

***OUR PASSION IS WORKING
WITH ENTREPRENEURS TO
ACCELERATE THEIR STARTUPS***



WARD & FIFTH
CONSULTING

ABOUT

From the day we founded Ward & Fifth in 2010, our mission has been to give startups and early stage companies Fortune 500 services from A-Z at a price that doesn't break their bankroll.

We are a GTM agency that delivers proven growth strategies in the areas of business development, brand identity, e-commerce, marketing, public relations, social media, digital advertising, finance, sourcing and logistics to companies in industries such as consumer goods, tech, fin-tech, transportation, philanthropy, travel and service providers. Our clients range from 9-5ers with an idea and a dream to businesses with strong revenues who've graduated from world-renowned incubators.

Our difference lies in the fact that through our dedicated approach to the services we provide, working with Ward & Fifth feels more like a full-time in-house executive has joined the ranks rather than an outside agency. As brand specialists and marketing consultants, we work with our clients to ensure the delivery of the business objectives through commercially focused 360 degree marketing strategies. In addition to branding, we bring expertise in the areas of financial modeling, business plans, valuations and business operations.

Put this all together, and we simply build strategies that take businesses to the next stage in development, taking a long-term perspective on every project we touch.

OFFICES:
BROOKLYN, NY
DETROIT, MI

WHAT WE DO

*BRANDING. E-COMMERCE. SEO. DIGITAL MARKETING & ADVERTISING.
LOGISTICS & OPERATIONS. BUSINESS PLAN CREATION.
SOCIAL MEDIA. WEB DESIGN. FINANCIAL MODELS
CORPORATE FILINGS & TRADEMARKS*



WHO WE DO IT FOR

ENTREPRENEURS WHO WANT TO LAUNCH A NEW COMPANY

EARLY STAGE COMPANIES LOOKING TO ACCELERATE GROWTH

ESTABLISHED COMPANIES IN NEED OF A BOOST

SECTORS SERVICED

- *CONSUMER GOODS*
 - *TECH*
 - *EDUCATION*
- *CONSTRUCTION*
- *TRANSPORTATION*
- *PHILANTHROPIC*
 - *FASHION*
 - *TRAVEL*
 - *FIN-TECH*

SERVICES

SALES

- E-COMMERCE Implementation
- Develop and Define Wholesale Strategies
- Flagship Retail Planning
- Drop-Ship and Flash Sale Implementation

DIGITAL MARKETING & BRANDING

- Digital Advertising
- Website Design
- App Design
- Marketplace Design
- Brand Identity (logos, packaging, tag lines, etc.)
- Social Media Management
- Product Merchandising & Planning
- Philanthropy Planning
- Press Preview Events
- Event Production and Event Sponsorships
- Collaborations & Partnerships

BUSINESS DEVELOPMENT AND OPERATIONS

- Administrative & Staffing
- Trademarks & Federal/State Filings
- Fund Raising and Venture Capital (must have \$1mm+ in sales)
- Sourcing & Manufacturing
- Logistics & Shipping
- Business Plan Creation
- Data Science & Analytics

DESIGN & DEVELOPMENT

- Product Design
- Tech Packages and Sample Development
- Factory Communications
- Pricing and Timing Negotiations with Factories
- Factory Travel

MEASURING OUR SUCCESS

BRANDING:

CONSISTENT IMAGING & PRODUCT DNA

SOCIAL:

ENGAGEMENT, SHARES, LIKES & NEW FANS

WEBSITE:

CLEAR MESSAGE & EASE OF NAVIGATION

E-COMMERCE:

SEASONAL SALES RATE

DIGITAL/ADS:

WEBSITE TRAFFIC

PUBLIC RELATIONS:

MEDIA PLACEMENTS

INVESTOR RELATIONS:

OPTIMIZED CAP TABLE & FUNDING

INTERNATIONAL DISTR:

SEASONAL SALES GROWTH

STRUCTURE

- SEAMLESS AND CONSTANT COMMUNICATION THROUGHOUT THE CONSULTING PERIOD
- IN-HOUSE ATTENTION FROM AN OUTSIDE PERSPECTIVE
- BI-WEEKLY STATUS CONFERENCE CALL OR IN-PERSON MEETING

CASE STUDY #1: CONSUMER GOODS CLIENT

+84%

INCREASE IN WEBSITE TRAFFIC

+211%

INCREASE IN INSTAGRAM FOLLOWERS

+200%

INCREASE IN COMPLETION OF
ABANDONED SALES/CARTS

+303%

INCREASE IN ONLINE SALES

CASE STUDY #2: TRANSPORTATION CLIENT

+132%

INCREASE IN WEBSITE TRAFFIC

+524%

INCREASE IN INSTAGRAM FOLLOWERS

+175%

INCREASE IN COMPLETION OF
ABANDONED SALES/CARTS

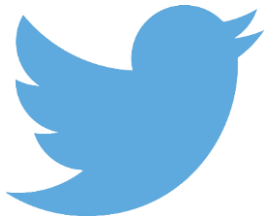
+600%

INCREASE IN ONLINE SALES

STRATEGIC PLATFORMS



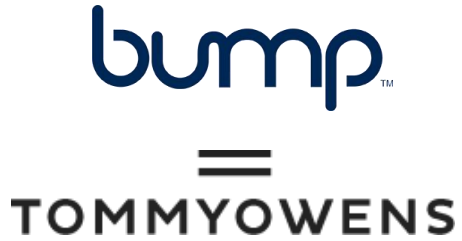
AdRoll



Google
AdWords



WORK



INCUBATORS & ASSOCIATIONS



AS SEEN IN

The
New York
Times

CBS
RADIO

The
Detroit
News

m
LIVE

DETROIT'S PREMIER BUSINESS JOURNAL
dbusiness

Readers first for 30 Years
CRAIN'S
DETROIT BUSINESS

DETROIT
HOMECOMING



SOHO HOUSE
NEW YORK

TREPS
NEST

THE TEAM



Shawn Ward

CEO

in

Shawn has 15+ years in the consumer goods and tech industries, and expertise in bringing business ideas to market. He has worked with brands such as Adidas, KangaROOS, QuickSwipe, Lugz, BONGO, Merrell, Lugz, Fila and co-founded Shane +Shawn shoes. Shawn also works as an advisor for startups at the following incubators: NYU, University of Michigan's MConnex program, Fledge, CUNY Accelerator, and Founder Institute. He's launched or relaunched over 15 businesses in the past 7 years and has Bachelor & Masters degrees in Mechanical Engineering from the University of Michigan and Oakland University.



Sarah Winters

CMO

in

An Australian native, Sarah came to New York in 2005 following 12 years in South Africa and the UK. Her breadth of experience includes branding, communications, marketing and talent/entertainment strategy. She has worked with top agencies, such as Dan Klores Communications, Alice Marshall Public Relations and United Entertainment Group. A focus on luxury and niche brands ranging from beauty and wellness to travel and hospitality, including Park Hyatt, One & Only Resorts, Island Outpost, Nantucket Island Resorts and exhale spa among others, has also extended to include mass market consumer brands such as Pantene, Herbal Essences, Head & Shoulders and Max Factor.



John Winters

Director, Asia Pacific

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John has over 25 years of extensive hands on experience in areas of project management, strategy, development, negotiation, sales, marketing, business development, account management, marketing and fund and raising in Australia and South Africa. Experience includes working with the Pretoria Art Gallery, Johannesburg Symphony Orchestra, Brandenburg Orchestra, IOC, AOC, Rio2016 Olympic Committee, Commonwealth Games Association, International Volleyball Federation, South African Sports Commission, several NFP's and numerous sports and sponsorship agencies worldwide.



Cyrus Tetteh

Designer

in

Cyrus Tetteh is a recent graduate of the University of Michigan with a B.A. in English. During undergrad, Cyrus was the the Lead Campus Brand Ambassador for the Coca Cola Company, helped fund raise over \$20,000 as President of the campus arts organization named EnspiRED, and launched his own clothing company, Cool Club Clothing, in 2012.

THANK YOU

