

# VCL Work Showcase

Our process, capabilities and work

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Zach Servideo

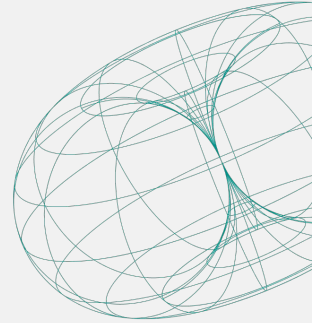
CURATOR OF VIBES | FOUNDER

Tyler Scholl

CREATIVE DIRECTOR

[www.valuecreationlabs.co](http://www.valuecreationlabs.co)





# Hello!

We are growth accelerators breathing strategy + design into your future. We're part of your team from day one, working together on the long term vision of your business.

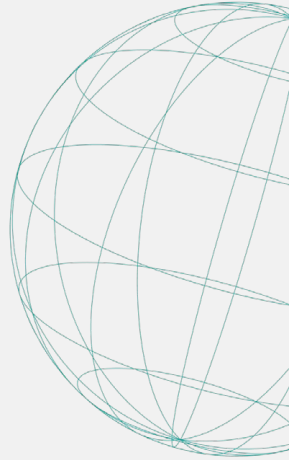
We use design and strategic thinking to help companies acquire and delight customers. We team up with you to overcome current challenges and reach success together.

**Let's dive in on our experience and capabilities.**

## Clients & Partners

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PROCESS, CAPABILITIES, WORK SHOWCASE



# Our Skill Sets

We bring the right tool at the right time. We don't force what doesn't fit. Our cross-functional team is nimble and will adapt to the needs of the project and brand. Your success is our own.

## Strategy

- Discovery & Research
- User Experience
- Brand Strategy & Architecture
- Positioning
- Content Strategy
- Go-to-market
- Marketing Campaigns
- Patent Law
- Social Media Strategy

## Branding & Culture

- Brand Development & Branding Identity Systems
- Brand Style Guides
- Market Positioning & Messaging
- Collateral, Print & Packaging
- Company Swag
- Branding Workshops
- Team Building Off-Sites
- Retreats

## Digital Development

- Website Design & Development
- Product Development
- UX/UI
- Information Architecture
- Wireframing
- Prototypes
- Design Systems

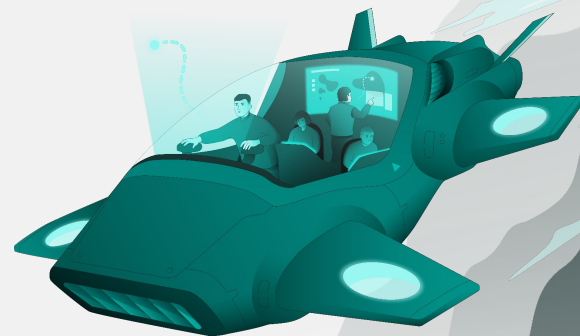
## Content Production

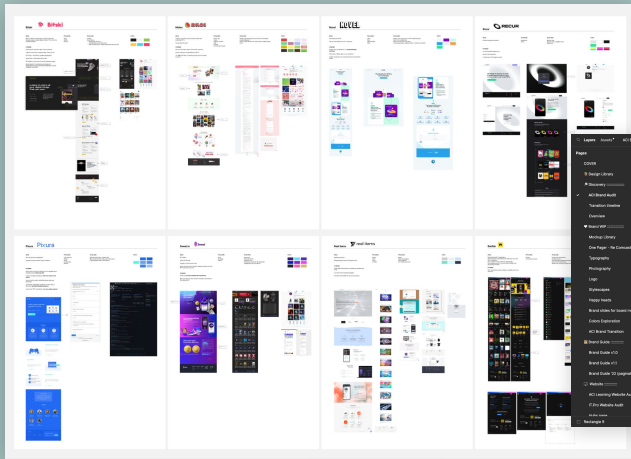
- Script Development
- Copywriting
- Storyboarding
- Illustration
- Motion Graphics
- Video Production
- Post Production
- Analytics

## Go-To-Market

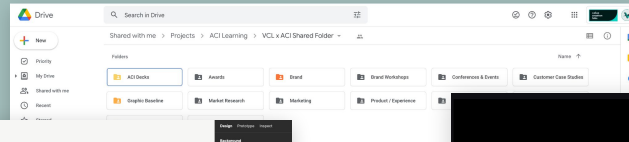
- Public Relations
- Analyst Relations
- Industry Relations
- Business Development
- Email Marketing
- Executive Thought Leadership
- Social Media Management
- Video Programming Series

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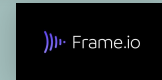




M U R A L



PROCESS, CAPABILITIES, WORK SHOWCASE



# Process notes

On any project we begin, we ensure we look at the competitors and current state of the client. We map out any opportunities from the competition that we can leverage.

We've taken advantage of the latest, top-tier collaboration tools to keep our work transparent and accessible to you. Mural is our digital whiteboarding space that we work in to run workshops together, collaborate on strategy, ideation, etc. It's our sandbox to work through problems in and stay aligned.

Once we identify our direction, we lock in the tracks of production and work in Figma for the majority of your digital design needs – UX, Website, App design, Media, Ads, Presentations, etc . It allows for live editing/ iteration and commenting on work. As the project grows, it is the perfect tool to show off and share prototypes of the experience.

For contained projects like video or motion graphics, we will keep any work visible through uploads to a shared Google drive or Frame.io.

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# Testimonials



It's rare to find an outside consultancy that can partner so seamlessly with an internal team and help reach objectives right out the gate. Working with Zach and the team at VCL has added huge value to our market positioning, branding, and b2b PR efforts and I look forward to our continued partnership.

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**Dot Levine**

HEAD OF COMMUNICATIONS • VEVO





VCL came in and replaced a bunch of disparate point solutions and brought brand unity and direction to Space. They came up with our go-to-market strategy and brought a range of talent to serve different needs across product, sales and marketing. They're a one-stop-shop that gets shit done.

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**Zeeshan Sheikh**

CEO • SPACE SOFT INC .



Zach has been generous with his time and network, all of which has served to help our students in pursuit of their entrepreneurial endeavors.

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**Gina Deschamps**

DIRECTOR • ANGLE CENTER FOR ENTREPRENEURSHIP  
AT THE ENDICOTT COLLEGE SCHOOL OF BUSINESS



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# Work spotlight

DIGITAL TRANSFORMATION

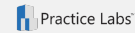
# ACI Learning

Acquired 4 disparate companies. Needed one unified brand identity. Go-to-market strategy.

Over the years, ACI has joined forces with some of the leading education providers in the space to deliver a solution that serves their needs of audit, cybersecurity, and information technology. The coalition of various brands and offerings has brought massive opportunity, and also a challenge of identity. Each member of the new union had their own path and way of doing things. This provided an opportunity to unite under a singular vision and identity that would lift all.



AuditPro



SkillsPro



Learning Hubs

[ ITPRO ]

[ PRACTICELABS ]

[ SKILLSPRO ]

[ AUDITPRO ]

[ HUBS ]

[ SKILLSGAPID ]

[ PROPORTAL ]



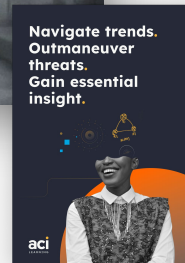
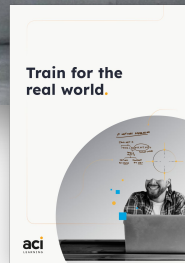
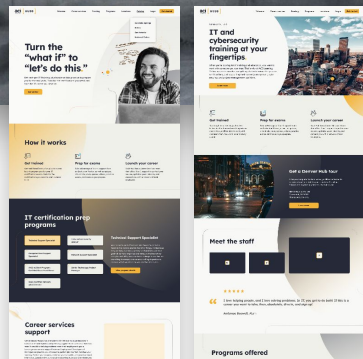
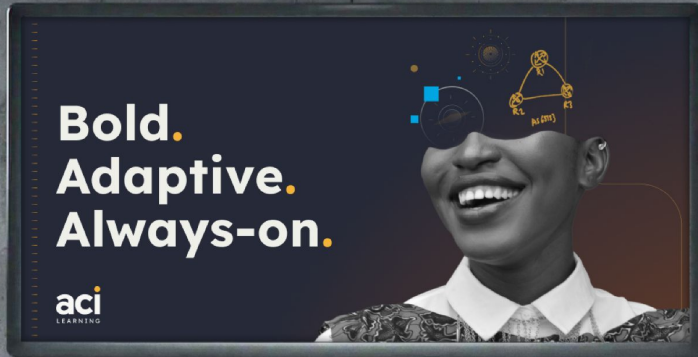
Disparate brands prior to VCL

Unified ACI brand architecture & identity



Be bold. Train smart.





**aci**  
LEARNING

ITPRO | AUDITPRO | SKILLSPRO | HUBS

## Adaptable tech training solution.

Delivered where you are -- online or in-person, live or on-demand.

**Apprenticeship program**  
National Department of Labor approved

**Access to alumni talent pool**  
100% of certified, passionate professionals

**Company sponsored tuition**  
10,174 eligible

- ITPRO**  
Transform your IT skills. Obtain the latest security knowledge. Shape deep-work training. Empower yourself to navigate digital transformation.
- AUDITPRO**  
Modernize the way you learn. Earn 16 ABA-approved CPE credits. Leave traditional PowerPoint learning behind. Keep your team motivated to learn.
- SKILLSPRO**  
Essential skills for everyone. Upskill and focus on meaningful work. Excel. Prosperity. Work, you mean it. Soft skills for effective collaboration.
- HUBS**  
Tools for popular IT/Cyber certifications. Live and instructor-led training. Career Services team support. Recommended for College Credit by ACE.

Dashboard

Classes

PowerPoint

Virtual Labs

Webinars

Podcasts

www.acilearning.com

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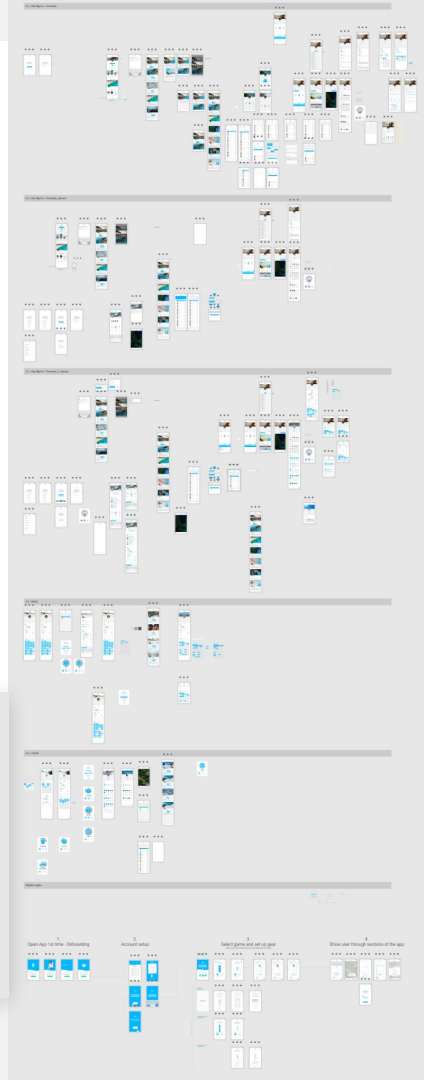
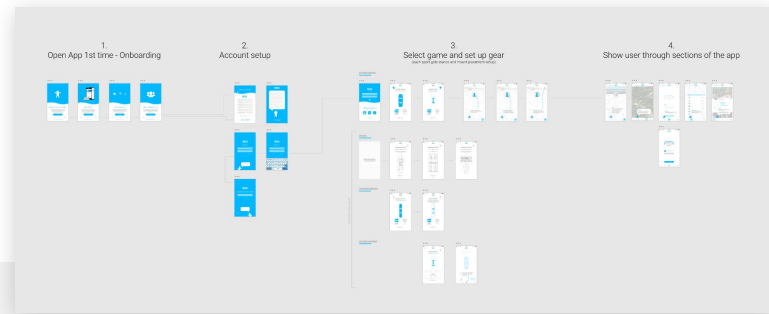
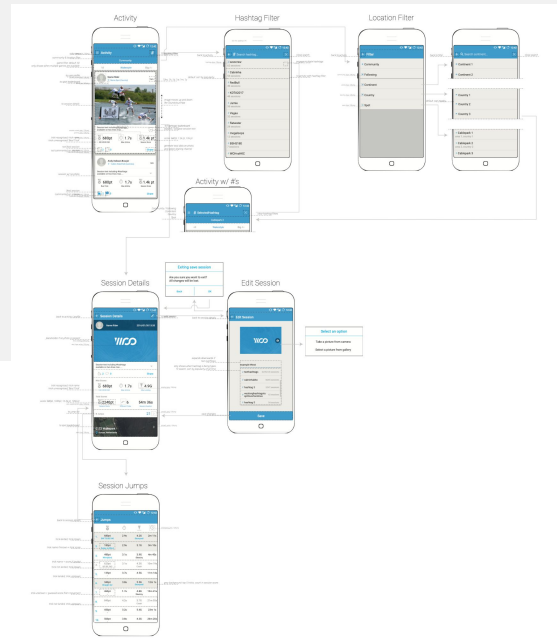
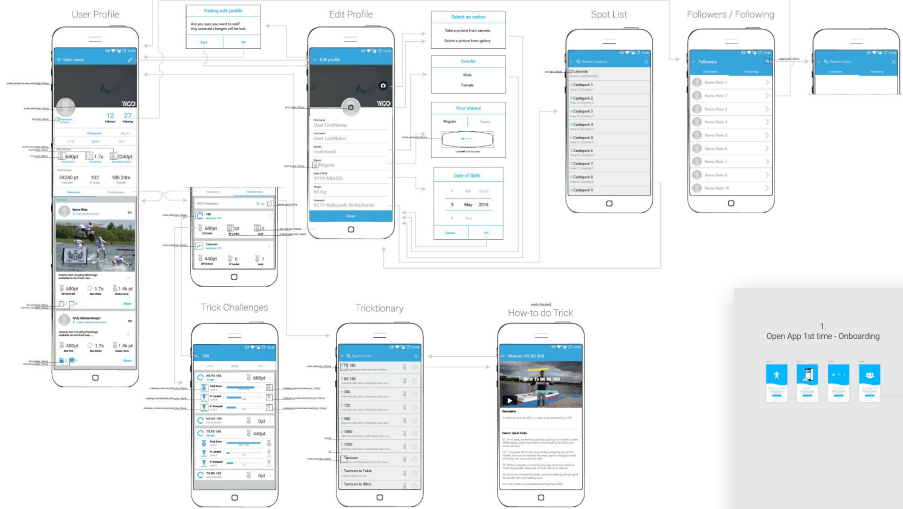
Some additional work



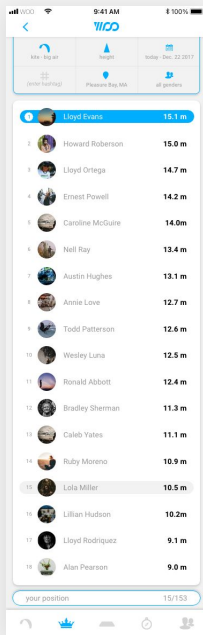




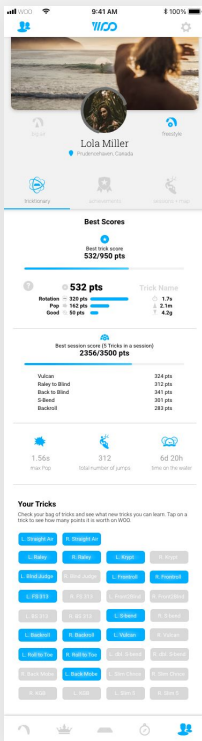
# WOO Sports UX Design



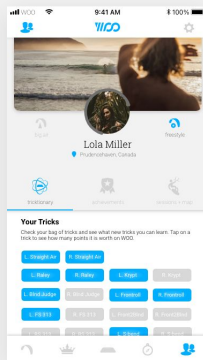
# WOO Sports UX Design



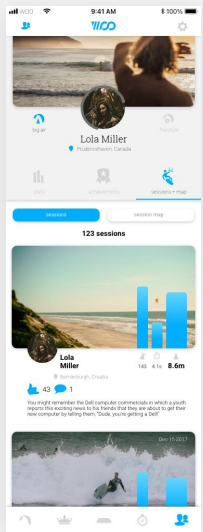
Freestyle // Tricktionary



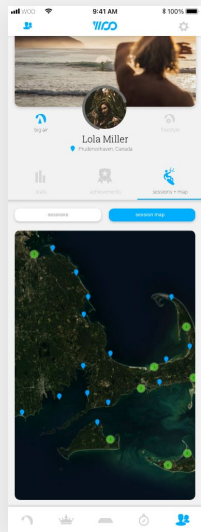
Big Air // Stats



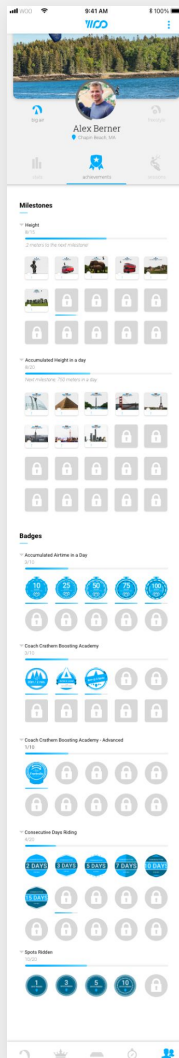
// Sessions



// Session map



// Achievements



# Space Soft growth

We helped Space Soft redesign their landing page and representation of their brand to drive traffic to the product and create sales.

We delivered an updated landing page that illustrated the product experience through animation and thoughtful content. This project was a fast overhaul that resulted in reusable assets and expanded brand identity that became leveraged for social ads, sales collateral, and product enhancements.

## Services

- Team
- Leadership
- Brand
- Development
- Email
- Marketing
- Hubspot Setup and Management
- Direct Sales and Sales Enablement

## Impact

- Boosted revenue by min 20% month-to-month
- Secured investor interest
- Implemented sales infrastructure
- Established customer onboarding process
- Increased customer loyalty

[Animation representing the 1:1 audio room](#)

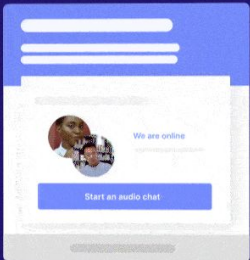
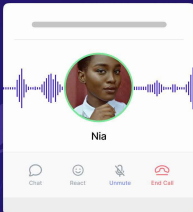
[Animation representing the 1:many audio room](#)

The hero section features a dark blue background with the Space logo on the left. The main heading is "Browser-based audio rooms" in white. Below the heading, it says "Run live audio. Provide customer support. Host audio rooms. Instantly and directly from your site." There are three columns of benefits: "Site integration" (Embed Space Audio™ directly on your website for customers to engage with you at any time), "Fully customizable" (Build the widget that becomes a part of your experience and brand), and "Data Capture" (Capture the data that's captured during an interaction to measure, analyze, and improve your engagement, learn which topics are most popular, and identify pain points for your customers). At the bottom, it says "Connect your favorite apps." with icons for Slack, Zoom, and Zapier. A call to action button says "Go to jaispace.co to get started for free."

This section shows the "Instantly connect with your customers" headline, a "Go to jaispace.co" button, and a "Go from audio chat to screenshare in one place." button. Below is the "Hosting your Space Audio™ experience" section, which includes a testimonial from Amanda Draper, a "64% more engagement" callout, and a "How Space Audio™ is out of this world" section with icons for CRM integration, Analytics & Insights, and Data Capture. At the bottom, it says "Connect with prospects and customers. Engage your community." and "Frequently asked questions".

# Browser-based audio rooms

Run live audio. Provide customer support. Host audio rooms. Instantly and directly from your site.



space™  
joinspace.co

[Animated ad](#)

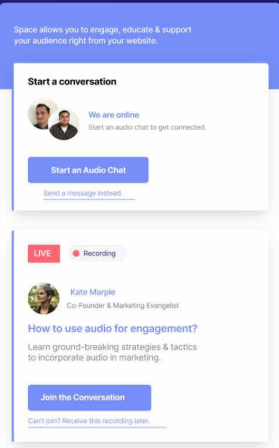
Pavel Ladislav Dvorak likes this

**Space Audio** · 2nd

1h · 🌐

+ Follow

Go from audio chat to screenshare in one place. Audio chat with screenshare for 1:1 and multi party audio rooms.



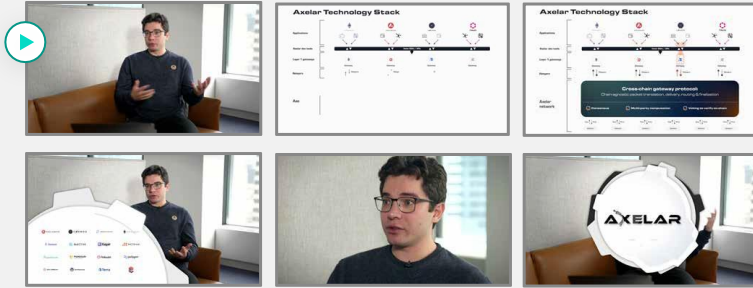
# Browser-based audio rooms

space™  
joinspace.co

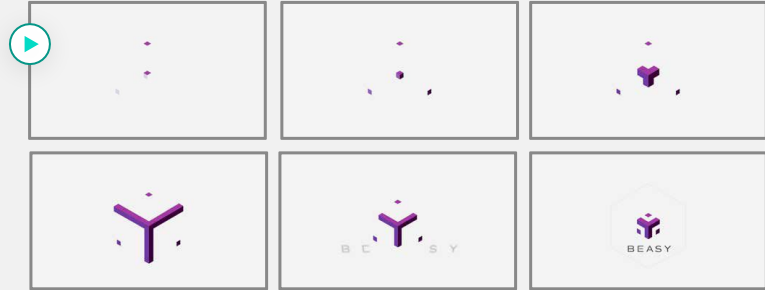
🔒 ❤️ 🌐 Pavel Ladislav Dvorak

👍 Like    💬 Comment    ➦ Share    ↗ Send

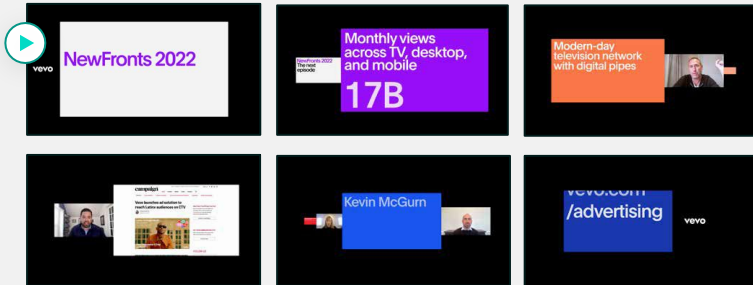
[Axelar Investment video](#)



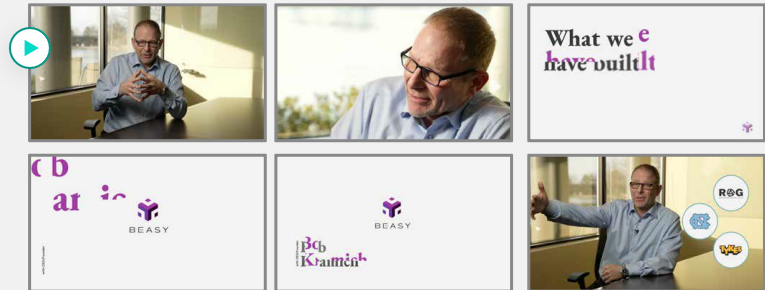
[Beasy logo animation](#)

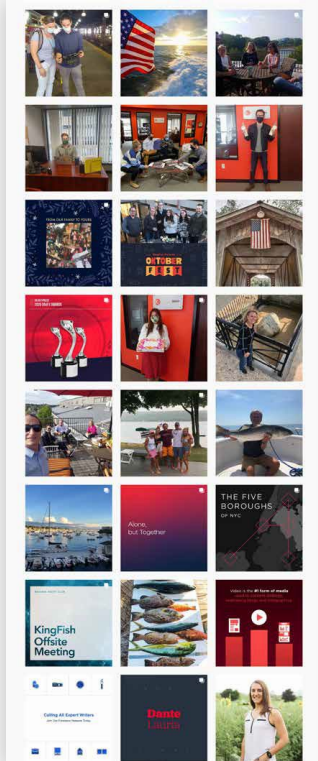


[VEVO b2b H1 sizzle video](#)

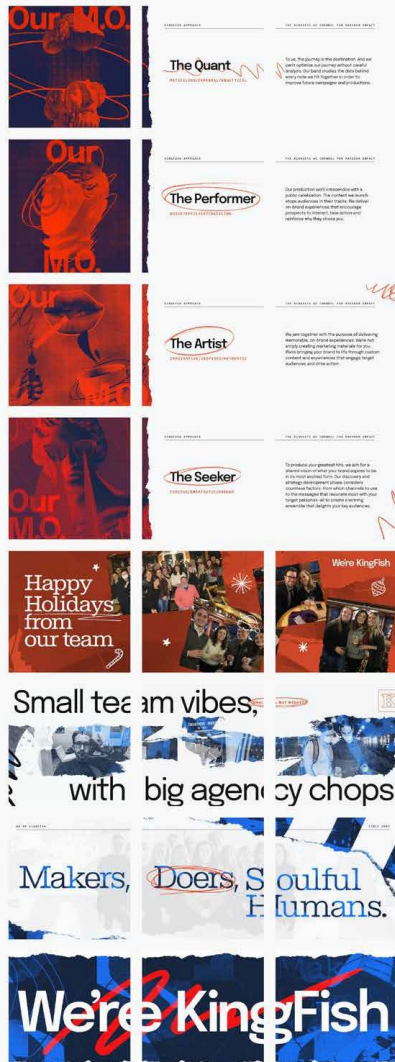


[Beasy Investment video](#)





Before.



After.

PROCESS, CAPABILITIES, WORK SHOWCASE



# KingFish Media

...now known as just KingFish, was a client we helped rebrand their image through a new website and social media strategy.

To the left, you can see the before and after for the social media feed.

# KingFish Content calendar

KingFish UI Final Layout	
Nov 21 - Jan 12	
<b>Wk 11</b> # of Home Feed	<b>Wk 12</b> # of Home Feed
<b>Wk 9</b> # of Home Feed	<b>Wk 10</b> # of Home Feed
<b>Wk 7</b> # of Home Feed	<b>Wk 8</b> # of Home Feed
<b>Wk 5</b> # of Home Feed	<b>Wk 6</b> # of Home Feed
<b>Wk 3</b> # of Home Feed	<b>Wk 4</b> # of Home Feed
<b>Wk 1</b> # of Home Feed	<b>Wk 2</b> # of Home Feed

Social Strategy Mural board

- Legend:**
- 1 Campaign / 1 post per week
  - 2 Short content in a single user representation of the 2 post campaign on Instagram
  - 3 CTA / 1 link of website
  - 4 CTA / 1 link of website / custom LP for mobile
  - 5 CTA / 1 link of website / custom LP for mobile
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Campaign	Week	Assets	Channel	Copy	Asset 1 (Visual)	Asset 2	Asset 3
Overarching Campaign: KF Introduction	11/29	New KingFish brand/visuals (rebranded assets)	IG 1-1.0	Post 1: Fresh look: Familiar brand of people. We. Are. KingFish. Independent. Full service. 20 years and counting. We're always down to join with new potential partners. Post 2: Fresh look: Familiar brand of people. We. Are. KingFish. Independent. Full service. 20 years and counting. We're always down to join with new potential partners. Post 3: Fresh look: Familiar brand of people. We. Are. KingFish. Independent. Full service. 20 years and counting. We're always down to join with new potential partners. Fresh look: Familiar brand of people.			
			LinkedIn	KingFish is back with a reimagined brand and new website. With that being said, we'll remain the same. Have you heard the news?			
			Twitter	KingFish has officially reimagined its brand and introduced a new website. With that being said, we'll remain the same. So who is KingFish anyway? We are Mothers, Doms & Soulful Humans.			
			IG 1-1.0	#KingFish #Marketing #Agency			
12/6	Mothers, Doms, Soulful Humans	LinkedIn	So who is KingFish anyway? We are Mothers, Doms & Soulful Humans.				
		Twitter	So who is KingFish anyway? We are Mothers, Doms & Soulful Humans.				
		IG 1-1.0	Let's face it. Big agencies will make you and your company feel like just a number on their long list of clients. They lack the care, focus, and intention YOUR business deserves. Here at KingFish we treat YOU like family. - And provide all the care, creative, and focus you fully deserve. Small team vibes - Big agency chops. #KingFish #Marketing #Agency				
		IG 1-1.0	Let's face it. Big agencies will make you and your company feel like just a number on their long list of clients. They lack the care, focus, and intention YOUR business deserves. Here at KingFish we treat YOU like family. - And provide all the care, creative, and focus you fully deserve. Small team vibes - Big agency chops. #KingFish #Marketing #Agency				
12/13	Small team vibes...	LinkedIn	Let's face it. Big agencies will make you and your company feel like just a number on their long list of clients. They lack the care, focus, and intention YOUR business deserves. Here at KingFish we treat YOU like family. - And provide all the care, creative, and focus you fully deserve. Small team vibes - Big agency chops.				
		Twitter	Let's face it. Big agencies will make you and your company feel like just a number on their long list of clients. They lack the care, focus, and intention YOUR business deserves. Here at KingFish we treat YOU like family. - And provide all the care, creative, and focus you fully deserve. Small team vibes - Big agency chops.				
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1	We get by with a little help from our friends	LinkedIn	We hope everyone is having a killer week. Since the birth of our new look, we have been getting asked time and time again... "What does KingFish do?" Well, in short, we are your one-stop shop, unless you're into if you will, anything. Discovery / Strategy / Copy / Creative / UX Design. The list goes on... Could you use one of these services? Drop us a message and say hello!				
		Twitter	We hope everyone is having a killer week. Since the birth of our new look, we have been getting asked time and time again... "What does KingFish do?" Well, in short, we are your one-stop shop, unless you're into if you will, anything. Discovery / Strategy / Copy / Creative / UX Design. The list goes on... Could you use one of these services? Drop us a message and say hello!				
		IG 1-1.0	We hope everyone is having a killer week. Since the birth of our new look, we have been getting asked time and time again... "What does KingFish do?" Well, in short, we are your one-stop shop, unless you're into if you will, anything. Discovery / Strategy / Copy / Creative / UX Design. The list goes on... Could you use one of these services? Drop us a message and say hello!				
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Overarching Campaign: KF Process

2	The Student	IG 1-1.0	So what is KingFish really all about? To explain, let me introduce you to our partners. Meet The Student. DISCOVERY // STRATEGY // DESIGN			
		LinkedIn	In order to provide greater insight together, we need to share a video of what we focus on when we work with our clients. We're always down to join with new potential partners. Here at KingFish we treat YOU like family. - And provide all the care, creative, and focus you fully deserve. Small team vibes - Big agency chops. #KingFish #Marketing #Agency			
		Twitter	In order to provide greater insight together, we need to share a video of what we focus on when we work with our clients. We're always down to join with new potential partners. Here at KingFish we treat YOU like family. - And provide all the care, creative, and focus you fully deserve. Small team vibes - Big agency chops. #KingFish #Marketing #Agency			
		IG 1-1.0	Brand identity (Marketing Collateral) // Visual Design // Website Design. The video is KingFish ready all about?			
3	The Artist	LinkedIn	Brand identity (Marketing Collateral) // Visual Design // Website Design. The video is KingFish ready all about?			
		Twitter	Brand identity (Marketing Collateral) // Visual Design // Website Design. The video is KingFish ready all about?			
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		IG 1-1.0	Brand identity (Marketing Collateral) // Visual Design // Website Design. The video is KingFish ready all about?			
4	The Professional	LinkedIn	Brand identity (Marketing Collateral) // Visual Design // Website Design. The video is KingFish ready all about?			
		Twitter	Brand identity (Marketing Collateral) // Visual Design // Website Design. The video is KingFish ready all about?			
		IG 1-1.0	Brand identity (Marketing Collateral) // Visual Design // Website Design. The video is KingFish ready all about?			
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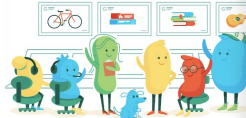
PROCESS, CAPABILITIES, WORK SHOWCASE



# Good Use Email marketing

## Subject Line Options:

- Complete your profile to start using Good Use
- Good Use: You're almost there! Complete your sign up today.
- You're missing out on lots of great stuff!
- Don't want free stuff? OK
- Don't forget us! Good Use is here whenever you're ready.



## Send 1 - for most likely "we want free stuff" intent

Hi, Melanie here. I'm the Good Use community ambassador. We not only give away and find free items with your friends and neighbors, but we also sell pet supplies to bicycles, thousands of people are all using Good Use every day. Complete your sign-up to get started!

### 1. Set up your profile

- Add a few details so friends can recognize you:
- Photo: one that shows your face works best
  - First / Last Name
  - About: Who you are—poetry or prose, you decide!
  - Zip code (so we can find listings near you)

## 2. Verify your account

This helps us make sure you're a real human. *We never share your phone number with anyone else.*

Congrats! You now have the ability to connect and exchange free stuff with your friends and neighbors at your fingertips. Declutter your place! Find awesome things you'd normally have to buy! Give away great items to your neighbors and build community!

Warmly,  
Melanie



## ability

by giving and sharing usable items. **Good Use has what you need. buying less. Here's how Good Use can help. s at home. See how Good Use can help. venient and easy way to be sustainable**

community ambassador Melanie here. Being sustainable from the comfort of your home is easier. Finish your Good Use account set-up to begin eco-friendly trading. Browse through hundreds of listings that are available near you to get rid of items you're not using without having to buy something new and while saving an item you already own. Scroll through recently posted items in your neighborhood to find the

## connecting with your community

Find perfectly good items from your community! Share great items with your community. Build meaningful connections by sharing with Good Use. Celebrate this summer with Good Use.

Join Good Use. How are you? You're so close to connecting with your friends and exciting ways! Here's a video of showcasing how Good Use serves as a platform to connect with your community.

Video: [https://f.lidi/HqT\\_ETp](https://f.lidi/HqT_ETp)

## most likely "we have stuff to give away" intenders

Share this summer with Good Use. Give to someone else! Try Good Use today. Good Use helps give usable items a new home. Find items that find a new home with Good Use.



# Precise.TV Content strategy + article production

### Gated Content

- #1 - Study: **KATS Study** (gated; no writing required)
  - The study is being produced by Giraffe Insights and we should have a full first draft in hand to review by Friday, December 10.
  - Action / Next Step: There is an article assignment below in the "Articles" section where we'll be asking you to write a teaser article to drive folks to this gated content.

### #2 - Ebook: *An Advertiser's Guide to Contextual Targeting*

- Action / Next Step: Carla interviews Christian and writes an e-book exhibiting a strong command of the Precise TV philosophy of taking a contextual / data science / non-PII approach to premium video performance targeting.
  - Where does it fit in the content marketing mix? Mid-funnel winning prospect
  - NOTE: This should be a bit more surface level and ideological in nature, in at the top and into the middle of the funnel. Further, it should leave room for more specific tactical advice which comes in via our next piece of gated.

### #3 - Playbook: *How to model YouTube advertising to sales* (gated version)

- Action / Next Step: Carla interviews head of data science, Winson.
  - Where does it fit in the content marketing mix? Lower funnel / prospect customer support.

### Articles

- Performance video targeting articles driving to Study, Ebook and Playbook:
  - How Contextual Data Strategies are Replacing the Third-Party Cook**

### VCL written report

- Thought leadership article ghostwritten for Denis that Zach can try to place as a guest post at an advertising industry publication such as AdExchanger.
  - Attempt to work in subtle mentions to KATS Study (Zach to aware).
  - NOTE: Ultimately can and should live on the blog, but we'll plan to take some swings at placing industry leadership content with third party publications.
  - This is a previous article we created - <https://blog.precise.tv/blog/putting-the-death-of-the-cookie-into-context>
- How to model YouTube advertising to sales** ("light" windowed version)
  - Teaser article for Precise TV owned and operated channels (company blog, LinkedIn) summarizing the Playbook (#3 gated content piece) and driving readers to the gated content.
    - collaborative filtering recommendation system. is something we use to use the panel data.

- KATS Study article/summary**
  - Teaser article for Precise TV owned and operated channels (company blog, LinkedIn) summarizing the KATS Study (#1 gated content piece) and driving readers to the gated content.
- How to Drastically Reduce Video Advertising Wastage with Contextual Targeting**
  - Thought leadership ghostwritten for Denis Crushell with intentions to publish on the blog and LinkedIn, and therefore, we can be a bit more self-promotional.
  - This is a good one where we should be able to build in multiple references and CTAs linked to the KATS Study as well as our Ebook and Playbook.
- How Brands Can Make YouTube and CTV Work as Performance Marketing Channels**
  - Thought leadership article ghostwritten for Denis that Zach can try to place as a guest post at an advertising industry publication such as Broadcasting & Cable / Next TV.
  - Attempt to work in subtle mentions to KATS Study, Ebook and/or Playbook, if possible.
  - NOTE: Ultimately can and should live on the blog, but we'll plan to take some swings at placing industry leadership content with third party publications.

- COPPA Thought Leadership**
- \*SEO-centric pieces of content featuring keywords such as: COPPA, GDPR, PII, COPPA-compliant, advertising to children, made for kids YouTube, etc.
  - How to Advertise to Children/Families in a post-COPPA world
  - 5 Things Brands & Advertisers Need to Know About COPPA
  - 5 Things Brands Need to Know About COPPA, YouTube, and Advertising to Children

NOTE: These articles are for the blog, but we'll also look for article syndication partners (toy trades, ad trades, video trades, etc).



BLOG  
Shopping Behavior Data Catapults The Video Ad Targeting Formula



BLOG  
Facebook is no longer delivering results. What are the alternatives for advertisers?



BLOG  
How Contextual Data Strategies are Replacing the Third-Party Cookie



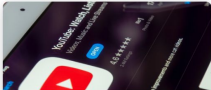
BLOG  
[New Report] Next Generation Video Marketing



BLOG  
WowWee drives sales with Precise TV's YouTube Ad placements



BLOG  
What the death of the cookie means and why it's hurting your business



BLOG  
Solving brand suitability and driving YouTube ad performance in 5 minutes



BLOG  
Precise TV + Amazon shopping data drives 43% higher conversion on video advertising



BLOG  
How to Safely Advertise to Children and Families in 2022 on YouTube



BLOG  
ex-Google, Andy Tress, joins us at Precise TV



BLOG  
85% of under 12's have access to YouTube, and that's fantastic news for advertisers



BLOG  
[New Report] Kids & the Screen USA

**BuiltIn**  
Future of Work column



[Link to article](#)

## Looking for a New Job? Remember These 3 Things.

Ready for a new job but not sure when to take the plunge? Here are 3 things to look for in your next role.



**Zach Servideo** | Expert Columnist

Zach Servideo is founder and chief growth officer at [Value Creation Labs](#), entrepreneur-in-residence at [Boston Speaks Up](#), and Endicott College's Angle Center for Entrepreneurship.

February 8, 2022 - Updated: February 9, 2022

[Link to article](#)

## 3 Social Media Strategies Every Startup Founder Needs

Social media is a powerful tool to reach your customers. Just don't spend too much time on it. Use these 3 strategies to get your social up to snuff.



**Zach Servideo** | Expert Columnist

Zach Servideo is founder and chief growth officer at [Value Creation Labs](#), founder and host of [Boston Speaks Up](#), and entrepreneur-in-residence at Endicott College's Angle Center for Entrepreneurship.

December 14, 2021 - Updated: June 1, 2022

[Link to article](#)

## 6 PR Tips for Startups

Successful PR strategies are driven by compelling storytelling and authentic relationship building. Here's how to get it right.



**Zach Servideo** | Expert Columnist

Zach Servideo is founder and chief growth officer at [Value Creation Labs](#), founder and host of [Boston Speaks Up](#), and entrepreneur-in-residence at Endicott College's Angle Center for Entrepreneurship.

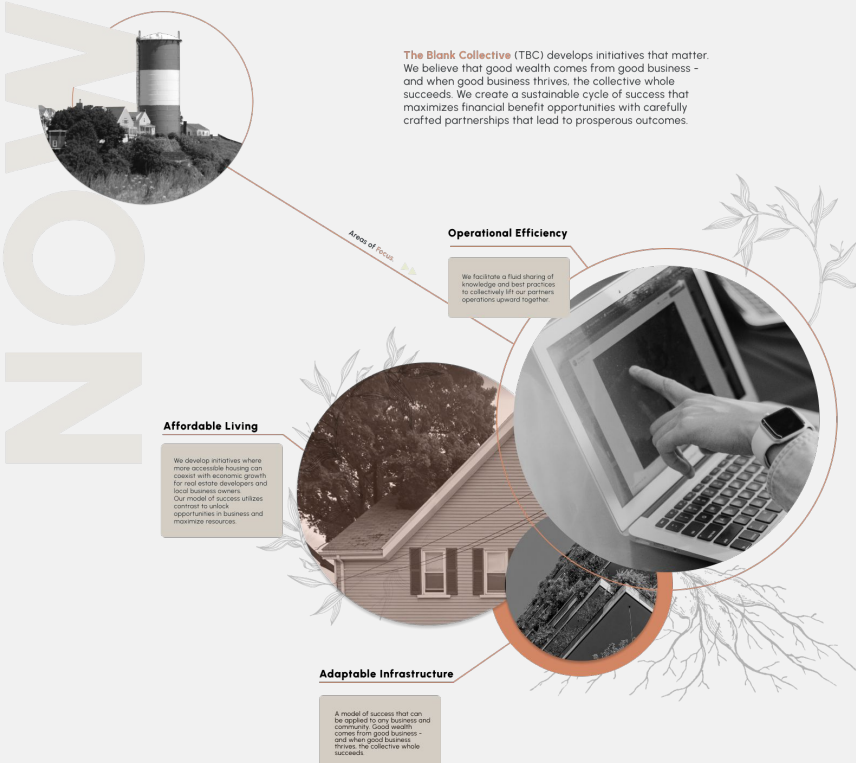
December 14, 2021 - Updated: June 1, 2022



# The Blank Collective

## Brand development

When good business thrives the collective whole succeeds.



The Blank Collective (TBC) develops initiatives that matter. We believe that good wealth comes from good business - and when good business thrives, the collective whole succeeds. We create a sustainable cycle of success that maximizes financial benefit opportunities with carefully crafted partnerships that lead to prosperous outcomes.

**Affordable Living**

**Adaptable Infrastructure**

**Operational Efficiency**

We create a sustainable cycle of success that maximizes financial benefit opportunities with carefully crafted partnerships that lead to prosperous outcomes.

We believe that our partners can succeed while advancing the ripples towards positive change in communities.

**YOUNG MONEY LIVE**  
Teaching teenagers how to make educated decisions personally & financially.

We're keeping it social.

Empowering you to invest

PROCESS, CAPABILITIES, WORK SHOWCASE

**THE 319 COLLECTIVE**

**THE FUTURE OF WINTHROP PARKS & RECREATION**

Contrast  
Alignment  
Cyclical  
Communal

We are

We are

We are

An initiative to revitalize H

Event creation and awareness support for a Young Money Live, and event teaching teenagers how to make educated decisions personally and financially.



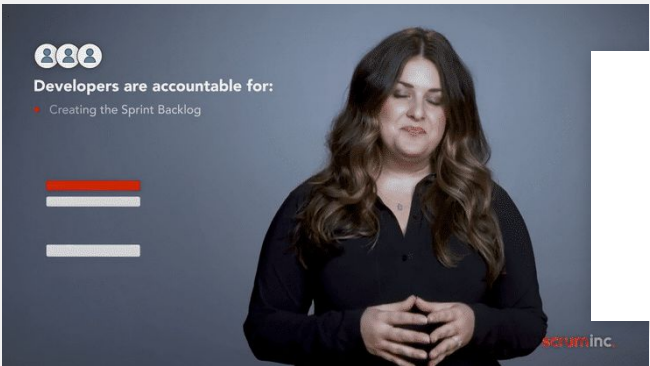


# Scrum Inc

## On-demand course creation & GTM

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The project was to update and create new course content for individuals looking to upskill in Scrum. Our role included shooting new content in a studio setting, editing the footage, adding motion graphics as a supporting educational layer, and developing and executing a GTM plan. We developed a press release and relationships with publications, and a social calendar with supporting assets to launch the new course offering.



**UNDER EMBARGO UNTIL THURSDAY, JULY 20 AT 9AM ET**

### Scrum QuickStart™ Launches For Individuals & Organizations To Supercharge Productivity

The new on-demand course offering leverages decades of experience to allow adult learners to learn at their own pace while building broader org

CAMBRIDGE, Mass. – July 20, 2023 – The Agile Education Program is on a mission to help enterprises, government organizations and individuals overcome their resistance to change in their pursuits of organizational agility. Its education leader unveiled its new Scrum QuickStart™, an on-demand course offering that enables any organization to go Agile, said Chairman Dr. Jeff Sutherland. He is credited with being the co-creator of the Scrum framework for improving performance.

“CEOs, managers, government leaders and individual team members can now learn the power of Scrum with an on-demand education solution that built alignment,” said Scrum Inc. CEO JJ Sutherland. “Scrum QuickStart is the fastest way team members can embrace agility, utilize alignment and quickly unlock the values of Scrum.”

John Deere used an earlier version of Scrum QuickStart and his people in the Global IT group, including those who aren't on Scrum with them.

“People can take it at their own pace and they can go back and said Ryan Trotter, a principal Agile coach with more than 25 years of experience in Agile coaching. “It really hit a sweet spot for our folks.”

Coinciding with the 30-year anniversary of Scrum, the new on-demand course offering that enables any organization to go Agile, said Chairman Dr. Jeff Sutherland. He is credited with being the co-creator of the Scrum framework for improving performance.

“When we first benchmarked Scrum 30 years ago, it was established as the best of other project management frameworks. We've built course offering that enables any organization to go Agile,” said Chairman Dr. Jeff Sutherland. He is credited with being the co-creator of the Scrum framework for improving performance.

A great complement to Agile Education Program's live instructor-led courses, the new on-demand offerings are available for providing the foundation knowledge to begin leveraging the full

scruminc.

### Go-To-Market Strategy For Scrum QuickStart

With the best approaching launch of Scrum QuickStart, Value Creation Labs (VCL) has produced the following document to support the go-to-market from three key angles: 1) market overview, competitors; 2) S2B positioning and messaging; and 3) GTM productions and tactics.

Note: Ideally, this document can serve as a readable framework to leverage for the production of future on-demand Agile Education Program Scrum Inc products such as Scrum@Scale.

The overarching GOAL of this entire effort is to **assist sales of the robust S2B product**.

#### Market Overview

There are a myriad of issues facing employees of the modern workplace:

- 1) In private companies, **remote work challenges** can leave employees grappling with **communication barriers** and a sense of disengagement. The uncertainties arising from rapid technological advancements and the struggle to maintain work-life balance can further contribute to burnout. Consequently, the modern workplace is in dire need of employees who are **efficient, engaged, and self-directed**. It is crucial for organizations to address these challenges by fostering effective communication, providing resources for adapting to technology, and promoting a healthy work-life balance. This will ensure that employees feel motivated, productive, and fulfilled in their roles.
- 2) The modern government workplace encounters a **range of complex issues** that require attention. **Budgetary constraints** hinder the quality and effectiveness of government organizations, while **talent recruitment and retention struggles** affect the availability of skilled professionals. **Technological advancements** also present challenges, including productivity and service delivery. **Transparency, accountability, budget constraints, changing demographics, and data privacy** pose additional challenges.
- 3) Amidst a backdrop of **evolving challenges** faced by the Department of Defense (DOD) and the US Army, a **collaborative plan for modernization** has been set in motion, placing a strong emphasis on the critical aspects of training and agility. Recognizing the workforce as a pivotal factor in driving competitive advantage, the DOD is actively exploring avenues to strengthen the Defense Acquisition Workforce through the implementation of a forward-thinking talent management framework. This framework encompasses various measures such as the optimization of acquisition career fields, the reduction of talent training costs, and the provision of acquisition-specific and lifelong learning opportunities to professionals. By embracing



value creation labs.



## Table of contents

- Letter from the publisher 3
- Introduction 4
- Boston, you're my home 3
- Overviews Record-breaking deal flow 7
- Key technologies and company spotlights 10
  - Secure development and software
  - Analytics, AI and Intelligence
  - Cloud and Network Security
  - Hardware-based security
- Conclusion 17
- About the team 18
- About Value Creation Labs 19
- About the sponsors 20



# Analyst report services

We work with top analysts in the industry to tap into an understanding of your business and market to create a competitive viewpoint. We provide data and analytics through a report to offer true thought leadership and value to your audience. These reports set the stage for your offering and create a powerful lead gen tool for your business.

## Cybersecurity report

**SECURITY HUB**  
Booming innovation and growth continues

**Table of contents**

- Letter from the publisher 01
- Introduction 02
- Bottom, you're my home 03
- Overview: Record-breaking deal flow 04
- Key technologies and company spotlight 05
  - Identity and endpoint protection 05
  - Secure development and software 06
  - Analytics, AI and intelligence 07
  - Cloud and Network Security 08
  - Hardware-based security 09
- Conclusion 10
- About the authors 11
- About Value Creation Labs 12
- About the sponsors 13

Report by: **value creation labs**, **SVB | VENTURE CAPITAL**, **VENTURE CAPITAL ASSOCIATION**, **SECURITY VENTURES**, **SECURITY COMPLIANCE**

**Overview**  
Record-breaking deal flow

**Boston, you're my home**

**Secure Development and Software**

**Identity and Endpoint Protection**

**Analytics, AI and Intelligence**

**Cloud and Network Security**

**Hardware-based Security**

## ACI Learning RSA Report

**aci**

**From weakest link to strongest defense.**  
Smart cybersecurity training can transform workers into a powerful advantage

**A win-win for employers and workers.**

**Security Awareness Training**

Security awareness training is just what it sounds like: providing the user with a set of guidelines, typically, best practices, to help them understand and avoid common security risks. It's a critical part of any organization's security strategy, and one that can be implemented in a variety of ways. It can be as simple as a one-time training session, or as complex as a continuous, multi-modal program. The key is to ensure that the training is relevant, engaging, and effective.

**It's going to trickle up into the culture, almost by osmosis. They'll know they won't get into trouble for reporting something. And that we're all in this together.**

**that smart training looks like**

The number one thing for smart training is having people with specific knowledge of what they're doing. They don't need a background in AI or ML. They're not trained in it, and they're not going to be. They're trained in what they do, and that's the most important part of the training. It's not about the technology, it's about the people.

**From ! to !!!**

**The BIG on-what:**

- 95% of all employees receive security awareness training.
- 44% of all employees receive security awareness training.

**Benefits to workers and employers**

Smart training can help workers and employers in several ways. For workers, it can help them understand the risks of security and how to avoid them. For employers, it can help them reduce the risk of a security breach and protect their data. It can also help them improve their overall security posture and reduce their risk of a security breach.

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# About us

## Our history

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Value Creation Labs® (VCL) was founded in 2021 and showcases a team of strategists, technologists and tacticians that can lead and support companies' immediate and long term goals. VCL's consortium is a mix of management consultants that have built products and executed go-to-market strategies for household brands and startups that have achieved billions of dollars worth of value in exits and revenue. As leadership team architects, VCL has consistently built and managed high-performing domestic and global teams that span the gamut of product development, technology, marketing, branding, and many more expertises.

## The VCL difference

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Our team of strategists and tacticians can help support your company's immediate and long term goals. Our founders and team members are a mix of management consultants that have built products and executed GTM strategies for household brands and startups that have achieved billions of dollars worth of value in exits and revenue. As team architects, we've consistently built and managed high-performing domestic and global teams that span the gamut of product development, technology, marketing, branding, and many more expertises.



We're a multi-purpose pocket knife, at your disposal. VCL is your trusted, go-to, in-the-trenches partner that makes agile shifts to be the right tool, at the right time, when you need us. You can pressure test us with anything. We're at our best when we're listening and reacting to our partners' unique needs.



VCL serves as multiple premium agencies in one cost effective growth accelerator. We're constantly seeking economies of scale to achieve multi-directional and exponential growth. Our founders and talent consortium have spent decades sharpening our skills and solving complex business challenges. This affords us the unique advantage of being an unrivaled one-stop-shop partner to you and your business.

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# Our team

## Our talented consortium

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### Zach

CHIEF GROWTH OFFICER | FOUNDER

### Marc

CHIEF PRODUCT STRATEGIST | ADVISOR

### Tyler

CHIEF CREATIVE DIRECTOR

### Amory

BRAND STRATEGIST | DESIGNER

### Josh

SOCIAL MEDIA STRATEGIST

### Cameron

CREATIVE DIRECTOR | ILLUSTRATOR

### Peter

CONTENT STRATEGIST | WRITER

### Kyle

TECHNICAL WRITER | ANALYST

### Matt

MARKETING AUTOMATION | CRM

### Bryan

PRODUCT ANALYST

### Galen

CHIEF ANALYST

### Elizabeth

DIGITAL & SOCIAL STRATEGY

### Joe

ANALYST | RESEARCHER

### Chris

VIDEO & PHOTO EDITOR

### Niki

DIGITAL PRODUCER

### Andrew

SALES PROGRAMS LEADER

## VCL Advisory Board

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**George**

BROKER | CAPITAL RAISING

**Frank**

CEO ADVISOR | ANGEL INVESTOR

**Brian L**

FUND MANAGER

**Zeeshan**

CHIEF TECHNOLOGY OFFICER

**Justin**

CHIEF TECHNOLOGY OFFICER

**Mike**

CHIEF MARKETING OFFICER

**Brian B**

CHIEF REVENUE OFFICER

**Ari**

VENTURE CAPITAL

Thank you.