

Brand Partnership

Investor Funding Elevator Pitch Deck



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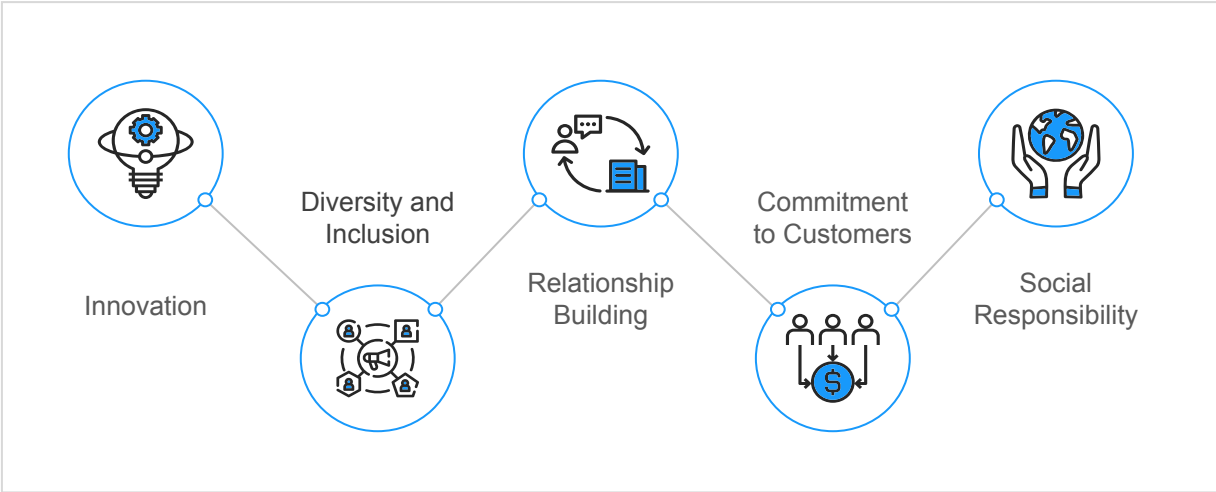
Overview of Brand Partnership Company

This slide describes the overview of brand partnership company which includes mission, core values and yearly revenues.

Company overview

- Entered into partnership in 2021
- Main purpose is to:
 - Improve brand exposure
 - Add extra value to our products and services
 - Enhance brand perception
- Focuses on optimizing brand partnership agreement via mutual and measurable results
- Add Text Here

Core Values

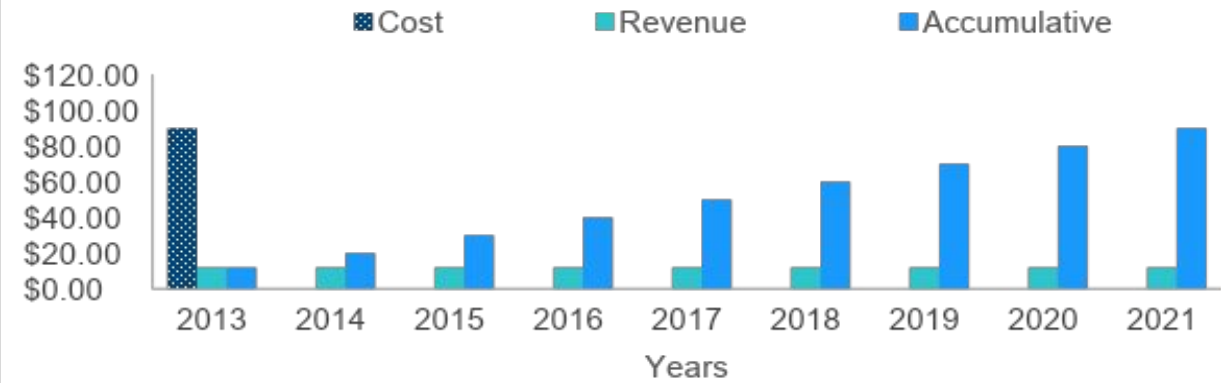


Our Mission



“To achieve partnership goals by creating long-lasting customer relationships, focusing on growing technology segments and tapping into new revenues”

Revenues



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Problems Faced by Prospects

This slide focuses on the problems faced by the prospects which includes inconsistent customer experience, lack of JIT information to consumers, unavailability of real-time information, etc.

Inconsistent and unauthentic customer services leads to poor experience



Enabling retailers to give complete package of pricing and product data on real-time basis



High prices due to lack of new technologies that results in maximizing product cost



Lack of just-in-time information to consumers and retailers



Reduction in "Speed to Market"



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- **A brand partnership** is a collaboration between two or more businesses to develop or market products or services.
- It's a type of marketing strategy known as co-branding, in which businesses offer their branded inventory as a single unit or package.

Depicting Marketing Campaign for Brand Partnership

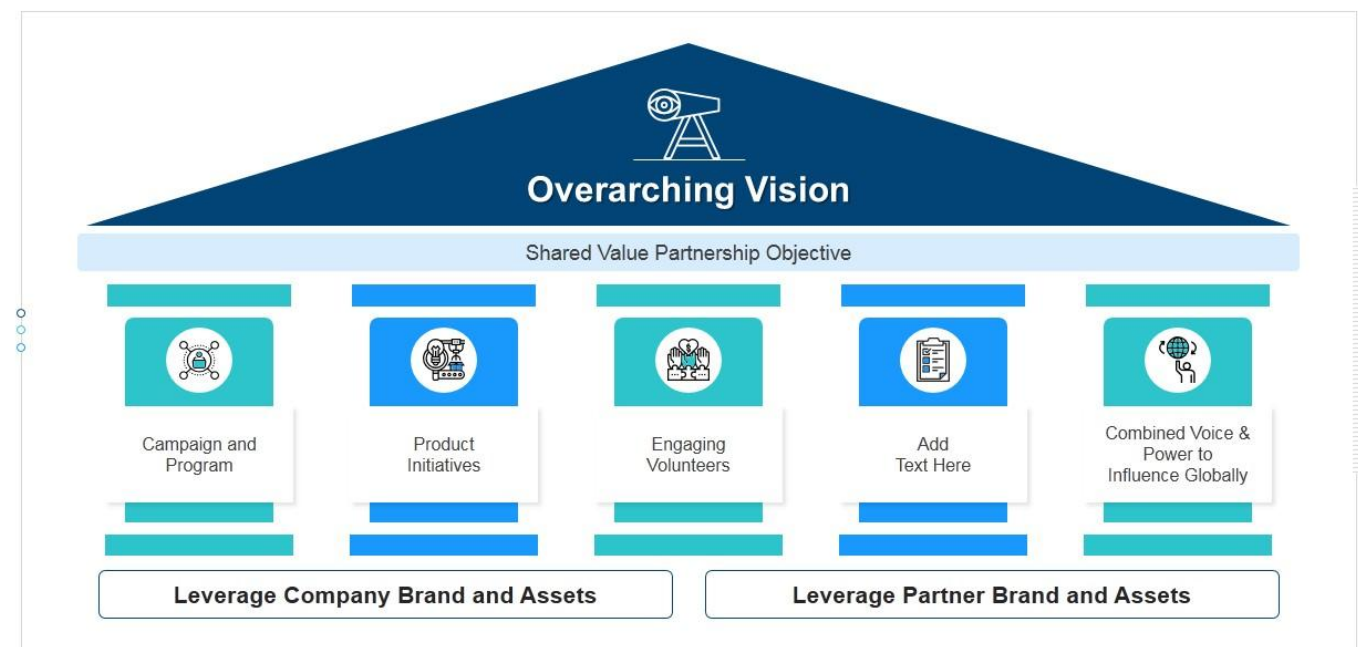
This slide shows the marketing campaign for brand partnership which covers on email list, clients, materials, social reach, brain power, etc.



- **A brand partnership strategy** is an excellent marketing move that leverages the resources and reputation of two or more brands to benefit each partner.
- These collaborations help to broaden your reach, increase your credibility and influence, and produce more robust content.

Our Strategic Brand Partnership Model

This slide represents the strategic brand partnership model such as vision, objectives with campaign, programs, product initiatives, volunteer engagement, etc.



This slide is 100% editable. Adapt it to your needs & capture your audience's attention.

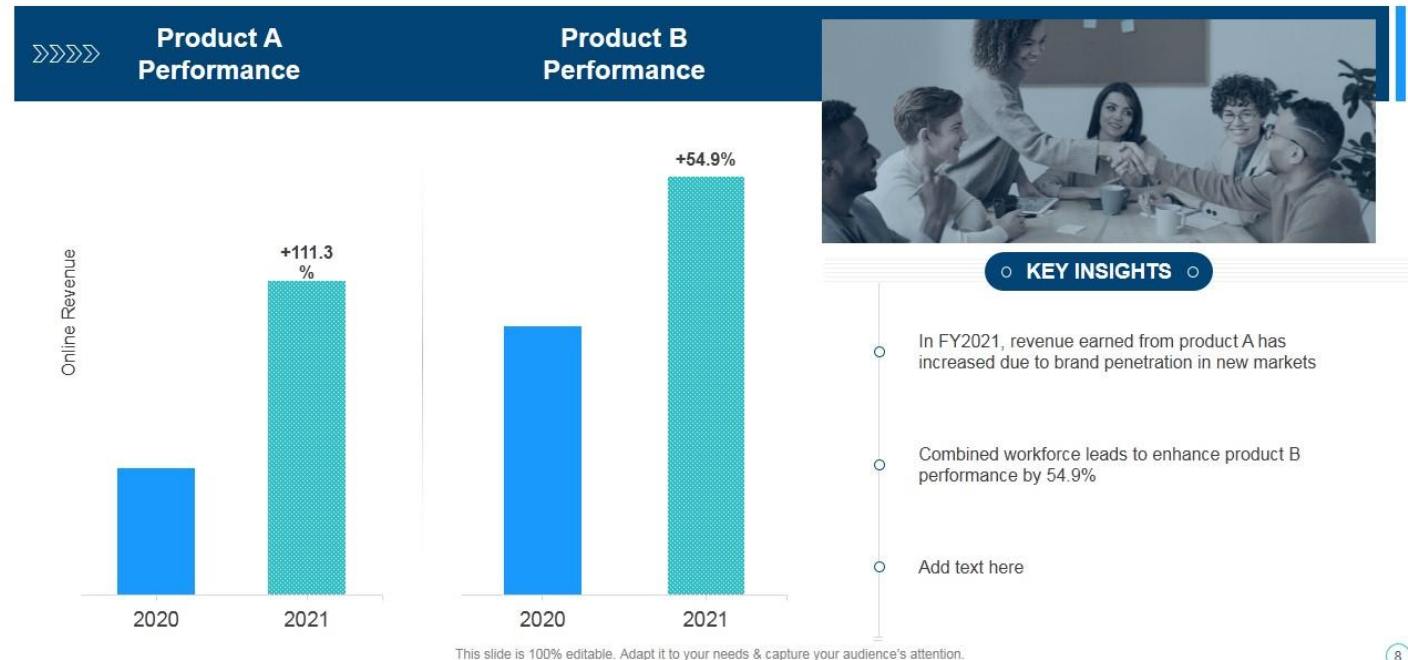
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Measuring Financial Progress:

- Gross Profit Margin.
- Working Capital.
- Current Ratio.
- Inventory Turnover Ratio.
- Leverage.
- Return on Assets.
- Return on Equity.

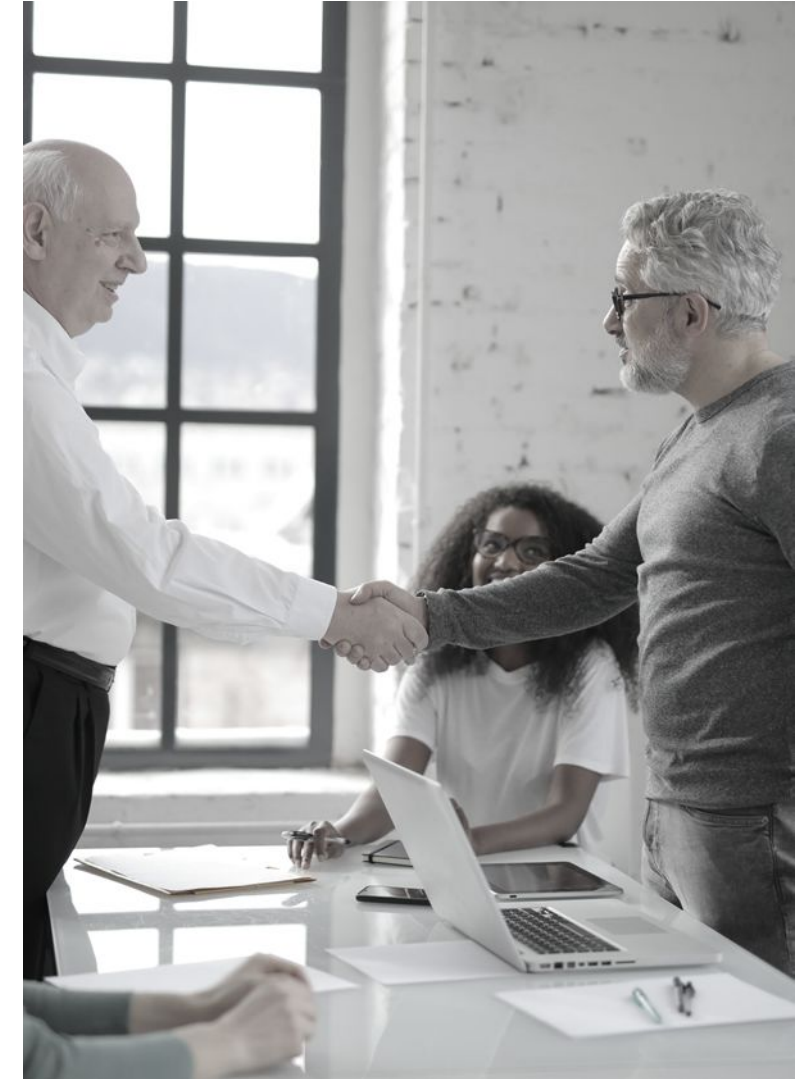
Financial Progress due to Brand Partnership

This slide shows the graphical representation of financial progress due to brand partnership agreement of two firms of two years i.e, 2015 and 2016.



What is the distinction between brand collaboration and brand partnership?

- Brand collaborations typically involve people and influencers and can be as simple as a single social media post.
- Brand partnerships typically involve two brands collaborating over a longer period of time to create campaigns or products year after year.



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What are the advantages of brand partnerships?

- A larger and more diverse audience.
- There is a social buzz.
- A chance to diversify and add value.
- Pooling resources.

Is brand partnership a type of marketing?

- Developing strong, relevant, and effective brand partnerships can be a cornerstone of any business's marketing strategy.
- Partnerships can influence and contribute to all aspects of the marketing mix, such as product and service offerings, pricing, location, distribution, and promotions.

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What is the significance of brand partnerships?

- Each partner gains access to a mutual but untapped audience.
- Brand partnerships are essential if you want to improve revenue generation by driving sales and raise brand awareness.
- Partnership marketing is an effective strategy for increasing brand awareness and identifying valuable distribution channels.

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