

# Growth through Experience

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Company Introduction



## What we know

### **Experience. Product. Growth.**

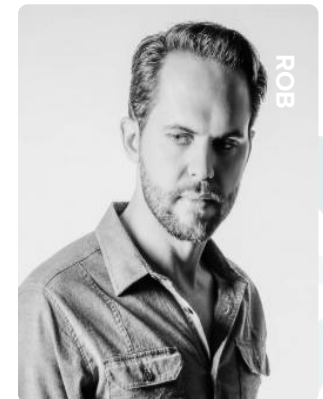
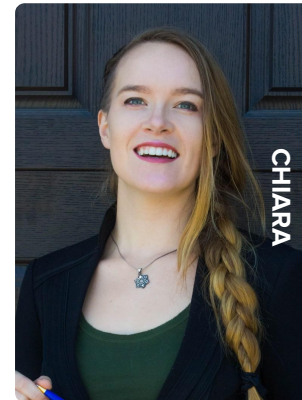
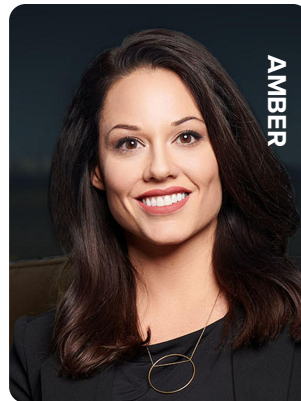
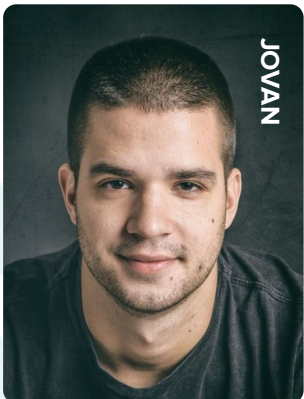
We believe every touchpoint of your brand and product directly impacts your growth. We also know how to execute results time and time again.

## Who we are

**Our hearts are in it.** Orogamis is a tight-knit, talented group with a passion for guiding others. We love “Aha!” moments, we love the tested and true. We treat your business like our own where excellence is the price of admission.

## Why we're worth it

**To love us, is to know us.** You're the hero, and like every hero you're embarking on a journey. We help light the path to get you where you're going faster, leveled-up, and with more battles won.





**Frank Sandoval**

Chief Experience Officer  
Award winning UX Designer

**Amber L. Coffman**

Chief Executive Officer  
Head of Strategy

# Hello Hero!

We are Orogamis - the product and growth team of Silicon Valley.

The “Gold Standard in Growth” is our promise to you. We believe that smart work equals great results for companies and brands like yours.

Our methodology is the product and growth playbook you’ve been waiting for. We are a true growth team at the core: focus on Insight-Driven-Innovation (IDI), and use the Experience Framework™ to execute on

Build strong from the start, take less time to get to market, and inject market feedback directly into your ongoing product strategy and brand experience.

We are excited to show you how Orogamis can help you on your own hero’s journey.

Cheers to you.

# Growth Standard

# Areas of Growth

The quadrant below explains how product/service phase and market conditions determines growth strategy. Each strategy, with their own risk and cost associated, may find success through systematic approach and oversight.



# Strategy Focus

Every company, any size, with any value offer can leverage the following in their pursuit of growth.

## Non-Organic Growth

Leverage other companies' assets through mergers, acquisitions or strategic alliances.

## Cost Optimization

Reduce costs by streamlining operations and targeting inefficient uses of cash.

## Revenue Optimization

Increase revenues through new pricing or business models on existing products.



## Market Penetration

Sell more to existing customers, or targeting new “segments” with existing products.

## Market Development

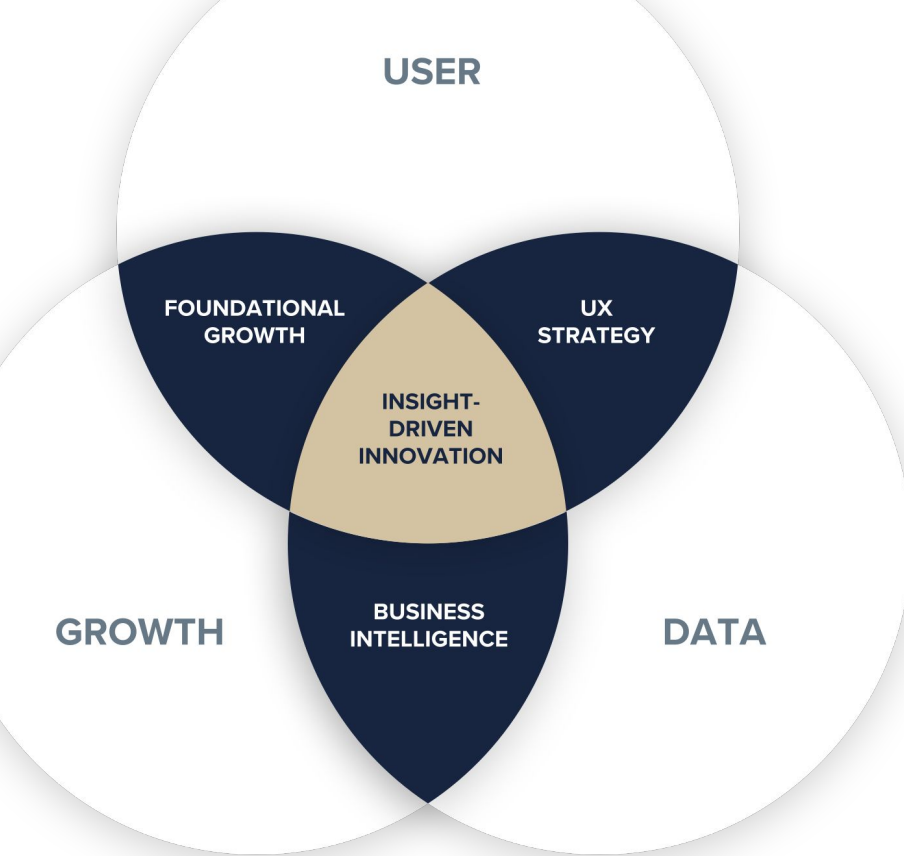
Sell existing products into new markets or entering new markets abroad.

## Product Improvements

Improve existing products and services that serve existing customers.

## New Product Development

Create new products and services to target existing customers or to enter new markets (diversification).



# The Orogamis Method

Using current best practices in growth strategy our mission is to empower your company with Insight-Driven Innovation. Make decisions with data you trust, deplete sub-par opinions, and delight your customers/clients with an experience that keeps them coming back time and time again.

## Foundational Growth

Foundational growth is the backbone of The Orogamis Method — it's where demand generation, sales, and user/customer success comes to together.

## UX Strategy

The powerful influence user experience has on product and growth drives company direction and compounds brand equity.

## Business Intelligence

The technologies, applications and practices for the collection, analysis, and presentation of the need to know.

## Insight-Driven Innovation

A commitment to influence brand and product direction based on insights derived from qualitative and quantitative data.

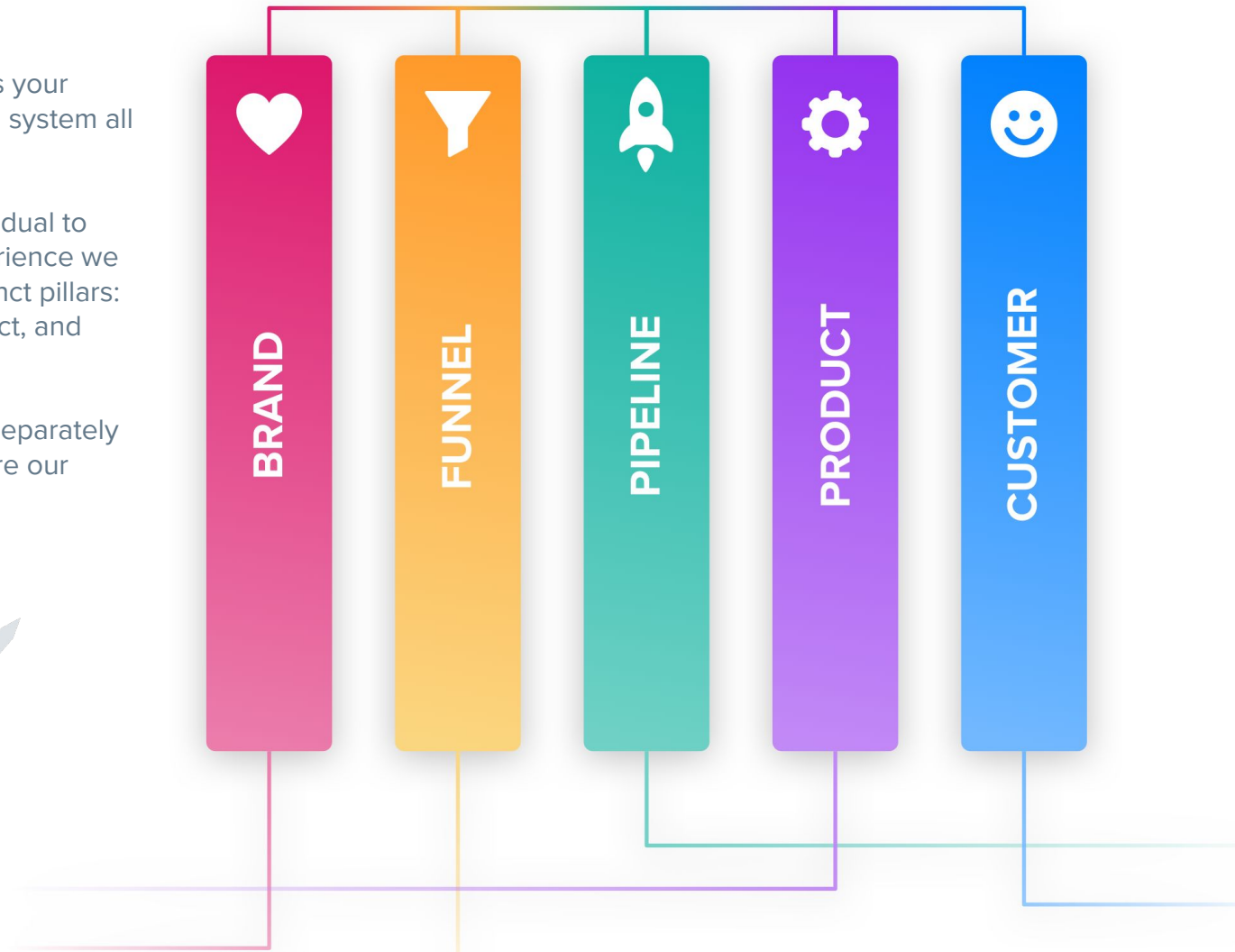


# The Experience Framework™

The Experience Framework™ is your growth strategy, roadmap, and system all rolled into one.

Since the proximity of an individual to your brand dictates their experience we define experience as five distinct pillars: Brand, Funnel, Pipeline, Product, and Customer.

Pillars are used together and separately to direct, produce, and measure our growth programs.





# Experience Framework

# ♥ Brand Experience

starting at **\$20,000**

## Foundation

- **Brand Strategy**
  - Mission
  - Story
  - Promise
  - Position
  - Voice
  - People
- **Market Research**
  - Persona Development
  - Competitor Analysis

## Production

- **Brand Development**
  - Visual Identity
  - Brand Messaging
  - Corporate Collateral
- **Brand Campaign(s)**
  - Awareness
  - Engagement
  - Loyalty
  - Reputation

## Deployment

- **Brand Launch**
  - Team Success
  - Partner Success
  - PR Success
  - Campaign Success
  - IT Success

## Optimization

- **Brand Validation**
- **Brand KPIs**
- **Brand Audit**
- **Brand Extension**
- **Brand Refresh**
- **Rebrand**

## Deal Flow, Deals Closed

A strong brand is a heavy lifter – it instantly builds connection and trust with your audience. Your audience is made up of human beings and will do business with people and brands they like.

Attract more, close more.

## Scalability

While it's imperative for your audience to know who you are as a brand, it's also important for your internal team to know who you are as well. Brand buy-in creates momentum from the top down while greasing productivity and production.



# Funnel Experience

starting at \$20,000

## Foundation

- **Full-Funnel Strategy**
  - Audience Segmentation
  - Campaign Mix
  - Content Roadmap
  - UX
  - Channel Strategy
- **Technology Suite**
  - Marketing Automation
  - CRM
  - Email Client
  - Lead Routing

## Production

- **Funnel Development**
  - UI/UX Design
  - Development
  - Content Creation
- **Channel Development**
  - Paid Media
  - Paid Partnerships
  - Account-Based
- **Campaign Creation**

## Deployment

- **Funnel Launch**
  - Channel Success
  - Partner Success
  - Campaign Management
  - Media Management

## Optimization

- **Funnel Validation**
- **Funnel KPIs**
- **Funnel Audit**
- **Funnel Extension**

## Quality Lead Generation

A funnel is designed to move a prospect through to the sales-pipeline educating and building rapport along the way. Leads generated from a branded funnel have higher closing rates than purchased leads. Also, they make better customers from a KPI standpoint.

## Selling Machine

What if your prospects could chat with your sales team any time they wanted? Once a funnel is in place it works on your behalf around the clock. Offering resources, building trust, and answering questions. What better salesperson is that?



# Pipeline Experience

starting at \$20,000

## Foundation

- **Pipeline Strategy**
  - Sales Playbook
  - Sales Enablement
- **Technology Suite**
  - CRM
  - Dialer
  - Call Center

## Production

- **Pipeline Development**
  - CRM Config
  - Sequencing
  - Automation
- **Sales Enablement**
  - Content Creation
  - Visual Design

## Deployment

- **Pipeline Launch**
  - CRM Deployment
  - Lead Management
- **Rep Success**
- **Partner Success**

## Optimization

- **Pipeline Validation**
- **Pipeline KPIs**
- **Pipeline Audit**

## Smarketing

True growth teams dismantle the wall between marketing and sales. (A tall wall to take down.) An effective pipeline is a fluid mix of traditional marketing and sales ops.

## The Most Juice

per squeeze is how we describe a well articulated sales process. Get more out of your leads through automation sequences. Master objections and close more often. Pump up your sales averages with impressive presentations.

# Product Experience

starting at **\$20,000**

## Foundation

- **Product Strategy**
  - Jobs to be Done
  - Revenue Model
  - UX
  - Content
  - Go-To-Market
- **Technology Suite**
  - Core Tech
  - Secondary Tech

## Production

- **Product Development**
  - UI/UX Design
  - UX Content
  - Frontend Dev
  - Backend Dev
  - Algorithm Dev
  - API Config

## Deployment

- **Product Launch**
  - PR
  - Partner Success
- **Tech Deployment**
  - IT Success

## Optimization

- **Product Validation**
- **Product KPIs**
- **Product Audit**

## Jobs to be Done

A framework to communicate the problems your product will solve and how it will go about solving them.

## Roadmap

An effective roadmap deploys a product launch schedule best fit for your customer and for your product teams. This allows for user feedback and revenue-driven iterations.

## Validation

Product validation can be short and sweet or long and laborious. Misguided teams take years to launch and validate product. Growth teams consistently and continuously validate.

# Customer Experience

starting at \$20,000

## Foundation

- **Customer Experience Strategy (CX)**
  - Customer Segmentation
  - Customer Loyalty
  - Customer Retention
  - Customer Success
- **Technology Suite**
  - CRM
  - Customer Support
  - Automation
  - Project Management

## Production

- **Customer Development**
  - CRM Config
  - Channel
  - Automation
- **Campaign Creation**
  - Content Production

## Deployment

- CX Launch
- Customer Team Success

## Optimization

- Customer Validation
- Customer KPIs
- Customer Audit

### Customer Retention






The old adage keeping a customer is less expensive than finding a new one is what drives companies to customer experience. Once a company has an established customer base, customer retention provides the highest ROI year-over-year.

### Customer Success

Sell to those that already like you, your customers! Grow accounts by introducing new products or services to existing customers.

# Complete Experience

starting at **\$100,000**

	 <b>BRAND</b>	 <b>FUNNEL</b>	 <b>PIPELINE</b>	 <b>PRODUCT</b>	 <b>CUSTOMER</b>
<b>Foundation</b> Discover & Define	<ul style="list-style-type: none"> <li>• Brand Strategy</li> <li>• Market Research</li> </ul>	<ul style="list-style-type: none"> <li>• Funnel Strategy</li> <li>• Technology Suite</li> </ul>	<ul style="list-style-type: none"> <li>• Pipeline Strategy</li> <li>• Technology Suite</li> </ul>	<ul style="list-style-type: none"> <li>• Product Strategy</li> <li>• Technology Suite</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Experience Strategy (CX)</li> <li>• Technology Suite</li> </ul>
<b>Production</b> Ideate & Develop	<ul style="list-style-type: none"> <li>• Brand Development</li> <li>• Brand Campaign(s)</li> </ul>	<ul style="list-style-type: none"> <li>• Funnel Development</li> <li>• Channel Development</li> <li>• Campaign Creation</li> </ul>	<ul style="list-style-type: none"> <li>• Pipeline Development</li> <li>• Sales Enablement</li> </ul>	<ul style="list-style-type: none"> <li>• Product Development</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Development</li> <li>• Campaign Creation</li> </ul>
<b>Deployment</b> Implement & Deliver	<ul style="list-style-type: none"> <li>• Brand Launch</li> </ul>	<ul style="list-style-type: none"> <li>• Funnel Launch</li> </ul>	<ul style="list-style-type: none"> <li>• Pipeline Launch</li> <li>• Rep Success</li> <li>• Partner Success</li> </ul>	<ul style="list-style-type: none"> <li>• Product Launch</li> <li>• Tech Deployment</li> </ul>	<ul style="list-style-type: none"> <li>• CX Launch</li> <li>• Customer Team Success</li> </ul>
<b>Optimization</b> Test & Validate	<ul style="list-style-type: none"> <li>• Brand Validation</li> <li>• Brand KPIs</li> <li>• Brand Audit</li> <li>• Brand Extension</li> <li>• Brand Refresh</li> <li>• Rebrand</li> </ul>	<ul style="list-style-type: none"> <li>• Funnel Validation</li> <li>• Funnel KPIs</li> <li>• Funnel Audit</li> <li>• Funnel Extension</li> </ul>	<ul style="list-style-type: none"> <li>• Pipeline Validation</li> <li>• Pipeline KPIs</li> <li>• Pipeline Audit</li> </ul>	<ul style="list-style-type: none"> <li>• Product Validation</li> <li>• Product KPIs</li> <li>• Product Audit</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Validation</li> <li>• Customer KPIs</li> <li>• Customer Audit</li> </ul>

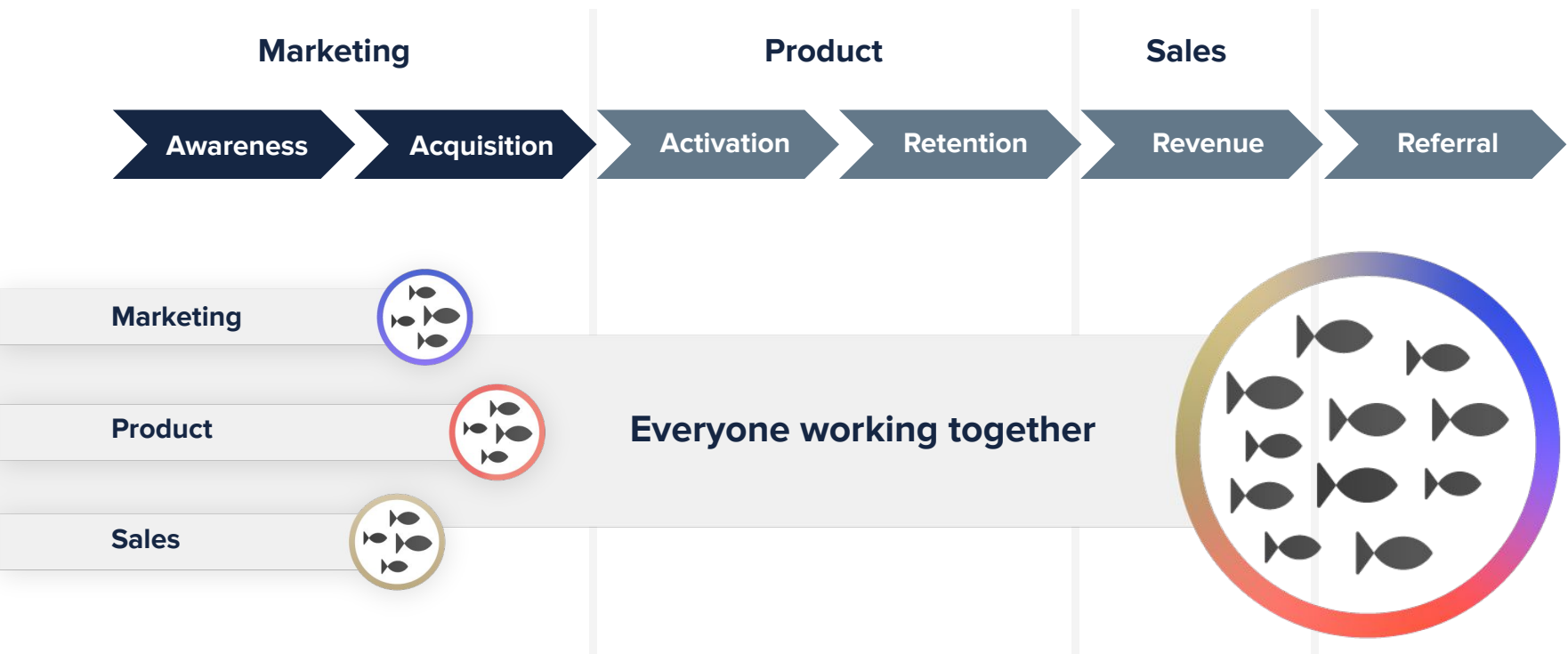


**Process**

# Growth Focus vs Silos

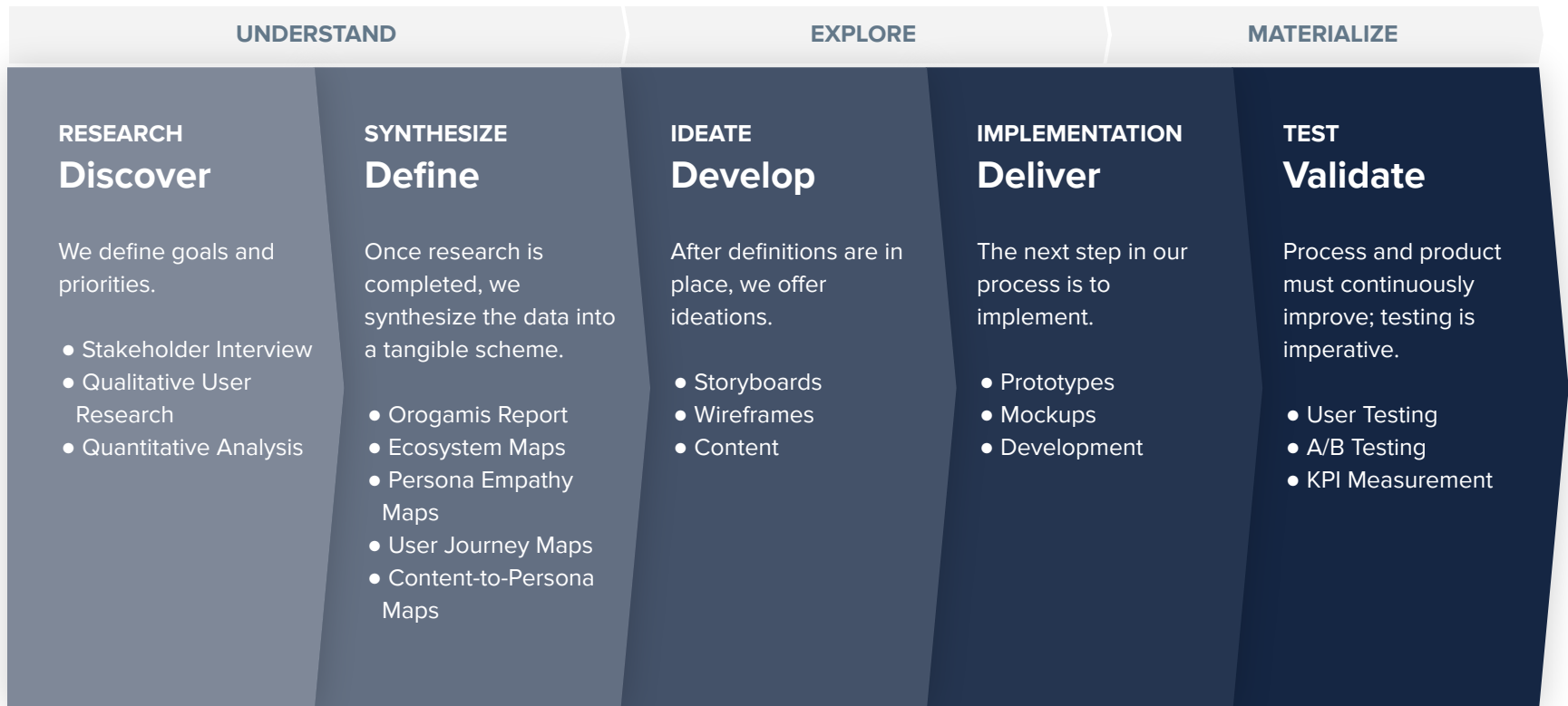
Traditionally marketing, sales, and product teams have been siloed from one another, only owning (and truly knowing) a fraction of the growth story. The system becomes desynchronised as each department squares off on its own unique objectives.

This is the old way. It is not the best way.



# Agile Process

Knowing first hand the benefit of Agile with product development, we've adopted this project management style for every project at Orogamis.

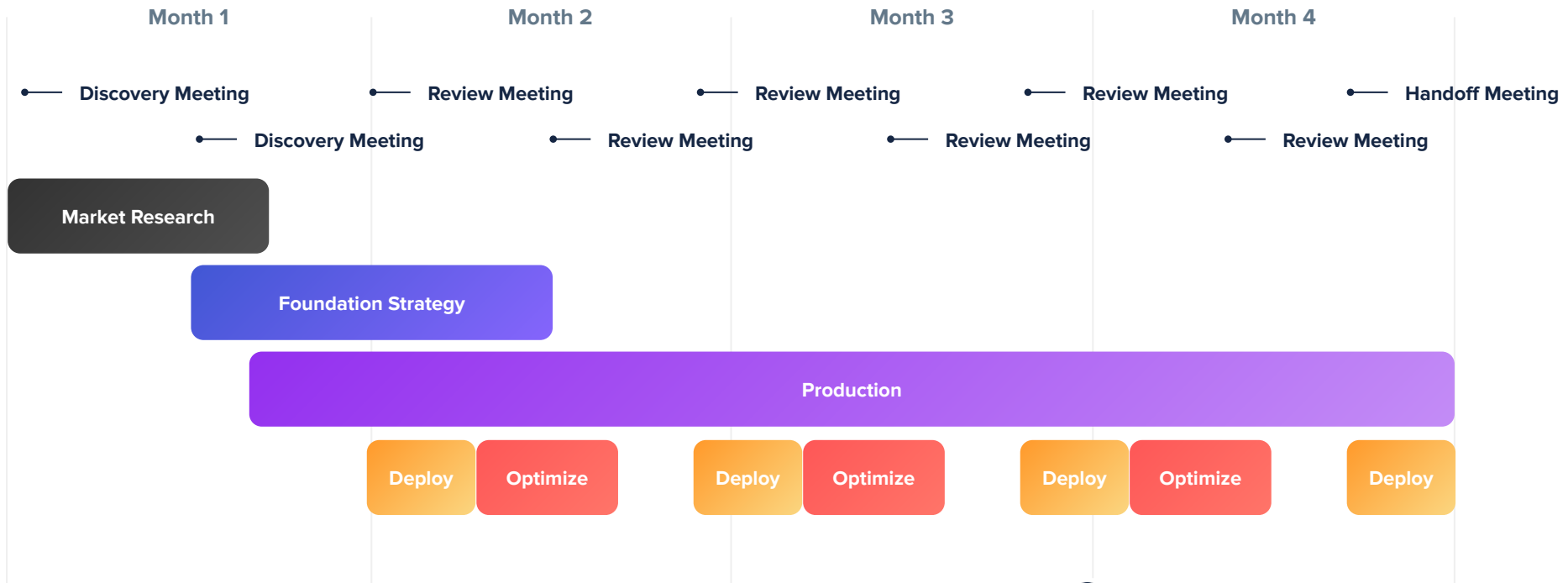


# Partners & Platforms



# Example Timeline

This is an approximate timeline and may vary according to project assumptions like feedback turnaround and revision rounds.



**More**

# With Orogamis vs Internal Team

**Orogamis Framework**  
**\$100K-250K**

**Internal Growth Team**  
**\$475K-1.15M+**

- CGO/CRO \$250K-400K
- 1-2 Strategists \$125K-250K
- 2-5 Techs/Creatives \$100K-500K
- Multiplied by years and overhead



# Testimonials

*"Faced with an ever-evolving and complex, competitive marketplace, we developed a solution and service integrations program called Resource Management. Developing the program was easy, getting it to market and ensuring penetration was difficult. We collaborated with Orogamis and they led the way in data and thought capture; understanding our program, presentation parameters and marketplace personas. They provided and brought to life the deliverables we needed to bring Resource Management to market and be successful."*



**Mike Keegan**

Director of Business Development,  
Sales & Marketing, Sambrailo  
Packaging



*"Orogamis has an exceptional ability to identify opportunity and create effective inbound campaigns that drive results. Over the past year, Orogamis helped us sort through our internal data and triage marketing activities by impact. They have become a valuable and knowledgeable extension of our team that helped us gain big wins in increased traffic, conversion rate, and lead generation."*



**Frank McKathran**

VP, B2B SaaS Company

# Testimonials

*“Orogamis is a lifesaver! They created a lead funnel where no lead funnel existed which turned into our first set of sales. The Orogamis team was patient, flexible and innovative during our startup phase, something a new business venture requires. They always come to the table with ideas and solutions and willing to tailor their approach to fit our changing needs.”*

**Elaina Farnsworth**  
Mobile Comply



*“I feel like I received a master's degree worth of knowledge from working with Orogamis on our strategy.”*



**Dave Clark**  
Board Member, Kata Enterprises

*“From the beginning, Orogamis not only understood our mission but also the need for a holistic approach to our positioning. Large distributors, to small organic farms, to the consumer themselves drive demand for sustainable solutions in our industry. Orogamis developed campaigns, messaging, and content that considered everyone and gave them the opportunity to engage. — Working with Orogamis, you feel like you're working with a partner, not a vendor. I truly believe that they got behind our mission with us and were as passionate as we were about its success.”*



**Juana Ramirez**  
VP of Sales & Marketing, ReadCycle



# Services

<b>Orogamis Report</b>	\$10K - 100K	<b>Press Release</b>	\$750 - 3K
<b>Inbound Program</b>	\$25K - 100K per year	<b>Branding Program</b>	\$5K - 50K
<b>Inbound Readiness</b>	\$5K - 20K	<b>Customer Mapping</b>	\$5K -25K
<b>Account Based Marketing Program</b>	\$10K - 100K per year	<b>Content Strategy &amp; Development</b>	\$15K - 75K+ per year
<b>Media Management</b>	\$2.5K per month / 10% spend	<b>Design</b>	\$200 per hour
<b>Persona Development</b>	\$5K -25K	<b>Strategy</b>	\$300 per hour
<b>Sales Ready Website</b>	\$15K - 250K+	<b>Blended Billable</b>	\$200 per hour
<b>Native App (Design + Development)</b>	\$50K - 250K+	<b>Consulting</b>	\$450 per hour
<b>Web App (Design + Development)</b>	\$25K - 250K+	<b>Interim</b>	Starting at \$100,000 Six month

# Thank you!



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