

Case Study

Preparing to Propel: 90-Day Sprint



Shaun
6ixpets

“Ladies, I am writing to tell you that yesterday we successfully applied for BK-XL and Black Ambition accelerations. Your help and timely execution with getting the video, investor deck and supporting docs done were critical to this successful outcome.

Again thank you.”

Breakdown

Shaun, an AI-based petcare app founder, came to us in need of critical documents and resources to support his venture capitalist fundraising efforts. While he had a solid baseline, he needed strategic recommendations to help 6ixpets go to market as an industry leader stand out amongst competitors from the start.

Challenges

Time-frame

- With two incredible grant opportunities available, the investment documents and resources were needed within 6-weeks of the project start date.

Clearer Vision For the Future

- Shaun completed an extensive amount of research but needed direction on which insights to hone in on to drive the direction of the new iteration of the 6ixpets app.

Results

In just 90-days Shaun walked away with additional market research, a full business plan, updated monetization strategy, marketing plan, go-to-market strategy, social media strategy, investor deck, 2 commercials (investor & consumer-focused), and 2 completed accelerator applications for investment opportunities.

