

Executive Summary

Company Overview:

Based in Atlanta
B2B & B2C

Management:

Pete Canalichio, Brand Strategist

Ernesto Escobar, Experienced Developer

Santiago Santucho, Technology Builder

Traction/Stage:

Early Stage - bootstrapped
MVP developed

Capital raised:

\$0

Amount of financing sought:

\$750k

Use of funds:

50% in Tech development
20% in Marketing
30% in G&A

Contact:

pete@petecanalichio.com

Manifesto

Brands are living organisms. They are not made of steel, glass, or concrete. They don't merely exist in space and time.

Much like a plant, brands are more than what just meets the eye, more than what is on a billboard or a computer screen. They are the seeds that are planted in the hearts of every person who experiences them. They are the roots that expand beneath the surface, making the foundation even stronger as the plant continues to grow upward.

Vision (What)

"Our vision is a world where obtaining a brand strategy is as simple as answering a few questions."

We want to revolutionize the way brand strategy is crafted and by making it accessible to all. We believe that everyone deserves to have a unique and compelling brand that showcases their strengths and values.

Mission (How)

"Our mission is to empower individuals and businesses to build a brand that truly represents who they are and what they stand for."

Purpose (Why)

"Our purpose is to democratize brand strategy by providing a user-friendly platform for personalized branding. We aim to empower individuals and businesses to create and own their brand story."

Problem/Opportunity

Ordinarily businesses/entrepreneurs have 3 main pain points when it comes to branding:

1. They aren't equipped to develop on their own.
2. It is expensive to hire a brand consultant.
3. It demands time that is convenient to the business/entrepreneur and the brand strategy expert.

Pete Canalichio is on a mission to help brands find the most authentic parts of their story so they can share it with the world! After a successful career working in global branding, brand expansion, and marketing for companies like Newell Brands and Coca-Cola, Pete realized that his greatest passion was helping brands reach their full potential. Not only that, but he also wanted them to grow and thrive in the marketplace, as well as in the minds of consumers. BrandAlive.ai allows Pete to reach a greater audience to help brands move the dial through the authentic – and accurate – telling of their story.

Value Proposition

Our tool helps you learn to create your brand on your own time (self-paced); being strategic about building your brand is cost effective and more effective. Our tool will equip you with a personalized brand building framework that guides you through the process of answering simple (albeit sometimes profound) questions about your brand.

Executive Summary

CEO - Pete Canalichio

- 25 years strategic brand strategy, licensing with giants like Coca-Cola & Newell Brands

- Navy aviator & instructor pilot - resilient leader in high-pressure situations

- Global mindset: Worked in 40+ countries, skilled in cross-border projects

CTO - Santiago Santucho

- 25+ years of experience building software solutions, offering consulting, design and development services

- Leading in mobile (Swift, Kotlin, React Native) & AI/ML (TensorFlow, PyTorch, Keras)

- Proactive problem-solver, trend-aware, excels in collaboration

CPO - Ernesto Escobar

- Innovator in game design, tech, immersive experiences

- Founder/CEO of FanaticusXR, pushing mixed-reality boundaries

- Duke University's Master of Engineering in Game Design Executive Director, tech advisory roles

Target Market

We are targeting 4 segments all of which are going through an inflection point where they realize having a brand strategy is critical to their success:

1. Small to midsize business owners
2. Artists, Athletes & Celebrities
3. Social Media (Instagram, TikTok, YouTube, etc.)
4. Influencers

Go to Market Strategy

- Horizon 1 (0-4 months): Creating an MVP for the website for User testing and feedback
- Horizon 2 (4-8 months): Gain 1000+ users on the platform to gain traction
- Horizon 3 (8-12 months): Create version 2.0 of the platform with user inputs

Business Model

Module based purchases
Consulting sessions (1:1)

Competitors

In the realm of industry competitors, we acknowledge the presence of brand consultants, who undoubtedly offer valuable services; in fact, Pete goes to market this way every day. However, their premium cost structure often renders their expertise inaccessible to our target market. Moreover, the synchronization of schedules between brand consultants and clients often presents a logistical challenge, which stands in contrast to our self-paced and securely accessed learning modules that offer flexibility.

While Coursera and Udemy hold a position in the competitive landscape, it's worth noting that our offerings are distinct in nature. Unlike these platforms, our solution is not confined to generic courses. Rather, we take pride in delivering a meticulously crafted and actionable framework tailored precisely to our target's unique business needs. This distinction sets our products apart as a highly practical and purpose-driven asset for their success.

Exit Strategy

Aligned with our investors strategic goals.