

# PORTFOLIO

Strategy. Story. Visual Impact.

**Merve Okutan**

Marketing strategist and communications consultant helping startups and ambitious businesses clarify their thinking, shape their story, and communicate it in a way that moves people.

ABOUT ME

# Merve Okutan

My name is Merve. I work at the intersection of marketing strategy and communications, helping businesses get their thinking straight, their message sharp, and their materials ready for the moments that count.

My background is in strategy. I hold a Master's in Management from LSE and a degree in Engineering, and I've spent 8+ years working with startups and SMEs across the UK, Europe, North America, and MENA, on everything from investor pitch strategy to brand communications and content.

The work you'll find in this portfolio spans that range. The common thread is always making sure the substance and the story are working together.

TRUSTED BY



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CANVA

PHOTOSHOP

POWERPOINT

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# Multi Deliverables

*Longterm partnerships*

INVESTOR NARRATIVE

# CX Assist

AI Startup · 2025–Present

SUMMARY

*Built the pitch deck from scratch, including content, narrative and structure, which helped secure a strategic partnership, stayed on through a full rebrand, and a repositioning from single-sector to multi-vertical.*

DELIVERABLES

- Investor pitch deck – built from scratch, no existing materials
- 2-pager – for partner outreach
- Rebrand execution – deck rebuilt post-repositioning
- Ongoing strategic support – in investment outreach

“This is really incredible. So exciting to see it set out like this, thank you!”  
–Oliver, CX Assist

### CX Assist: The AI-Enhanced VoIP Platform Built to Scale Across Sectors

**The AI-Human Hybrid All Service Businesses Need**  
Missed calls mean **lost revenue** in every industry, from healthcare to care homes to auto services. CX Assist blends **AI voice agents with human backup** to deliver seamless, **always-on** customer communications. The result: No missed opportunities, improved efficiency, and scalable growth across verticals.

**Overwhelmed Teams, Lost Calls, Lost Revenue**

- Start juggle in-person work with constant calls, often requiring extra hires just to keep up.
- Missed calls and slow follow-ups mean **fewer bookings, unhappy customers, and wasted opportunities.**

**50%** More calls handled  
**£££** Increase in revenue for clinics

**Human Empathy, Powered by AI**  
CX Assist is a hybrid AI-human VoIP platform that responds instantly, works 24/7, and blends automation with empathy, ensuring no call is missed and every customer feels heard.

- AI picks up instantly, handling routine tasks like scheduling, FAQs, and callbacks.
- Seamless handoff to agents where nuance or sensitivity is required.
- Proprietary VoIP, full client control, GDPR & HIPAA compliant.

**From Distraction to Demand**  
CX Assist is turning phones from a daily headache into a revenue-generating channel. With traction and PMF, and healthy margins, the platform is already proving its ability to scale through organic growth.

**24.8%** Current Profit Margin  
**140+** Businesses already onboarded

**A Team of Proven Talent in Clinics and Tech**  
Oliver Goughington, Co-Founder & CEO, Entrepreneur with proven success in service-based operations and virtual assistant businesses.

Rita Mills, COO, 10+ years optimising operations and client service in high-trust sectors.

**An Underserved Market, Ready to Scale**  
With over 150M service businesses requiring phone-based customer interaction (globally), CX Assist is tapping into a vast and underserved segment, helping businesses modernise operations through scalable AI-enhanced communication.

TAM: 153M Businesses = \$232B ADR  
SAM: 38M Businesses = \$45B AFR  
SOM: 38,600 Businesses = \$41M AFR

### Overwhelmed teams, lost calls, lost revenue

Every missed call is **lost revenue**, and most businesses are missing more than they think.

- Overwhelmed teams, high stress. Staff juggle in-person work with constant calls, often requiring extra hires just to keep up.
- Lost revenue from poor call handling. Missed calls and slow follow-ups mean fewer bookings, unhappy customers, and wasted opportunities.

**50%** More calls handled  
**£££** Increase in revenue for clinics

### Where we are now

**24.8%** Profit margin  
**120** Businesses already on board  
**22.6** Months lifespan per business  
**24.5k** Calls handled in May 2025

**5.6** New businesses per month  
**£8k** LTV per clinic  
**900+** Bookings per month

### Human empathy, powered by AI

CX Assist is a hybrid AI-human VoIP platform that responds instantly, works 24/7, and blends automation with empathy, ensuring no call is missed and every customer feels heard.

**Proprietary, Flexible Infrastructure**  
Fully owned VoIP infrastructure. Secure, compliant, white-label ready, and under your complete control.

**Humans for Complex Cases**  
Business handoff to skilled agents for sensitive, nuanced, or complex customer needs.

**AI as the First Line of Defence**  
Instant call pickup, handling routine tasks like scheduling, FAQs, and callbacks. Fast, consistent, and never sleeps.

**They have a team on standby? 7 days a week to answer your calls, and are all trained by your service? We can't tell you how new it is to never hear the phone ringing in the clinic, and patients often new how easy the team are to speak to.**

**They could save a fraction of what it would cost to pay a full-time receptionist, who can be unreliable, plus the added stress of not having to pay holiday/sick pay or NIC contributions either. Just when it could any financial sense not to use them?**

James Durbhouse, Elm Chiropractic

### Huge market potential

**300,000 Clinics**  
**£1.8 Bn TAM**  
**150,000 Clinics**  
**£500 M SAM**  
**500 Clinics**  
**£18 M SOM**

**Total Addressable Market**  
High street healthcare practices in English-speaking countries

**Serviceable Available Market**  
High street healthcare clinics we can serve based on product fit, regulatory scope, and AI readiness

**Serviceable Obtainable Market**  
Realistic share we can capture in the next 5 years

### The only player merging AI speed with human touch

|                                 | Assist | RingCentral | Outpost | Arcbit | 8x8 |
|---------------------------------|--------|-------------|---------|--------|-----|
| Vertical-Specific Adaptation    | ✓      | ✗           | ✗       | ✗      | ✗   |
| AI Native-Human Hybrid Model    | ✓      | ✗           | ✗       | ✗      | ✗   |
| Proprietary VoIP Infrastructure | ✓      | ✗           | ✗       | ✗      | ✗   |
| Licensing Model                 | ✓      | ✗           | ✗       | ✗      | ✗   |
| Compliance Certifications       | ✓      | ✗           | ✗       | ✗      | ✗   |

### A solution built for efficiency, growth and control

- AI Voice Agent**  
Answers instantly, manages routine calls and admin tasks 24/7.
- Seamless Human Takeover**  
Complex or sensitive calls pass smoothly to trained agents.
- Call Recording & Analytics**  
Every interaction logged, searchable, and insight-ready.
- Compliance Built In**  
Fully GDPR, HIPAA, and ISO 27001 compliant.

### From onboarding to AI-first in 6 months

**Phase 1 (Month 1-2) Human-Led Onboarding**

- Live CAs handle 100% of calls
- Workflow and language captured by AI training
- Business-specific knowledge base developed

**Phase 2 (Month 3-4) AI-Human Hybrid**

- AI handles simple, low-risk tasks
- Humans manage exceptions and monitor quality
- AI learns and improves with real-world data

**Phase 3 (Month 5-6) AI-First Model**

- AI handles 90% of all requests
- Humans support edge cases and escalations
- Lower costs and faster response

### A vision in motion

**2021** Acquisition of Balance VA  
Acquired a profitable and growing virtual assistant business supporting UK Chiropractic clinics.

**Jan 2025** Assist Founded  
Leveraged operational insights and emerging AI capabilities to launch a new, purpose-built platform.

**July 2025** Platform Launch  
Assist goes live with existing businesses, fully funded through internal resources and revenue.

**Sept 2025** Seeking Investment  
Raising capital to scale and strengthen the team and enhance product and go-to-market capabilities.

**2026** Deepen AI Capability  
Expand platform intelligence, enhance VoIP infrastructure, and form key B2B partnerships.

**2029** Exit via Acquisition  
Position for acquisition by a major player in communications, or SaaS platform.

### Trusted by Customers

They have a team on standby? 7 days a week to answer your calls, and are all trained in your service field. I can't tell you how new it is to never hear the phone ringing in the clinic, and patients often note how lively the team are to speak to.

**They cost me a fraction of what it would cost to pay a full-time receptionist, who can be unreliable, plus the added stress of not having to pay holiday/sick pay or NIC contributions either. Just doesn't make any financial sense not to use them.**

James Durbhouse, Elm Chiropractic

### Scalable, Organic Growth

CX Assist is scaling by winning service-based businesses with a proven product, clear ROI, and sector-specific campaigns.

- Launch focused campaigns in healthcare and high-value sectors.
- Differentiate with proprietary VoIP + AI, blending automation and humans.
- Accelerate growth via partnerships, referrals, and targeted outreach.
- Drive revenue with upsells and multi-site group accounts.

### Scalable Revenue, Recurring by Design

- Monthly subscription model, priced by clinic size and service tier.
- Add-ons: Outbound follow-ups, CRM sync, marketing insights.
- High retention, low CAC, 85%+ gross margin potential.

**The more clinics onboard, the more efficient the model becomes.**

### Investment Opportunity

**£800k** Equity Raise  
**20%** Equity

Target: Scale to 800+ businesses across multiple verticals and geographies.  
Exit: Strategic acquisition in 3-5 years by a major player investing in AI-driven solutions.

Want to back a scalable, proven model with real revenue, proprietary tech, and a clear path to roll-up-driven growth?

CX-ASSIST.COM | +44 7796 580662

# KeyStone

B Corp Social Enterprise · 2022–25

SUMMARY

Longterm communications work for a certified B-Corp tackling homelessness, where every piece of content carries real weight and the line between impact and exploitation is one to navigate carefully.

DELIVERABLES

- Investor pitch deck – revised over the years as the business evolved
- 1-pagers – for investor outreach
- Social media – for public outreach
- Communications support – for partnerships and investors

“This is high quality work essential for our business.”  
–Steve, KeyStone

### Why are we doing this?

- Some homeless children are spending their entire childhoods in 'Temporary Accommodation'.
- It wasn't always this way. From our founder's first-hand experience we know that decades ago families in need could secure stable housing within weeks.
- This gave the children the foundation to focus on their education and future. But that's not the case anymore.
- Today, families can wait up to 5 years for long-term housing. Our goal is to bring this back to 8-16 weeks.

### It's a multi-layered problem but households living in Temporary Accommodation is the target for KeyStone

### Repurpose existing homes to address the shortage in supply

### About KeyStone – what we do

### Our goal is to break the cycle of homelessness by supporting our residents at every step

### A range of solutions where local councils are in the core of the equation

### KeyStone has a strong track record of providing homes to councils, supporting residents, and providing returns to investors

- 25 properties
- 25 councils
- 100 people
- £70K annually

### Sizing the opportunity

3000 households (approx. 3% in 34 councils\*) – replace B&Bs, Hotels and Hostels with long term homes

### Our social impact: Breaking the cycle of dependence on benefits

### Using an innovative idea to boost the impact we make whilst fuelling KeyStone's own growth

### GTM strategy – how we select our council partners

### KeyStone uses data and a repeatable process to buy and lease homes quickly, maximizing investor returns

### The Scale of the Housing Issue Among Ex-offenders

### It can be extremely difficult for a prison leaver to provide the necessary references, bank statements or deposits to rent a property

### Studies show that a stable home can reduce the chances of reoffending by 20%

BRAND COMMUNICATIONS

# Redsand

AI Infrastructure · 2024–Present

## SUMMARY

*Multi-layered communications work for RedSand, an AI infrastructure company. Ongoing collaboration through multiple rebrands, building engaging, on-brand materials to establish the company as a thought leader.*

## DELIVERABLES

- Investor pitch deck – revised over the years as the business evolved
- Infographics – for sales
- 2-pagers – for investor outreach
- LinkedIn posts – for thought leadership

**TOGETHER, WE POWER THE FUTURE OF AI.**

**Unlock New Revenue Streams with AI Compute as a Utility**

Redsand Ventures (RV) delivers scalable, sustainable AI compute, empowering companies to drive innovation and participate in the AI revolution by enabling them to harness high-performance compute power.

**What is AI Compute?**  
AI compute refers to secure, high-performance computing resources for training edge devices and model inference. This includes hardware, software, and services for AI development, enabling industries to leverage AI innovation while ensuring high cost efficiency.

**What does it mean for Real Estate?**  
The AI market is projected to reach US\$ 200 billion by 2030, with 50% of businesses identifying compute services as a critical factor in AI adoption. For real estate, this represents a transformative opportunity to integrate high-performance compute infrastructure into the properties.

**Why is it relevant to Real Estate?**

**Attract High-Tech Tenants**  
• Offer AI-ready infrastructure  
• Increase property value  
• Attract tenants with AI-ready infrastructure

**Create a New Revenue Stream**  
• Leverage additional capacity by offering AI compute services  
• Diversify revenue streams  
• Increase property value

**Flexible Deployment Options**  
• On-premise, hybrid, or cloud  
• Scalable and secure  
• High performance and low latency

**How It Works?**

1. You Partner with Us
2. You Offer AI Compute to Tenants
3. You Earn Revenue

**Value Offering for Tenants**

- ✓ Data lakes and hardware refreshes
- ✓ Reduced access to cutting-edge GPUs
- ✓ Custom solutions for specific use cases
- ✓ Complete privacy for your data and AI models
- ✓ Cheaper than major cloud providers

**Why Partner with Us?**

|  |  |                                       |   |
|--|--|---------------------------------------|---|
| <b>Assured &amp; Secure</b>                      | <b>Flexibility</b>                         | <b>Scalability</b>                    | <b>Sustainability</b>                         |
| Providing dedicated, secure AI compute resources | Adapted to various use cases and workloads | Flexible capacity to scale up or down | Renewable energy, water, and carbon footprint |

**Get Started Today**

**Contact Us Today**

**About Redsand Ventures**

Redsand Ventures (RV) is a leading AI infrastructure company, providing AI compute services to various industries. We are currently seeking strategic partners and investors to expand our operations and drive growth.

**Decentralized AI Compute**

Empowering your business with control, resilience, and performance.

Get in Touch

**AI at scale, without the runaway costs**

Transparent pricing you can count on.

Get in Touch

**What bold ideas could reduce GenAI's environmental impact?**

We want to solve tech's sustainability challenges by collaborating with leading industry experts.

Whether you run a Clean Tech startup or are from the traditional data centre world, we are waiting to hear from you.

Get in Touch

**Is your AI infrastructure ready to grow with you, or will it hold you back?**

Get in Touch

**Sovereignty isn't optional when your AI handles sensitive data.**

Get in Touch

**Why let infrastructure limitations limit your AI ambitions?**

Grow without barriers.

Get in Touch

**Together we power AI at the Edge**

Redsand Ventures (RV) is a leading AI infrastructure company, providing AI compute services to various industries. We are currently seeking strategic partners and investors to expand our operations and drive growth.

Let's Get Started

**What Sets Redsand Apart**

Redsand Ventures (RV) is a leading AI infrastructure company, providing AI compute services to various industries. We are currently seeking strategic partners and investors to expand our operations and drive growth.

Let's Get Started

**THE MARKET**

**Market Size**

**US\$ 2 Trillion**  
Cloud Revenues by 2030  
Source: Goldman Sachs, Sep 2024

**US\$ 200-300 Bn**  
Generative AI Spend by 2030  
Source: Goldman Sachs

**OUR TARGET MARKET**  
US\$ 50 - 100 Bn  
2024-2030

Redsand Ventures (RV) is a leading AI infrastructure company, providing AI compute services to various industries. We are currently seeking strategic partners and investors to expand our operations and drive growth.



PRODUCT MARKETING

# AI Agency

AI Chatbot · 2022

## SUMMARY

Built a set of assets for the AI chatbot white-label company, AI Agency. Developed from scratch, including narrative, copy and design, making sure the technical product features were accessible to a non-technical client-facing audience, across multiple formats and channels.

## DELIVERABLES

- Sales decks – tailored for different sectors
- Brochures – both print and digital channels
- Lead magnets – tailored for target sectors
- Google ads – full range of banner ads

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# Slide Decks

*Narratives that move*

INVESTOR NARRATIVE

# Trackia

Tech Startup · 2023

SUMMARY

*Trackia came with a rough draft and business plan. Refined the narrative and restructured the content to deliver a pitch deck that was clear, credible, and investor-ready.*

“Merve is so talented! She can create amazing things based on your ideas, but also gives her own suggestions, which are great.”

-Agnieszka, Trackia

**Trackia** Founded on Experience and Passion  
The simple way to hire talents

**The Product**

**Trackia.io: An Applicant Tracking System Like No Other**

A fully functioning recruitment system

- Career pages with customized application forms, receipt of application and messaging
- Intuitive recruitment management with the Kanban Board
- Personalization tools
- Communication tools for teams and contacting candidates
- Candidate competence verification

FAST, EASY AND FRIENDLY RECRUITMENT

**Connecting the Best Talent with the Actual Needs of Businesses**

Easy find the right talent for your needs... Quickly apply to the jobs that match your profile.

Through a large pool of quality candidates... Save time on your job search.

Save time and reduce recruitment costs... Connect with the businesses that value your talent for its... improved candidate experience.

While boosting your branding.

**The Problem**

**A Broken System Where Both the Businesses and Talent Left Unsatisfied**

Current ATS solutions leave everyone involved in the recruitment process unsatisfied. It is a complicated system that makes it harder to connect with the right people. The lack of control causes lost time and money, leading recruiters to using multiple tools.

- 75% of companies worldwide reported difficulty hiring qualified employees in 2022 (up from 70% in 2021)
- 71% of employees open to new job offers
- 68% of those involved in recruitment find the recruitment process too time-consuming
- 77% of the companies want to digitize signing contracts and track through an ATS system

**Why Now?**

**Covid-19 Pandemic / Lockdowns**  
Collapse of the employers' market - reduction in new hires

**Mar 2020**  
Economic Rebound  
Increase in recruitment and the demand for employees

**Mar 2021**  
Military Conflict in Ukraine  
Increase in the number of job offers in Poland

**Feb 2022**  
Inflation and Economic Recession  
Decrease in the number of job offers in Poland

**Nov 2022**  
Rebound  
An increase in the number of job offers in Poland

**Mar 2023**  
Projected Economic Rebound  
Increase in demand for employees. This, increasing the value of the ATS market

**2023-2025**

**The Opportunity**

**A 3-Million USD Market Ready to be Captured**

Forecasted TAM Global ATS Market in 2023: **2,69B USD**

Forecasted SAM Polish ATS Market for SMEs in 2023: **67,29M USD**

Forecasted SOM ATS for SMEs: **3,03M USD**

With a CAGR of 6.9% until 2028, Global ATS Market in 2023 is worth **2.7B USD**

Based on average monthly subscription price of Trackia, the Polish ATS Market for SMEs (over **60K companies**) is worth over **67M USD**.

Trackia predicts to capture **4.5%** of the Polish ATS Market for SMEs, making it a **3.03M USD** opportunity.

**The Users**

**What Do the Early Users Say?**

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut augue ornare, Cras quis turpis quis sodales tempus. Quisquam faucibus nunc at enim sagittis ornare.”  
-Name, Company

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut augue ornare, Cras quis turpis quis sodales tempus. Quisquam faucibus nunc at enim sagittis ornare.”  
-Name, Company

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut augue ornare, Cras quis turpis quis sodales tempus. Quisquam faucibus nunc at enim sagittis ornare.”  
-Name, Company

**Investment Stages**

Pre-Seed Stage: Bootstrapping

Seed Stage: Bootstrapping

Early Stage: Bootstrapping & Angel Investors or Capital Ventures

Growth Stage: Capital Ventures

Expansion Stage: Capital Ventures

**100K USD Invested**

Legend: ● Past Stages, ● Current Stage, ● Future Stages

**The Ask**

**Funding the 1st Year and the 5 Year Forecast**

We're asking for **394K USD** funding to finance our first year of commercial operations.

5 Year Forecast: 394K USD

394K USD

**Sales & Marketing**

**Expert Approach**

With our sales expertise we have created an **online subscription service** with additional paid function and search as all components of Trackia, leading for maximum exposure we will use a **range of paid and organic marketing channels**.

- LinkedIn: Product promotion through individual founder profiles & by individuals with a large number of contacts
- Paid ads on Google & LinkedIn
- Web positioning
- Referral system
- Email
- Trade shows and industry meetings
- Webinars and training courses

**The Team**

**A Team of Passionate Experts**

**Agnieszka Migda - CEO**  
A visionary leader with her fully and passionate approach, she does not miss any business idea & 100% user history in her pocket. She created new products in short time and brings creativity. A true team enthusiast and a hard worker, structure, motivation and passion are her favorite things.

**Anna Musiał - CFO**  
An expert in HR and recruitment. With her deep knowledge on the job, one of the most serious people, she helped create our innovative product. She has long experience in HR and HR product and service development.

**Rafal Migda - CTO**  
The tech genius behind the design and development of Trackia ATS, he has developed in many international projects designed to the European, US and South-East Asian markets. A big fan of the new technologies, he is one of the best things are innovation and Polish Tech.

**Contacts**

**Thank You**

Contact us for more details

trackia.io

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CORPORATE COMMUNICATIONS

# Etem Gestamp

Parts Manufacturer · 2022-23

SUMMARY

*Refreshed the corporate profile for Etem Gestamp, an international manufacturing company, reworking the content structure and narrative flow to better communicate the company's positioning to a global audience.*

“ Well, Merve worked on more than 5 projects of mine. This won't be last. She is a perfect collaborator and I will keep working with her.”

–Marieta, Etem Gestamp



| OEM'S   | MATERIAL SPECIFICATION | APPROVAL    | BEHAVIOR ANALYSIS*    |
|---------|------------------------|-------------|-----------------------|
| BMW     | W5 02002 - IY-Top A    | +           | MECHANICAL PROPERTIES |
|         | W5 02003 - IY-Top A    | +           | CRASH                 |
|         | DBL 4919.10            | +           | BRITTING              |
| Daimler | DBL 4919.30            | +           | CLINCHING             |
|         | DBL 4919.40            | +           | PUNCHING              |
|         | TL 116-C-20            | +           | WELDING               |
| AUDI    | TL 116-C-24            | +           | SPOT WELDING          |
|         | TL 116-C-28            | +           | CORROSION             |
|         | TL 116-C-32            | In Progress |                       |

\*Buck and long-term usage in addition to low and high temperatures



INVESTOR NARRATIVE

# Vybe


App Startup · 2024

SUMMARY

*Built the investor pitch deck for photo app Vybe, developing a clear narrative around the product and its market position to make a compelling case in a competitive space, making sure the unique personality of the brand is balanced with a credible document.*

## vybe

Manifest your dreams



### What's our problem?

We are **lonely**

Millennials are the last of the analogue generations. Their successors, Gen Z as we know them, have born into the digital age. While this may mean that they have more resources at their disposal than the previous generations, they are also the loneliest of us all.

**73%** of Gen Z report feeling alone at times.\* That is higher than any other age group, including 65+.

\*https://www.forbes.com/sites/haileyharr/2023/07/03/gen-z-the-loneliest-generation-and-the-crippling-power-of-brands/



### So what's the solution?

Addressing the loneliness and disconnect head on by enabling Gen Z to create and share exciting content with friends.

But how??



### Introducing vybe: The AI photo booth in your pocket

Vybe redefines what it means to take a photo of you and your friends. There's no infinite scrolling vortex of easily captured by others on the internet. Why not use those as a canvas to take your story together with your friends?

Unlike most other social apps, Vybe does not pull you away from your friends and family only to throw you into an endless vortex of influencers' madness. Vybe brings you closer to your **loved ones**.



### Our mission

Vybe exists to enhance social connections through creative content, democratizing photography and storytelling.


Vybe empowers its users to effortlessly bring their wildest visions to life—with just a single **tap**.



### Our values

We value authentic personal connections, creativity, and self-expression, focusing on enhancing real friendships over parasocial relationships.

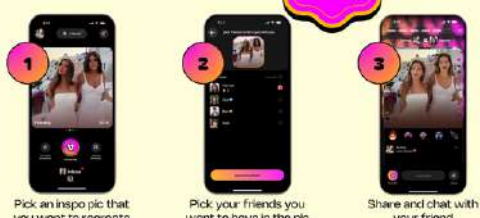
**Influencer culture out, personal connections in.**



### But how does it work?

Imagine if Snapchat and Photobooth had a baby!

- 1 Pick an inspo pic that you want to recreate
- 2 Pick your friends you want to have in the pic
- 3 Share and chat with your friend




### Who is it for?

Vybe is for anyone who loves photography and social connections, especially teens and young adults seeking to create engaging content and to enhance their meaningful relationships with people they know **in real life**.



### What makes us unique?

Vybe is the first of its kind, empowering the users to put themselves and their friends in any photo they want. It enables users to express their creativity while nurturing their real life relationships. Plus, it's easy to use and **free**.




|  |      |
|--|------|
| High Domains   |      |
| Influencers (Instagram, TikTok, YouTube, Twitch, etc.) | Vybe |
| Friends (WhatsApp, Messenger, etc.)                    |      |
| Low Domains  |      |

### What do the users think?

X downloads in X amount of time.

**4.5/5** Apple Store Rating



### Meet the founders

**CEO** Dr. Manjuela Patrick  
**CTO** Dr. Arnav Ghosh

Manjuela (ex-Meta, ex-Pinata Farms), and Arnav (ex-Snapchat, ex-Adobe) met at Oxford University working endless hours on their PhDs.

Both avid social media users, Manjuela and Arnav soon realized they were spending hours staring into their phones being fed endless influencer content on social apps. Craving personal connections with the real people in their lives, they decided to come together and create a social app that would cultivate personal relationships without losing touch with the internet culture.



## vybe

Thank you!

thevybeapp.com



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# Reports & White Papers

*Longform clarity*

RESEARCH REPORT

# CyPro

Cybersecurity · 2024

## SUMMARY

*Worked with UK-based cybersecurity company CyPro to transform raw research data into a structured, reader-friendly publication. The focus was on flow and readability, structuring each spread so insights read like a narrative rather than static figures.*



THOUGHT LEADERSHIP



Tech Company · 2023

SUMMARY

Developed a white paper for 3Gi on digital transformation, structuring the content and visual language around their sustainability messaging, while balancing their corporate identity with a human narrative about growth and change.

“Great work and excellent communication!”

-Liz, 3Gi

A 3Gi White Paper

# Digital Transformation Insights for 2023

What Do the UK Business Leaders Think About Digital Transformations

3Gi

## Studying the Business Leaders

For the past four years, we have been interviewing business leaders across the UK to understand the real impact that technology has on their digital transformation strategies.

Through a series of surveys and interviews, we have unlocked the various challenges and trends.

We hope that other businesses can leverage and learn their own digital transformation strategies to find success in the digital age.

3Gi

## Key Takeaways for Digital Transformation Strategies in 2023

Digital Transformation is certainly no longer a buzzword. Paying particular attention to the development of our data over the past 4 years (especially data from 2022), we have identified six key takeaways from our research.

- Digital Transformation is more about Business Transformation
- System Integration is essential to prevent digital disruption
- Artificial Intelligence and Machine Learning are being heavily overlooked in digital transformation efforts
- Security and Cyber Education is still lacking in digital technology adoption and business models
- Artificial Intelligence and Machine Learning are being heavily overlooked in digital transformation efforts
- Artificial Intelligence and Machine Learning are being heavily overlooked in digital transformation efforts

3Gi

## 01 Digital Transformation is more about Business Transformation

What technology is the vehicle to enable business change, putting 100 much focus on digital technology being the answer is a false notion. The secret to successful digital transformation lies within the board room. Business models with a powerful focus on their vision, strategy, and culture, the best advice for positive business outcomes and will give you a competitive advantage.

## 02 Anxiety around emerging technologies causes delays to many digital transformation projects

With so many changing facets in the technology space, decisions around new technologies are being benchmarked by fears of early adoption risk, or being too late to the party. An abundance of digital technologies has made it harder to keep up to date, to select the right product in the first place, or select a product that is agile enough to support changing business strategies.

What team predominantly drives innovation on your company?

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## 03 Digital data is the new core business asset of the 2020s

Data should now be viewed as digital assets and digital transformation strategies must include digital data protection. Having a data gives the ability to track the customer or employee journeys, the ability to improve operational processes through collaboration and communication, and the ability to produce quality business intelligence.

## 04 System Integration is essential to prevent digital disruption

The power of having operating models covered under a single pane of glass means that business operations can be more seamless, more collaborative and can support a strong business culture. Integration maximises efficiency and provides a better experience for your customers to enable growth and retention.

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## 05 Security and Cyber Education is still lacking in digital technology adoption and business models

While many business leaders are aware that cyber attacks are a critical risk, they struggle to understand how to manage this while exploring digital transformation initiatives. When it comes to cyber security, it is still being approached when it comes to one of the biggest threats to profits. Cyber is still seen as very much an IT Department problem, rather than a key foundation for protecting current business models.

## 06 Artificial Intelligence and Machine Learning are being heavily overlooked in digital transformation efforts

Many of the businesses we spoke to didn't believe these models were readily available in their industry with the vast range of products, such as ChatGPT, is now becoming mainstream. We are hoping that more education and exposure will enable those looking to embrace the benefits and explore the increased ROI as part of their digital transformation journeys.

The latest digital technologies, like cloud or AI, it's all about the identification of the right technologies for businesses, and integration into what may be traditional business models.

Chana Doobay  
Partner - Spinora West

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## Top Digital Transformation Strategy Challenges in 2023

The above insights may seem limitless, but we have identified the key challenges from our dataset that we believe will affect businesses in 2023.

- The Challenge of Adoption and Utilization:** Computers are easy, it's the people that are complex, investing time into building a strong technology culture is a difficult recipe to follow, and has to be served from the top down.
- Spreadsheets Dependency:** If you have a colleague say "but no other technology can digest this data as good as a spreadsheet", then this is a challenge that your business is facing. Your data is stored, and a move to the implementation of systems that manage operational data more efficiently. Application convergence and systems integration should be a key driver.
- No Ownership Costs:** Consulting costs with business asking capabilities that actually prove ROI is a daily struggle for CFOs to reconcile. High usage general and a lack of clear cost-to-value in terms of technical investment is a finance turnoff.

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## Talent and Resource Struggles

In a recession rich, post-covid world it's hard to find the right people to support your digital transformation. It's not just internally finding the right talent, but also ensuring that your digital transformation strategies can be executed and sustained. External advice is historically sought instead of business led.

- Data Compliance is Restriction Growth:** With a nation's eye turning towards cyber security, data compliance is becoming increasingly outdated and complex. Certification bodies now expect a level of compliance (Cyber Essentials & ISO27001) around data protection. For business leaders, ensuring new technologies fit within the bounds of data compliance is increasingly difficult.

Biggest transformation challenges are:

1. Know where to start and how to prioritise
2. Selecting something that is affordable that also scales
3. Implementing and minimising disruption to the business

Andrew Bligh  
CFO - SATAVA

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## Our 2023 Digital Transformation Predictions

- Digital Transformation Initiatives will be best tracked**
- Data will become King**

Digital transformation is no longer a niche concept, reserved for technology companies looking to improve their digital skills. Google's search traffic data shows a rise in popularity for "digital transformation" since 2018. The Covid-19 pandemic was a key catalyst that rapidly forced businesses to adopt digital strategies. 2023 will be the peak year that organisations will solidify digital transformation strategies as a key component of their revenue growth.

Data is the most critical element of effective digital transformation, due to its power in business intelligence and operational capabilities. As digital transformation becomes more pervasive in our digital lives, businesses will equally learn that effective data strategies are the main ingredients to baseline innovative ideas. Data empowers business intelligence products and services, and allows the manipulation of customer experience. In 2022, we expect a majority of new business models to integrate data and corporate culture.

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## Cyber Security will become a Board Room priority

Businesses have received enough warnings over the last few years surrounding the threat of cyber attacks and in 2023 cyber security will finally be taken seriously. In 2022 UK insurers made the move to no longer insure cyber protection as standard, and cyber insurance agencies now enforce a high baseline for protecting their data assets. We are predicting that cyber security will be a strong motivator for accelerating digital transformation projects. 2023 will see a rise in board level conversations about cyber security and digital protection strategies, to ensure secure digital footprints for organisations.

## Artificial Intelligence and Machine Learning will pave the way for digital innovations

This vital expansion of ChatGPT at the start of this year has made digital businesses more comfortable with the idea of AI and ML. AI has paved the way for other people to work smarter, not harder. 2023 will see a rise in businesses seeking to leverage AI and ML technologies to drive digital transformation initiatives, ranging from automation and predictive analytics, to personalised customer experiences.

Do you test AI / machine learning technology is readily available to your sector?

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## How Did We Conduct the Survey?

4 Years, 500+ Business Leaders, With the UK and around the globe.

Business founders, directors and C-suite executives, and technology leaders.

Through targeting SME's and corporates, we have covered a vast range of industries and verticals.

Through a standard set of interview questions and surveys, we have unlocked insights that truly attest that digital transformation is a journey, not an event.

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## About Us

3Gi are a technology service provider focussing on growth centred business (often tech). We supply build and support services to let start-ups, scale-ups & established businesses adopt, commercial and keep up to date with the ever growing world of Cloud Technology. 3Gi Technology are a Cloud Microsoft Partner and Microsoft Cloud Solution Provider (CSP) of which 80% of our business is engineering that lets and scale up businesses to reach their goals.

Contact Us

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# Backbone Connect

Tech Company · 2024

## SUMMARY

*Built a new hire guide for Backbone Connect, restructuring text-heavy content into a clear, navigable resource. The goal was to make essential information accessible and engaging for new employees from day one. Functional, on-brand, and easy to use.*

## What to expect when you join our team

BackboneConnect 02

### Social Calendar

At Backbone Connect, we believe that having fun and building relationships with your colleagues is essential to your well-being and success. That's why we have a dedicated team called "Thrive Tribe," whose mission is to create a calendar of social events throughout the year.

From Easter eggs in spring, to summer sports day, and a Christmas party to represent a year of success, the Thrive Tribe has come up with some terrific events, such as day after tomorrow, virtual trivia one night, and escape rooms. So we make sure we don't just work hard, we play hard too.

### Employee Feedback

We're always open to new ideas on how to improve employee experience at Backbone Connect, and we're always working in progress. We take ideas from some of our experts, external thought leaders, and our HR services provider, but we also ask our own people how we can make their lives better. We conduct regular surveys, focus groups, and one-to-one chats to listen to your voice and act on your suggestions. We value your input and want you to feel represented and engaged at Backbone Connect.

BackboneConnect 05

### Be in the know

We want our team to always know what's going on because then you know how and where you can help, and how your skills contribute to the mission. So we have regular all-hands get-togethers to get that vision, update on our performance, discuss challenges, hear ideas, and recognize achievements. And even to share where we need help. We want you to stay on top of progress across the business or departments. And we don't believe in bureaucracy or hierarchy as a communication barrier. All employees are encouraged and welcome.

### Always on the lookout for the best ideas

Technology moves fast and so do our clients' needs, so we have to be ready to adapt and innovate. That's why we value and encourage ideas from everyone in the business.

Did something that can be improved? Or anything you see or something we can do better at? Then you can suggest a better way to achieve our mission!

How it works:

These are just some of the ways we make working at Backbone Connect an enjoyable and rewarding experience. If you're interested in joining our team, please visit our careers page or contact us for more information.

BackboneConnect 07

### Commitment to development

We want our people to thrive and build meaningful careers. We are committed to providing continuous learning and development opportunities for personal and professional growth, such as:

- In-house on-the-job training, coaching, and mentoring
- Training delivered by some of the best in the business, such as Cornell Business School, Leora School of Economics, Microsoft, Coursera, and more
- Access to online learning platforms, such as LinkedIn Learning, Udemy, and Coursera
- Support for obtaining professional certifications and qualifications
- Regular performance reviews and feedback
- Clear development plans and pathways

BackboneConnect 04

### Recognition

Recognition is also important. We have a number of ways to recognize success at Backbone, such as:

- THE OVERBOARD AWARDS** For anyone who goes above and beyond in their work, we hold a monthly overboard award, including a bonus, company-wide recognition, and a place on our Hall of Achievement. Plus, you'll get to wear a unique orange t-shirt!
- WELL WISHES** We love celebrating our successes, big or small. Whether you've won a new client, closed a deal, or completed a project, we want to celebrate you and your team. That's why we have our Well Wishes award, which recognizes and celebrates your achievements. We also value diversity and inclusion, and we welcome people from different backgrounds, experiences, and perspectives.
- MONTHLY SHOUTS** Every month, we come together and a company to enter some food and cheer on in the program we're most proud of. We also have our shout-out awards, which recognize and appreciate each other's achievements in the month.

We also have regular team events, parties, and celebrations, where we recognize and appreciate each other's work and achievements.

BackboneConnect 06

## Recruiting people who share our values

At Backbone Connect, we are passionate about delivering exceptional IT solutions and services to our clients. We are also committed to creating a **culture of collaboration, innovation, and excellence**. That's why we look for people who share our values:

- HELPFUL** Helpful: We are always ready to lend a hand, support each other, and go the extra mile for our clients.
- ENERGY (POSITIVE)** We bring a positive attitude, enthusiasm, and passion to everything we do.
- ACCOUNTABLE** We take ownership of our actions, results, and impact. We don't make excuses or blame others.
- RESPONSIVE** We are agile, flexible, and adaptable. We respond quickly and effectively to changing needs and expectations.
- TENACIOUS** We are determined, resilient, and persistent. We don't give up easily and we always strive to overcome challenges and achieve our goals.

These values are at the heart of our recruitment process, and we use them everywhere in our business. We're always on the lookout for healthy debate and discussion, so different opinions are very important, but we want our people to be aligned and work together to deliver great outcomes for our clients.

Backbone Connect 03

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# Print Collateral

*Built to last*

PRINT MARKETING

# Same-Day Dispatch

Courier · 2021

## SUMMARY

The client came with a detailed brief and a text-heavy direction. Rather than following it literally, proposed an alternative approach, leading with a single, striking data point that communicated reliability more effectively than any amount of copy could. The client chose the alternative.

“ I'm over the moon with what you've managed to create here.  
-Martin, Same-Day Dispatch Services



EDUCATION MARKETING

# Starlight STEM

Education · 2022

## SUMMARY

Created a trifold brochure for Starlight STEM's planetarium shows, navigating a brief that needed to speak to two distinct audiences -children and educators- without compromising on either.

“Amazingly talented freelancer!”  
-Mark, Starlight STEM



PRINT MARKETING

# Obsidian Surveying

Quantity Surveyor · 2023

## SUMMARY

*Developed a single-sided flyer for UK-based quantity surveyor Obsidian, distilling their key advantages into a concise, professional format that reinforced credibility and communicated clearly to their target audience.*



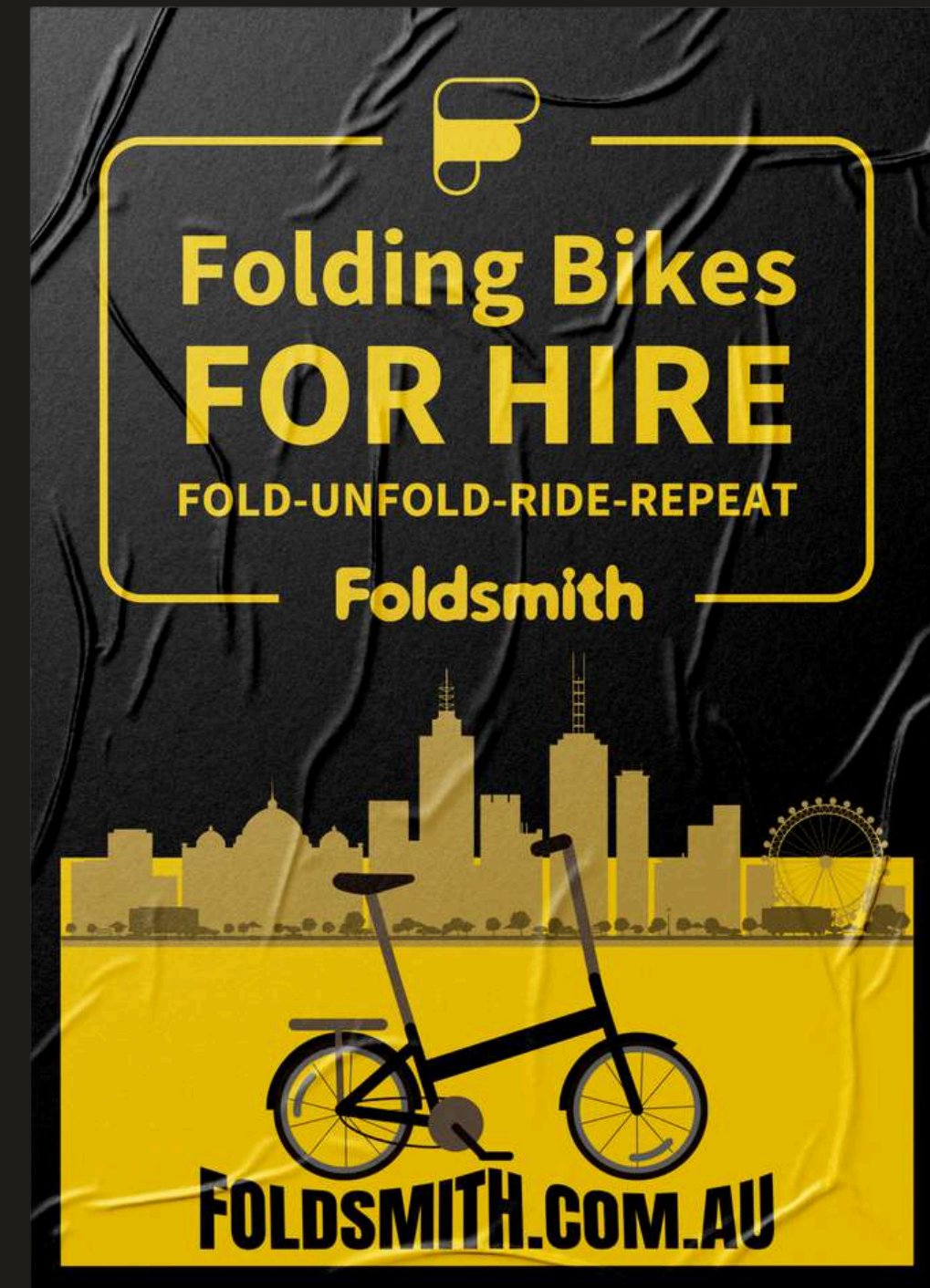
BRAND COMMUNICATION

# Foldsmith

Bike Hire · 2024

SUMMARY

*Created a poster for Australian folding bike rental company Foldsmith, capturing a brand identity that needed to feel both practical and distinctive, rooted in a specific city and lifestyle without being generic.*



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# Social Media

*Memorable presence*

SOCIAL CONTENT

# Investment Mastery

Trading Advisory · 2021

## SUMMARY

Developed a suite of Instagram carousel posts for Investment Mastery, a trading advisory programme. The focus was on continuity across slides to create momentum and guide viewers through a narrative from the first frame to the last.

“ Fantastic freelancer! Not only talented but eager to help with fantastic communication skills.”  
-Marcus, Investment Mastery

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## 17 MISTAKES NEW TRADERS MAKE



Follow us for more updates @InvestmentMastery

Swipe to learn more

2 ○●○○○○○

## BUT FIRST SAVE THIS POST



Follow us for more updates @InvestmentMastery

Swipe to learn more

3 ○○●○○○○

## SHINY PENNY SYNDROME

Jumping to the **riskiest** areas in the market **without a plan** or risk management because it gives you the biggest returns. Remember, the larger the returns, the larger the **risk**.



Follow us for more updates @InvestmentMastery

Swipe to learn more

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## TAKING ACTIONS BASED ON SOCIAL MEDIA HYPE

Listening to **social media hype** and buying from that information without doing **your own research**.



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## NOT DIVERSIFYING

Not knowing how to **asset allocate** and throwing all their money into **one investment** or trade.




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## NO RISK MANAGEMENT

Not knowing how to **manage risk** and over risk per position, which leads to the **90-day cycle**, where 90% of new traders lose 90% of their portfolio in 90 days.



Follow us for more updates @InvestmentMastery

Swipe to learn more

LINKEDIN PRESENCE

# Mission Intelligence

AI Company · 2025

## SUMMARY

*Created a series of LinkedIn posts for Mission Intelligence, translating complex AI-driven concepts into clear, digestible content calibrated for a professional audience.*

**Market Expansion and Go-to-Market Strategy**

Assisting with market analysis, identifying new market opportunities, and devising effective go-to-market strategies for product launches and expansions.


MISSIONINTELLIGENCE.AI



**Mergers and Acquisitions**

Consolidation Trends: Guiding clients through acquisitions of smaller SaaS players to expand capabilities or market share.

MISSIONINTELLIGENCE.AI



**Sales Process and Training**

Improving sales effectiveness through streamlined processes, sales training programs, and the implementation of sales enablement tools.

MISSIONINTELLIGENCE.AI



**Cloud Costs and Efficiency needed to improve real time visibility across systems**

Cost Optimization: Reducing cloud infrastructure costs while maintaining scalability and performance.

MISSIONINTELLIGENCE.AI



**How Will AI Pricing Shape the Future for 28,000 SaaS Companies by 2025?**

MISSIONINTELLIGENCE.AI



**Is Your Revenue Pipeline Shrinking?**

MISSIONINTELLIGENCE.AI



**Product-Led Growth, needs to translate into Industry solutions**

Self-Service Onboarding: Enhancing the user onboarding experience for rapid adoption and engagement.

MISSIONINTELLIGENCE.AI



**Is Your SaaS Company Culture Eroding?**

MISSIONINTELLIGENCE.AI



**Calling SaaS Vendors: Is Your Sales Team Struggling with AI Solutions?**


MISSIONINTELLIGENCE.AI



**Customer Success and Retention**

Enhancing customer satisfaction and retention rates by implementing robust customer success programs, improving support mechanisms, and leveraging customer feedback for product enhancement.

MISSIONINTELLIGENCE.AI



**Margins Under Pressure?**

**Customer Retention Falling Short?**

MISSIONINTELLIGENCE.AI



**Economic Headwinds and Funding Constraints**

Bootstrapping and Profitability: Helping SaaS companies prioritise profitability over growth during tighter funding environments.

MISSIONINTELLIGENCE.AI



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# Let's work together.

*okutan@no350businessconsultancy.com*

CONTRA

PEOPLEPERHOUR

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