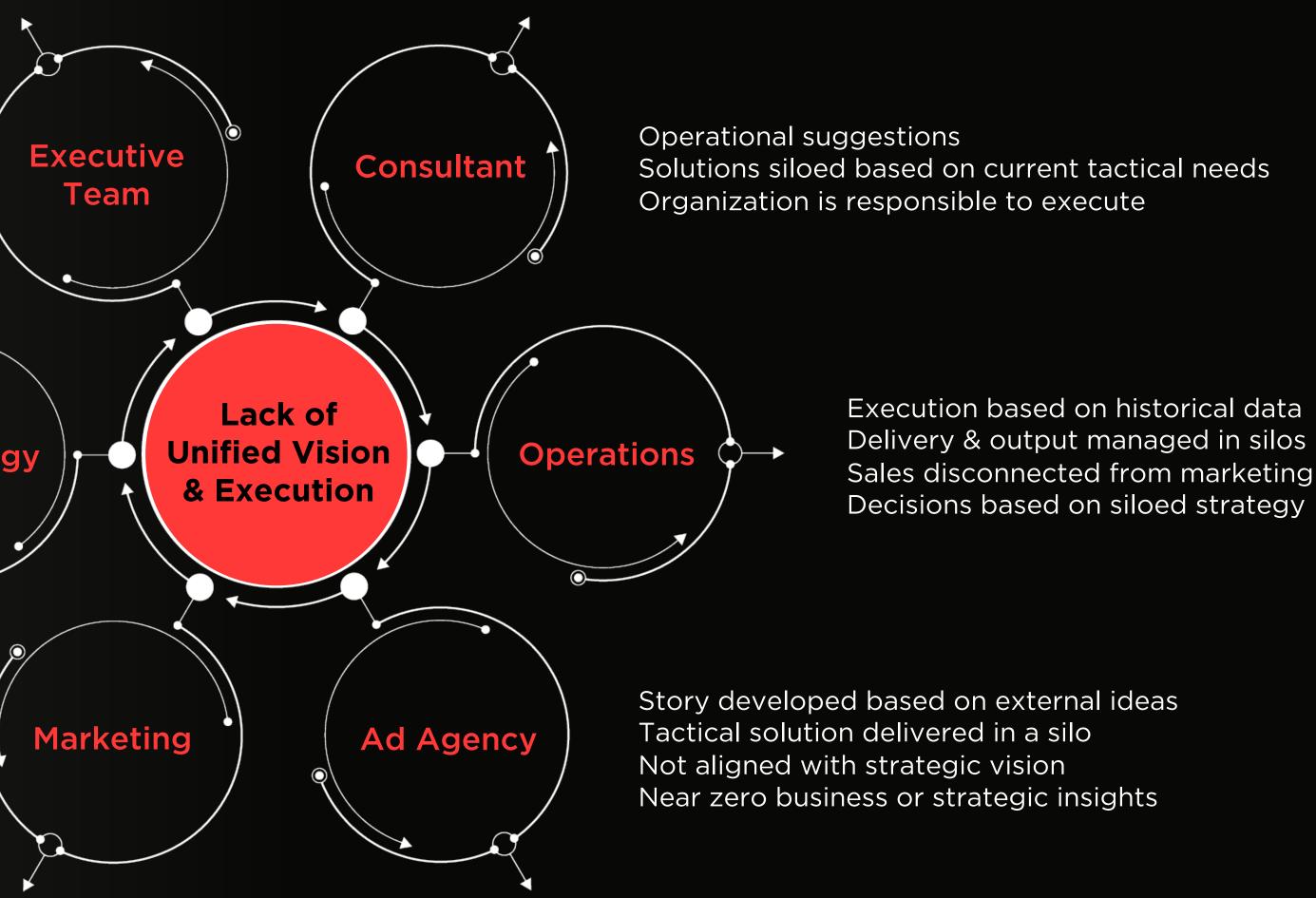


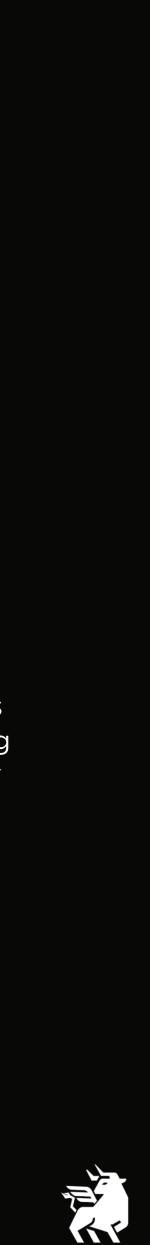
Consultants & ad agencies magnify the problem by perpetuating the siloed approach

Responsible for growth Vision gets lost in silos Decisions based on segmented inputs Stuck with slow execution from teams

Non-integrated Infrastructure management Historical data reporting Segmented technology solutions Decisions based on tech, not strategic needs Technology

Responsible for leads & reach Disconnected from sales Redundant operations from agency Marketing tech separate from IT





Innovation & growth are further stifled with first/last mile practices

Production

Consulting Firms

Theory focused without ability to provide executional resources

Business Strategy

Operations

Ad Agencies

Tactically focused without ability to influence overall organization

Technology

Finance

Marketing



Strategy through Execution

We broke the model and designed an end-to-end methodology that delivers impact & growth as your unified partner.

Business Strategy

Operations









All Systems Grow

BOLD integrates strategy, story, marketing, and technology into an agile methodology that **unleashes massive impact & growth** for your company.





BOLD Strategy

- Strategic Assessment
- Organizational Alignment
- Agile Roadmap Development
- Go-To-Market Acceleration
- **Business Model Innovation**
- **Digital Transformation**
- Vision Reengineering

BOLD Studios

- Content Creation
- Video Production

- Story Development
- Brand Identity & Design
- Motion Graphics & VFX
- **Data-Influenced** Content
- Full-Stack Development



BOLD Marketing

- Digital Marketing
- Campaign Management
- Social Media Management
- eCommerce Deployment
- Lead Generation & Sales
- Media Planning
- + Measurement & Optimization

BOLD Analytics

- + Big Data Solutions
- Predictive Analytics
- Machine Learning & AI
- + Business Intelligence
- + Customer Insights
- Market Research
- Systems Development





BOLD delivers integrated, high-impact solutions for the digital age

- Grow faster with a predictive model
- Deliver what your customers really want
 Unify all aspects of your organization
 Increase operational efficiencies quickly
 Uncover & capitalize on new opportunities



Brands powered by BOLD

Microsoft

Ja





KAPLAN)

AIRBUS GROUP

Tropicana.



UFC<u>GYM</u>











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"What's dangerous is not to evolve."

Jeff Bezos - CEO of Amazon

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Traditional solution models are **inefficient, costly & slow**

THE OLD WAY

Eureka! We have a great idea.

BUILD Let's make a prototype. This will make us billions!

Widget is done! Let's hire some focus groups to see if they like it.

PRODUCE

TEST

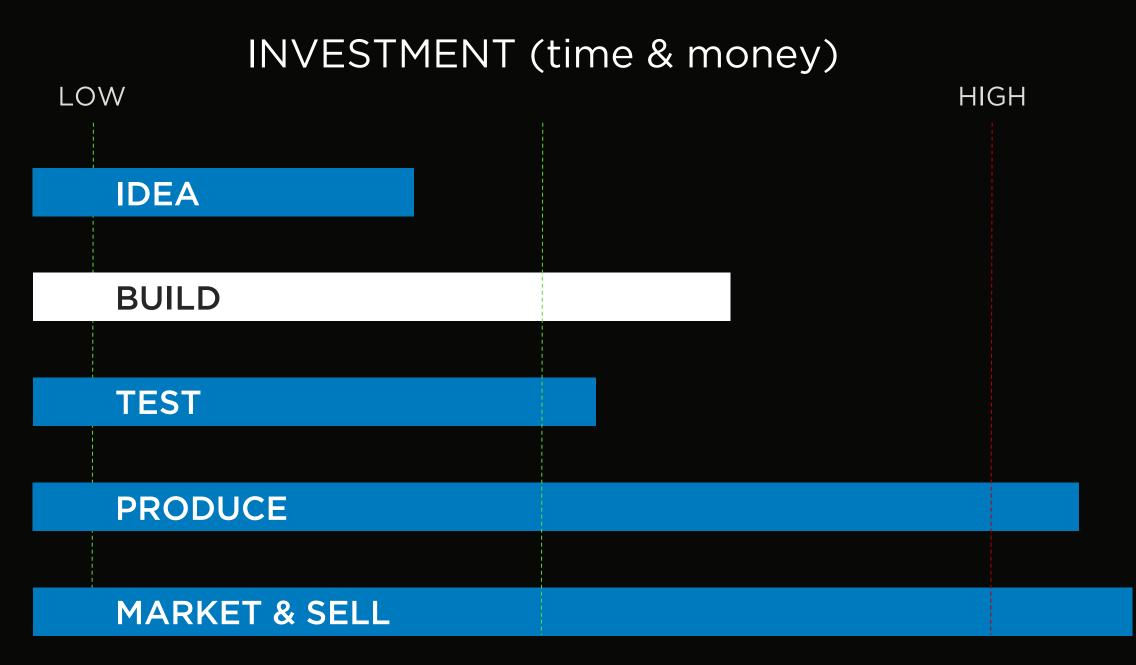
Based on testing, we adjusted the widget – let's mass produce!



JA



We have a lot of widgets, we're going to need ton of sales people and marketing to sell it!



Traditional solution model takes significant time and capital investments to go from idea to market without any guarantee of success.







Our agile solution model is driven by data creating efficiency & impact quickly

THE BOLD WAY







ANALYZE



TEST



BUILD

Document "what" capabilities exist & "how" they can be used optimally.

Deploy big data "listening" tools to understand what customers actually "want" or "need".

Leverage digital marketing & analytics to "validate" the offerings.

Begin building based on regionalized demand models. Create value through hyper personalization.





Stock & sell and scale strategically based on data driven decisions.

INVESTMENT (time & money)

HIGH

ASSESS

LOW



TEST

BUILD

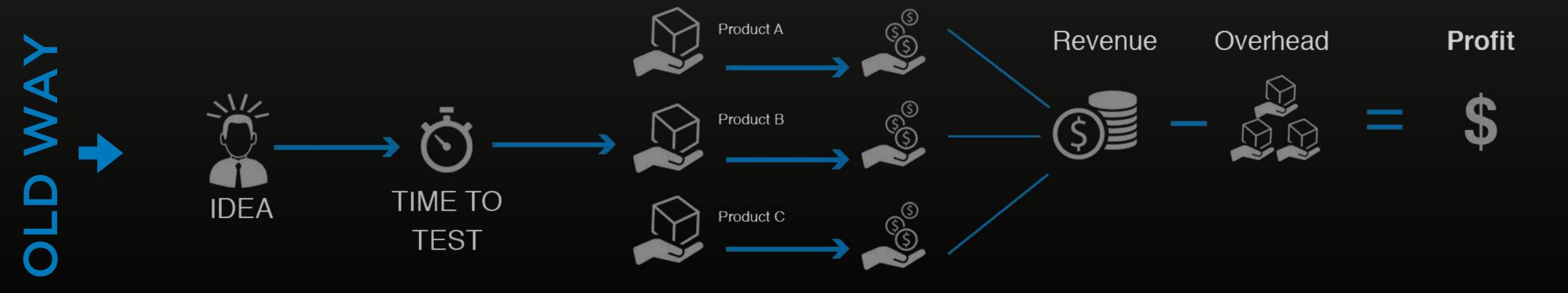
MARKET & SELL

The BOLD Way agile solution model cuts down costs, time and investments across all aspects of production with a high likelihood of success.



The BOLD Way vs The Old Way:









The OLD Way

Slow, idea-driven model.

Higher costs to test, produce, and sell.

Marketing designed to sell customers on idea.

Broad market approach with no guarantee of success.

High probability of failure.

"The **BOLD methodology** is what all companies must implement if they want to dominate over the next 3 years."

WINNER

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The BOLD Way

Fast, data-driven model.

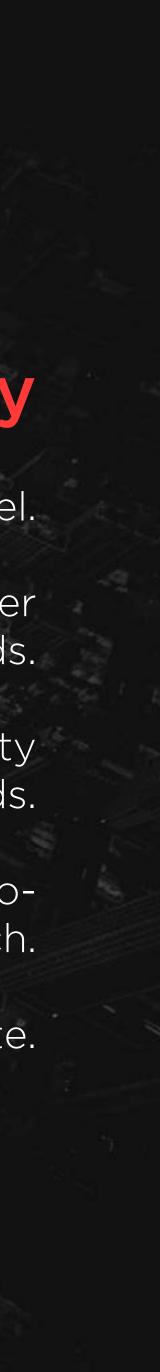
Lower costs with higher customer demands.

Marketing used to gain visibility of customer needs.

Hyper personalized go-tomarket approach.

High success rate.

C-Suite Thought Council



"Disruptors don't set out to beat you at your own game — they change the rules."

Kai Riemer – Digital Disruption Research Group

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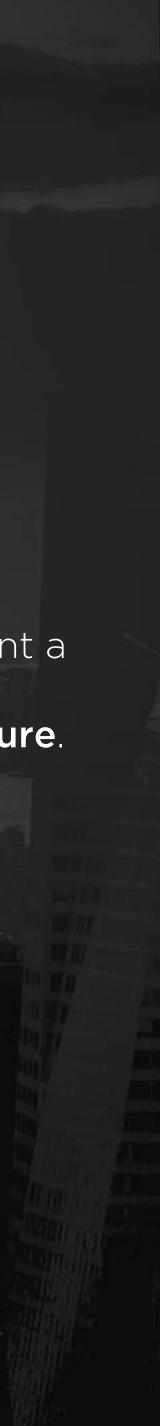




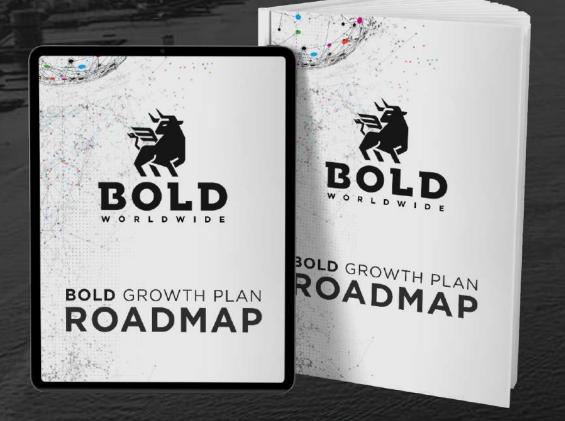
BOLD Strategy

BOLD helps you assess, strategize, and implement a unified vision, predictive analytics, and an agile roadmap to **accelerate your growth into the future**.

- Strategic Assessment
- + Organizational Alignment
- Agile Roadmap Development
- Go-To-Market Acceleration
- Business Model Innovation
- + Digital Transformation
- + Vision Reengineering



Stop jumping right into tactics that lack impact we start with a roadmap



BOLD Agile Roadmap:

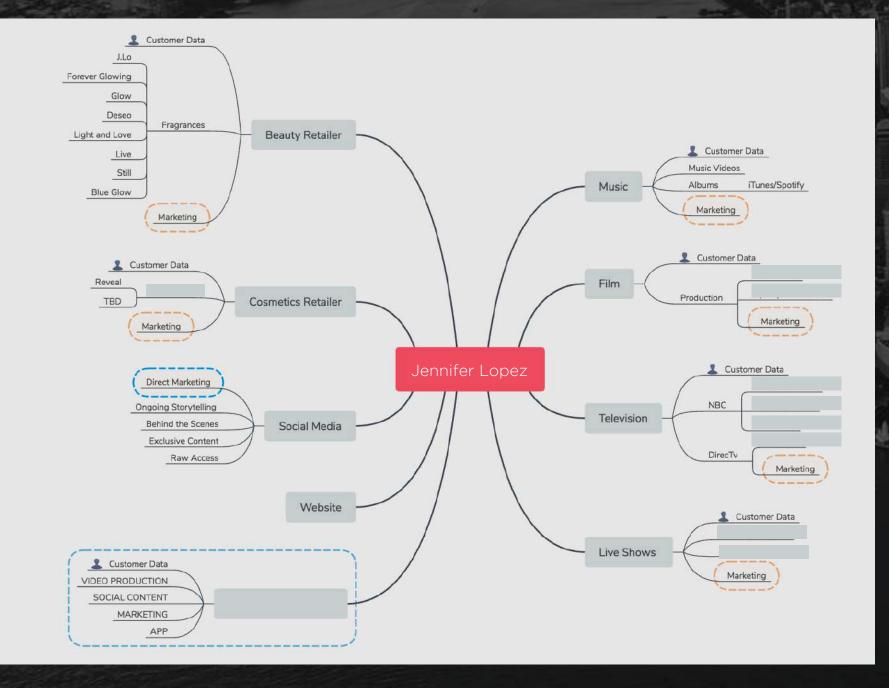
Unbiased assessment of current state Uncover biggest areas of opportunity Clarify strategic vision Define constraints & gaps Utilize predictive data & analytics Deliver efficiencies across organization Progressive execution weighted by impact Unify cross-functional areas Clear path to results

Future Potentia



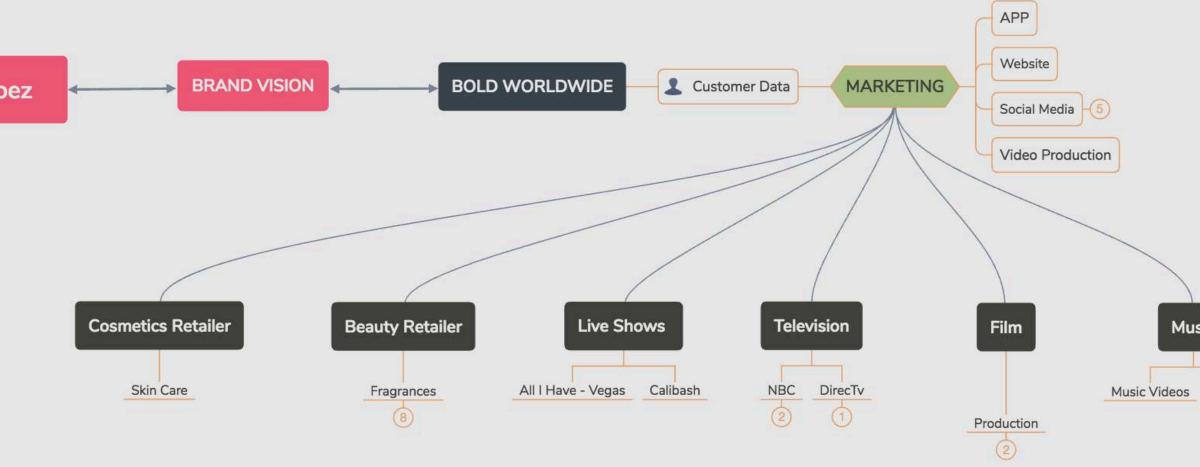
We look for and find opportunities to streamline your operations

The Old Way: Inefficient & Complex



Jennifer Lopez

The BOLD Way: Streamlined & Agile





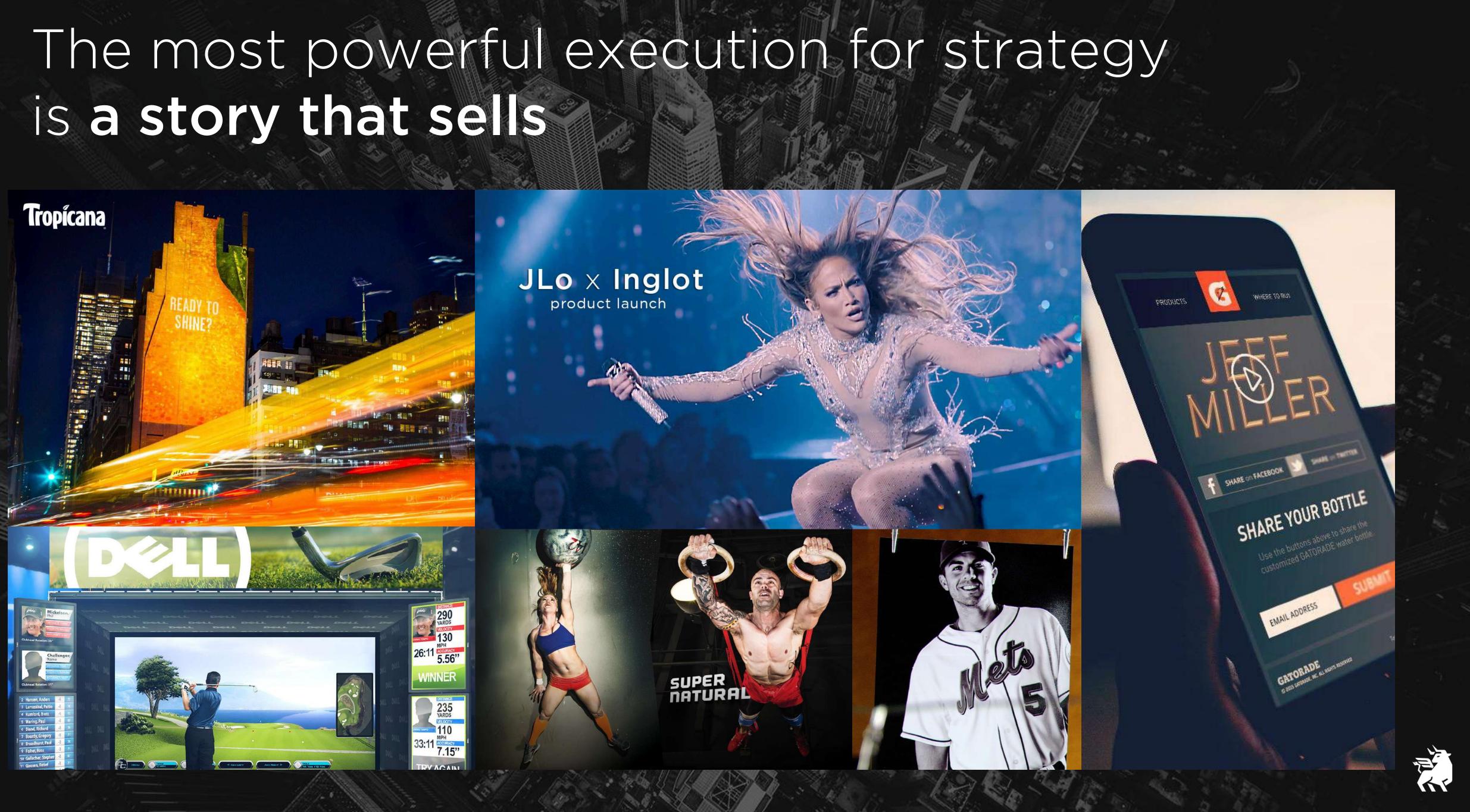


BOLD Studios

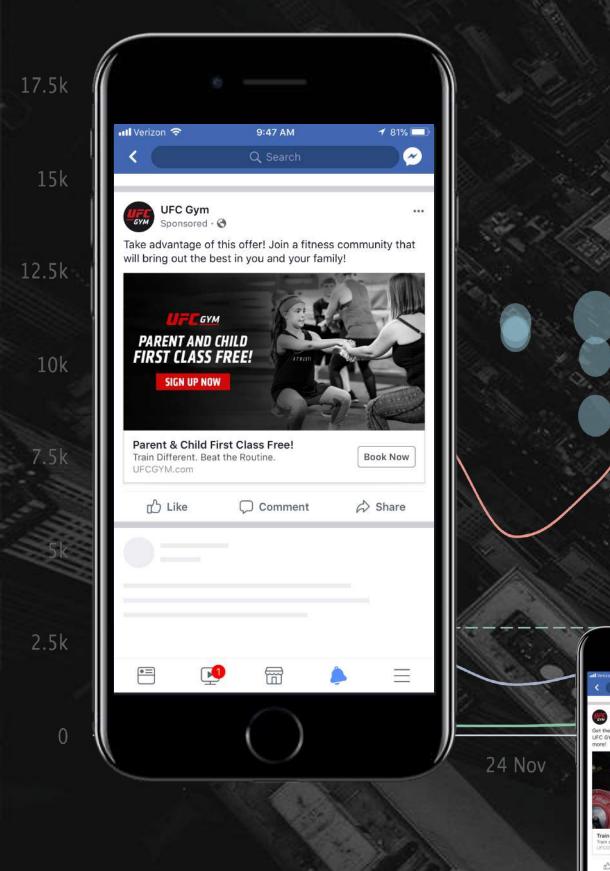
BOLD creates Data-Influenced Content in order to unify your vision, **deliver impact and produce stories that sell.**

- Content Creation
- + Video Production
- Story Development
- Brand Identity & Design
- + Motion Graphics & VFX
- + Data-Influenced Content
- + Full-Stack Development





We utilize data, AI & social listening to create data-influenced content



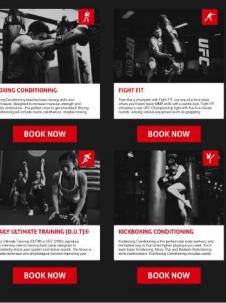


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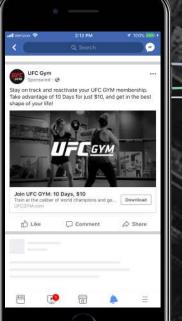
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BOLD Marketing

BOLD provides you with an agile marketing team that leverages data, story, and strategy in order to **drive real results for your business**.

- Digital Marketing
- + Campaign Management
- + Social Media Management
- eCommerce Deployment
- + Lead Generation & Sales
- Media Planning
- Measurement & Optimization



Data-driven marketing optimized to deliver business results

Create Awareness Use Data to Build Audiences Target Right Place Right Time

Convert to Customer













We manage and measure KPIs relevant to your overall strategy & success

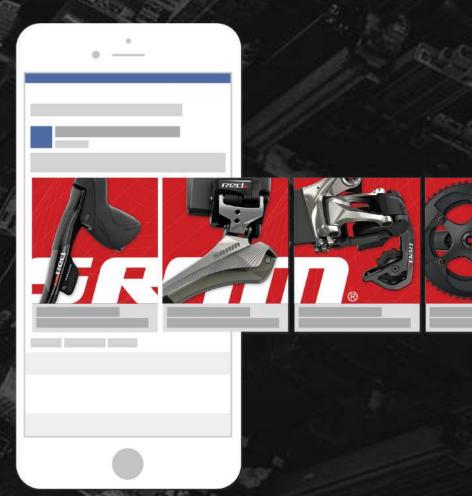
Global Management Across Platforms

Proprietary Metrics & Reporting





Strategic Sequencing of Campaigns







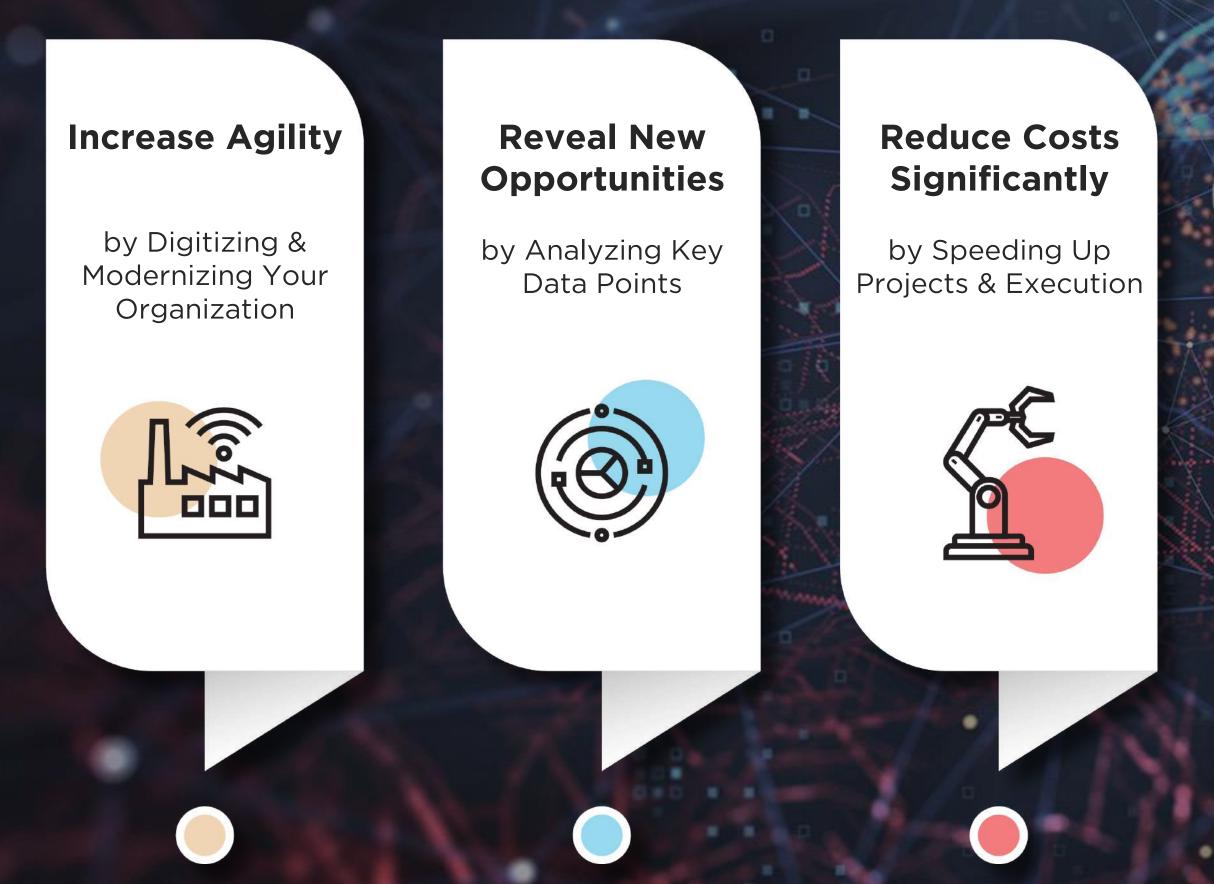
BOLD Analytics

BOLD helps your organization create cohesive, centralized data models that give you powerful insights into your customers, marketplace, and competitors **so you can dominate**.

- Big Data Solutions
- Predictive Analytics
- Machine Learning & AI
- Business Intelligence
- + Customer Insights
- Market Research
- + Systems Development



Uncover, predict & capitalize on new opportunities.



Maximize ROI

by Integrating People, Process & Technology



Adapt Quickly

to Market Changes with Predictive Analytics



Minimize Disruption

by Knowing What Will Have The Biggest Impact



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We simplify the complex world of data & tech so you can focus on creating impact

Integration

Visualization



Insights & Forecasts



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TH PROCESS

ARKET FORECAST Traditional Retail

aul Szyarto, Success was approximately \$200 billion compared with the init. Di4 online spending was approximately \$200 billion to water causing the death of main which reached \$4000 billion, nearly 20 times the value. However, with the death of main noble computing, will there be a dramatic disruption event causing transactional and hum noble computing, will there be a dramatic disruption event already happening. But what are the negative distonal retails there is a disruption event already happening and how to counteract the possidistonal data, there is a disruption event already happening and how to counteract the possidistonal data, there is a disruption event already happening and how to counteract the possidistonal data.

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MARKET FORECASTY: TRADITI



ARE YOU PREPARED FOR DIGITAL DISRUPTION

BLOCKCHAIN



"Some people want it to happen, some wish it would happen & others make it happen."

– Michael

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Contact: Brian Cristiano 212-390-8817 brian@boldworldwide.com



We look forward to Working with You

