

kavéo



SafeSourceHemp
Business Start-up

How can we help?

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Client: SafeSourceHemp

Business Initiative: Launch a New Company

Tactics: Brand Development

Business Strategy

SafeSourceHemp (SSH) was a 2019 start-up in the Industrial Hemp industry. It failed to secure the necessary funding for growth although numerous tools were developed to secure investors.

Naming and Branding

When requesting investor funding, the client believed it was important that whatever was being developed had a name and identity. It makes the investment more relatable and shows skin in the game.

Content Creation

Hundreds of hours were invested in the business plans, financials, renderings, video, and other content created to bring SafeSourceHemp to life.

Click the thumbnail below to watch this video on YouTube



Built from the Ground Up

SafeSourceHemp needed more than a good idea to win over investors. It needed proof they could deliver. Every piece was built to answer the questions investors would ask, from detailed planning documents to a clear picture of the future facility and a firsthand look at the work already underway. Together, they told one story: this was a business ready to grow.



Investor-Ready Business Plan: A full 76-page plan covered everything from the executive summary to the financials. A 20-page abbreviated version and a hard-hitting one-page investor summary gave investors with less time a faster way into the opportunity.



Render 1

Realistic renderings were created using SketchUp to illustrate how the funding would be spent on updating the building.



Render 2

Branding and other forms of signage would have been used throughout the building to perpetuate the branding.



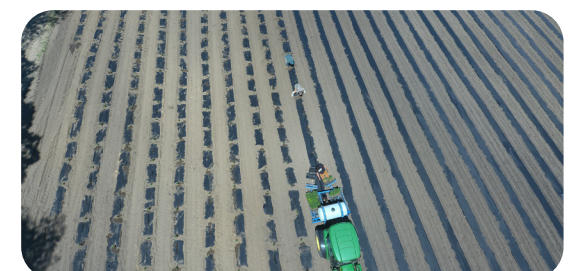
Render 3

Many modifications to this building would have been required, making the 3D renderings a necessity.

Architectural Visualization: Realistic 3D renderings brought the planned facility to life, showing future investors exactly how their funding would transform the property and carry the brand throughout.



SafeSourceHemp



Progress Photos: Stage-by-stage photos kept potential investors updated on the progress.