



# SOLVATIVE

## BRAND OVERVIEW

CREATED BY COPYSMITH CREATIVE REVISED FEBRUARY 18, 2020

# Why do we need a brand overview?

Good question.

You've been at this for a decade and have done quite nicely, thank you. Word of mouth by your many satisfied clients has served you well. And in face-to-face meetings with potential clients, your pitch usually seals the deal.

Still, you're wise enough to recognize these methods can't do it all—and you can't always be out there prospecting.

Here's the thing: With a well-defined brand and finely-tuned messaging, you don't always have to be out there selling yourself. Carefully chosen words, tone and imagery in the right marketing vehicle (think website, direct emails, etc.) will do the job for you.

A good road map will help you arrive at the perfect positioning and the right messaging. The Brand Overview is that roadmap.

It identifies:

- Your brand's key strengths
- What differentiates your brand from the competition
- What will create the strongest emotional connection to your brand

Ultimately, your Brand Overview answers the central question: **Why choose Solvative?**

# What we believe

There's a human side to technology that sometimes gets lost behind data captures, bandwidths, and gigabytes. At Solvative, we actively work to put the human element at the forefront of all our solutions. It's a way of thinking that was baked into us long before our company was born...

In the earliest days of the mobile app movement, a local real estate company asked a young computer engineering graduate to design an easy-to-use mobile app that would help agents be more productive in the field. Rather than planting himself in front of a computer screen, the young designer intuitively knew he needed to walk in the agents' shoes *before he ever wrote a single line of code*. With that firsthand insight, Kunjan Shah, future co-founder of Solvative, created a mobile application that is still the go-to choice of real estate agents today.

Each of us, Kunjan, Bhadricks and Breck, share the belief that *solving for the benefit of humans always comes first*. That takes actually *experiencing* a client's challenges for ourselves, not simply *listening* to them talk about it.

Our clients choose Solvative to innovate for them because of this belief. They appreciate our desire to see and live in their world first; then take what we've learned and design products that directly help their people become more productive, responsive, and efficient. Ultimately that helps their businesses become more successful. Humans before metrics. Period.

**Solving challenges is what we do.**

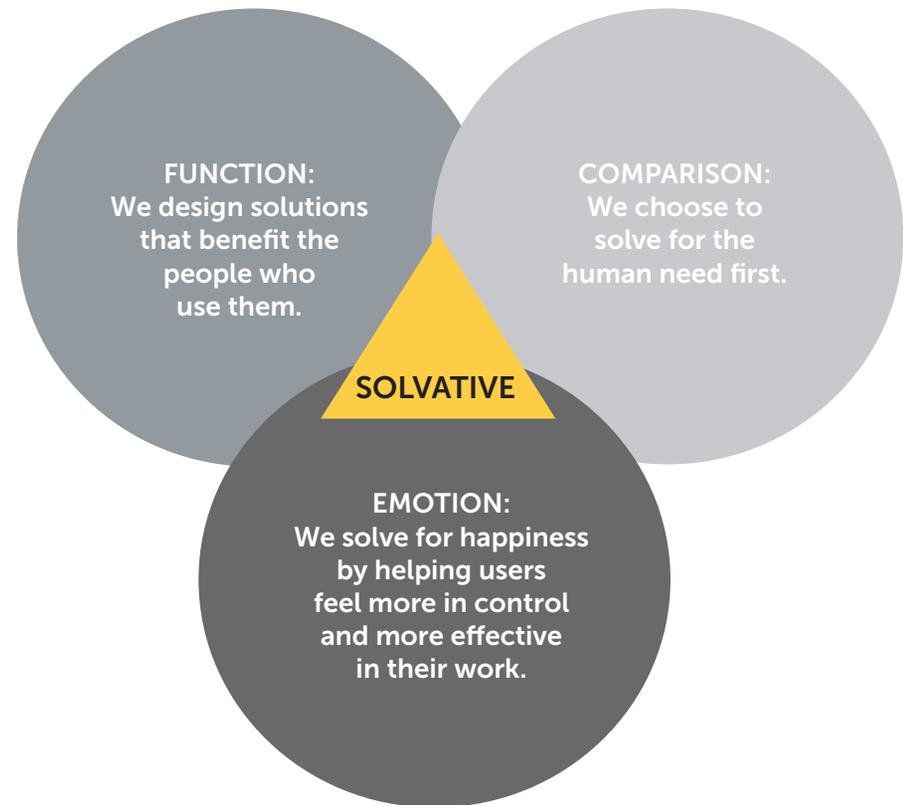
**Designing solutions to be human-friendly is what we do better.**

# What is our brand's core purpose?

A powerful core purpose defines why a company exists. Stated well, it unites customers and your team alike in the pursuit of that purpose. It's your statement of belief.

## Three elements work together form a core purpose:

- Function (what do you do for people?)
- Comparison (how do you do it differently or better?)
- Emotion (how do you make people feel?)



# Who are we?

We're a close-knit team of digital transformation experts who haven't forgotten there are real people who use the products we design. We're amazing listeners and observers who understand that learning about you is the most important step in designing for you. We're guided by the belief that if we can please the user, the metrics will follow.

We're also focused on future proofing. All of us at Solvative believe in anticipating what will be demanded of your business down the road, beyond the immediate issue, and build in the flexibility to accommodate whatever that evolution looks like. This is what it means to solve it forward.

**At our heart, we're as human-centric as it gets.**



# What do we do?

Solvative develops innovative solutions that transform business processes and elevate the efficacy of the people who use them.

We're not out to reinvent the wheel; we make the wheel more efficient and effective by adding the parts necessary to enhance it. We're not about making something custom just to improve our own bottom line. If the technology already exists, we'll explore ways to work with it and improve on it.

And if starting from scratch makes the most sense, we'll do it in a way that meets your budget. By the time our work is done, and our clients have the chance to test our mobile apps and/or websites, the value is clear.



What strengths do we have that  
will drive loyalty to our brand?

**INNOVATIVE DESIGN**  
**HUMAN APPROACH**  
**FUTURE PROOFING**  
**ABSOLUTE INTEGRITY**  
**COLLABORATIVE NATURE**  
**FULL TRANSPARENCY**

## Our core values:

- FOCUS ON HUMAN-CENTRIC INNOVATION
- BE GOOD STEWARDS OF FUTURE PROOFING
- TREAT OUR CLIENTS AS COLLABORATORS
- DO EVERYTHING WE DO WITH INTEGRITY
- VALUE OUR PEOPLE & OUR CLIENTS EQUALLY
- WALK AWAY IF THE FIT ISN'T RIGHT
- ACT IN EVERY WAY WITH FULL TRANSPARENCY



## Our brand personality traits

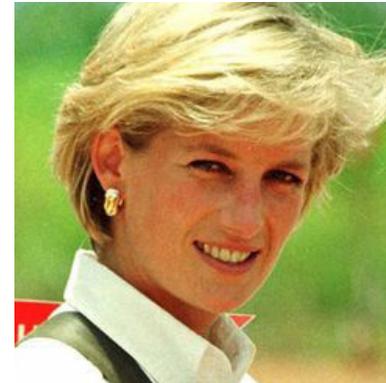
### WE ARE:

Creative  
Good listeners  
Empathetic  
Trustworthy  
Sensitive  
Intuitive  
Approachable  
Patient partners  
Driven to solve

### WE ARE NOT:

In it for the money  
Quick fixers  
Cookie-cutter  
Small thinkers  
Showboats  
Spendthrifts  
Soulless nerds  
People avoiders  
Better than you

THINK PRINCESS DIANA  
OR GEORGE CLOONEY



# Who do we do it for?

## The First Timers

Think of those with little or no experience with digital technology. Many of the processes in their businesses are still done with paper and pencil. Their world is, in Breck's words, still very much "LEDs and pushbuttons."

**Our job is** to gently guide these clients move into the world of touchscreens, cloud and mobile by helping them understand that they can be elevated by technology even if they don't think they can be.



# Who do we do it for?

## The Skeptics

These clients have had some experience with digital technology but for some reason they have failed to see how the investment was worthwhile or they see digital technology as “strictly a consumer thing.” There could be many causes: generational perceptions, choosing/being sold the wrong solutions, lack of support/understanding/poor implementation, etc.

**Our job is** to overcome negative or inaccurate perceptions by proving how digital technology can be monetized (connection between technology and profitability).



# Who do we do it for?

## The Enlightened

These clients already have a heightened awareness and understanding of the value of emerging technologies and how they can play a critical role in enhancing their business, their market share, market presence, and their bottom line.

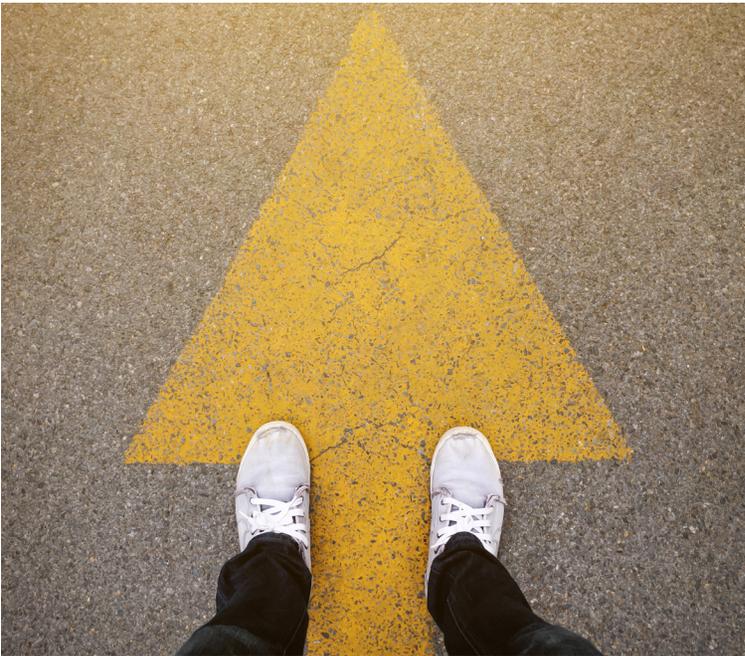
**Our job is** to continue to seek out and build long-term relationships with this target by time and again providing them with solutions that meet and exceed their expectations. This group is a prime source of our most successful and impressive case studies.



**Working with all kinds of clients and helping elevate the way they work is why we love what we do.**



## How are we different?



**We think like humans.** We look at the challenges through your eyes and walk in the shoes of everyone who will be touched by the technology we design. We do this before we brainstorm solutions or write a single line of code. Learning about your business and the way you work (or need to work better) becomes our compass, charting the path we take to solve for your needs.

**We're also listeners and realists.** We won't take you around the block to reach a solution when it makes more sense to go straight down the street. We don't create custom designs just to improve our bottom line—everything we do is about creating something that answers your needs and works within your budget. If we can do it with what's already in your toolbox, we'll do that and improve on it.

## Our Manifesto: Why what we do matters



We believe...in doing everything with integrity.

We believe...in optimizing and solving for happiness.

We believe...technology can't be a quick fix. It needs to be purpose-driven.

We believe...relationships are built on open communications and candor.

We believe...in challenging conventional thinking.

We believe...in working in concert with our clients' creativity, processes & intellectual resources.

We believe...in hiring sharp people and giving them every opportunity for phenomenal outcomes.

We believe...in having fun in our work and in life.

# Our Tone of Voice

One of the reasons clients choose to work with Solvative is because we buck the stereotype of tech people not being “people” people. We communicate with clients in a sincere, friendly and approachable way. At the same time, we’re experts at what we do, so our tone is also competent and confident. With digital transformation evolving at hyperspeed, we want our clients to know we’re here to help them understand it, embrace it, and make the most of it for their business.



sincere  
approachable  
confident  
competent  
visionary

## The Elevator Pitch

Solvative is a team of digital technology engineers, designers, and developers who provide mobile app and web solutions across all industry segments. We work with clients at every level on the technology spectrum. Sometimes that means patiently guiding first-timers into the 21st century; other times, it's about enlightened clients challenging us to push the envelope and do what's never been done. That kind of variety is why we love what we do. One thing we never forget is that technology has a human side. The way we see it, the most innovative solution might impress the heck out of you, but it means nothing if it doesn't elevate the people who use it.

# New Tagline Recommendations

A good business tagline conveys as many of these things as possible:

- Convey the key emotional benefit your company provides
- Verbalize your brand differentiation to separate you from the competition
- Create brand recognition in a few well-chosen words
- Give formal ownership to your unique selling proposition
- Most important of all - It represents your vision and mission in front of your customers

Here's where you are now: Solvative. **Solving it forward.**

These words have a great attitude, but they focus on only one promise—that you are visionary solvers. But that's a promise every technology designer makes to clients. You can't really own it.

**What you CAN own is a point of difference that your excellent intuition already knows to be true—and that our brand exploration confirmed:**

**Solvative believes in focusing on the human benefit first in everything you design. (Starting with literally walking in the shoes of the people who will use the technology)**

**With that idea in mind, consider 7 taglines that directly speak to your point of difference...**

**Solvative A more human approach to innovation.**

**Solvative Innovation for the benefit of humans.**

**Solvative Solving for humans first.**

**Solvative Humans before metrics.**

**Solvative Innovation designed with humans in mind.**

**Solvative Enhancing the way humans work.**

**Solvative Digital innovation made human.**

**SOLVATIVE**