

## RE-BRANDING TO PROMOTE NEW BUSINESS MODEL

*First Kernel led an extensive re-branding effort for a mid market company to accelerate its transformation from the current business model to a new business model.*



### Situation :

Our client's current suite of branding elements no longer reflected its new business model and associated vision, mission, customer value proposition and competitive differentiation.

### Solution:

Working closely with our client's senior leadership team, First Kernel developed a new customer value proposition, one that preserved the client's current value proposition, and at the same time, extended it to cover additional need-areas in its target client base. We then tested it with a select set of our client's current customers and also benchmarked it against competitive value propositions.

Working hands-on with the client, First Kernel then led the development of several brand-elements in support of our client's new customer value proposition, including:

- Corporate Identity and Messaging
- Corporate Logo
- Company website
- Corporate presentation
- Corporate brochure
- Supporting Case Studies
- Business development related content

Additionally, First Kernel worked closely with the client to explore and establish several select industry alliances.

### Status:

Our client has commenced the roll-out of its new brand, both internally and externally.

### KEY OUTCOMES

- Creation of a new customer value model, called Integrated Value Delivery<sup>™</sup> (IVD)
- Creation of a new Corporate Identity
- Development of a new company website, emphasizing its new business model, IVD
- Build-out of over a dozen Customer Success Case Studies across several industry verticals
- Preparation of new Corporate Presentation, Sales collateral and sales process
- Establishing of additional strategic industry alliances and partnerships
- Training of Business Development Team

### ABOUT FIRST KERNEL

*First Kernel is a Business Transformation and Transaction specialist firm, serving mid market Enterprises and Investors. It brings together Capital Access, Strategy Formulation and Hands-on Execution to accelerate growth, revenues and profits.*

*First Kernel advisors are former entrepreneurs, C-level, M&A, Venture and Operations executives with 20 years of experience on average. In aggregate, the Company's advisors have led well over 30 transformation and transaction engagements impacting several billion dollars, in many industries.*

*For Investors, First Kernel's services address Sourcing, Closing and Creating Value in portfolio companies.*

*For Enterprises, First Kernel's services address Restructuring, Renovation and Globalization of businesses and LOBs.*

### FIRST KERNEL

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